

I work with you

as a Friend and Neighbor

THIRTY-THREE years ago, when I decided to go into this poultry business, my customers were my friends and neighbors. We dealt together and worked together across the back fence. Their problems were my problems and we worked them out together. Down through the years these old friends and neighbors have continued to be my friends.

I have added new friends and new neighbors and these friends and neighbors are scattered pretty much over the country, but I deal with them as I dealt with those first customers . . . across the back fence.

The things I've learned in the past thirty-three years of endeavor I feel are the common property of all my customers. When they have problems to work out I help them, for more than likely I have had these same problems at one time or another and have worked them out.

I Had the Right Start

Luckily . . . for it must have been somewhat a matter of luck . . . I started with high grade stock. Pride, call it what you like, but the fact is I wanted something just a little better than anyone else around our neighborhood. It wasn't long before my neighbors commenced to take notice of the quantity of eggs I was getting. Then they began buying hatching eggs from me and their flocks began to improve.

Gradually the fame of Northland Winter Layers spread and orders began coming in by mail. I decided that my new customers, who were separated from me by miles, should know more about Northland Winter Layers. So I showed them "on paper" how I could help them succeed in the poultry business.

I've been preaching this gospel of good stock for years and I know I'm right. Thousands of customers have testified to the fact, through greater profits from their flocks of Northland Winter Layers.

You, Too, Will Succeed

My advice to you is to start right . . . get the right kind of stock. You know it doesn't cost any more to feed good layers than it does to feed poor ones. It doesn't take any more of your time to care for them and you will make much greater profits and get a lot more enjoyment out of your work. There is nothing more discouraging than a flock of poor layers . . . the kind you are almost sure to get if you invest your money in cheap stock.

When you have layers that are full of health and vigor, layers that produce away beyond the average, then, and then only, do you make money. The ruggedness of the Northland is built right into Northland Winter Layers and the winter laying habit is bred to the bone.

I am enthusiastic about Northland Winter Layers because I have put many years of hard work into the building up of this great laying strain. It is a story of long houred days of incessant toil but it is a story with a happy ending and the opportunity is yours of reaping the harvest of my many years of hard work.

Whether you are already in the poultry business or just starting, it will pay you to read every word in this book. It has put thousands of other men and women on the road to success and it will help you.

There is probably no other line of business that can be mastered so quickly, with the assurance of a splendid income, providing you start with the right kind of stock.

I hope you will become one of my friendly neighbors and let me work with you to increase the productiveness and profits of your flock, for I know I can do it.

So, I greet you as a friend and neighbor,

W. A. Sproul
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