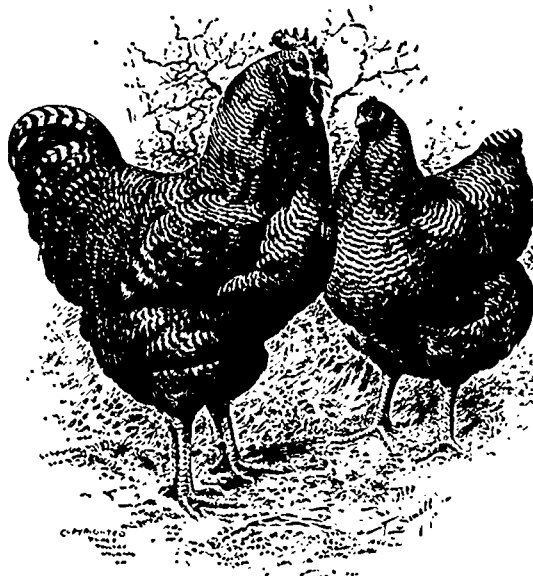


Some are merchants, some mechanics, but the majority farmers. In many cases they have done well. Others seem to have forgotten the vim and push characteristic of the farmers of the districts they have left. With the cheap labor at their disposal, the farmers in many parts of British Columbia ought to farm to a profit. Intensive farming, if you like; but in many cases that is left to Japs and Chinese.

#### A WORD FROM THE COMPOSITOR.

DEAR ADVERTISER,—You and I have an object in view—to draw trade for your business. If we work together much may be accomplished, if we do not there is less value in your advertising than there should be. Now how are we going to work together? Let us consider first what our respective duties are. Yours are to think carefully and write a good advertisement. My duty is to set that advertisement in the most attractive manner, emphasizing the various points, according to their importance. Some advertisers make it impossible that I should do my work well. The reason is this—they are so anxious to advertise their goods that they think every other word should be emphasized. This is not wise, to say the least of it. The public have not time nor have they the inclination to read small crowded ads., with words in black letter all through the body matter. A courteous, dignified statement of the advertiser's ability to supply certain classes of poultry at given prices—that is all that is needed. Advertisements should not contain more than from thirty to fifty words to an inch of space.

A crowded advertisement has two defects. In the first place it is not likely to be read, and so it will fail entirely in its purpose. In the second place, it gives to those who do read it a bad impression. Good businesses, that are thriving and progressive, advertise well. That is an axiom in the commercial world. It is useless to state that you have the "finest poultry business on the continent," when your ad. carries poverty on its very face. This is not a bid for you to take larger space in the advertis-



## 20 FINE Barred Rock Cockerels FOR SALE

.75c. TO \$1.00 EACH..

3 ENGLISH BLACK MINORCA  
COCKERELS  
AT \$3.00 EACH.

No pay on any of these birds till you see them. If they don't suit, you can return them by paying all express charges.

N. H. SMITH,

Box A, Tilbury,

12.00

Ontario

ing columns. That is none of my business; you know your finances best. But what is wanted is that you should give the compositor an opportunity to so display your ad. so that it will be read and convey a good impression.

Since this is a plain talk in your interests (I am paid by the week and my time goes on whether your ads. look neat or crowded), let me make another suggestion. Do not exaggerate. Personally, when I pick up an ad. which makes what I consider undue claims, a process of discount goes on in my mind. And if your ads. are not to be trusted, what is the use of advertising? The public cannot very easily be duped by printer's ink in these days. The shrewd poultry buyer, who is likely to prove a good customer, has very probably ascertained your standing in the trade before he did business with you. Your ad. merely reminded him that you are still doing business and of the class of poultry he might expect from you.

Let me illustrate my case by two one and a half inch ads. The first will be a sample of a bad ad.; the second of a good one. Do not think because I use the name of your particular breed of fowl that this article is a gibe at you; and if it does fit you do not shift it off to the other fellow.

Example No. 1:

**BIG SNAP IN BUFF COCHINS**  
**My Birds Won ALL the Prizes**  
at the leading shows, including the \$50 cup at Toronto Industrial for best showing of all classes of birds—cocks, hens, cockerels, pullets, pens—and I won 1st at Guelph, in hot competition, scoring 96 points out of 100; 1st at Montreal, and 2nd at Peterboro' and Owen Sound. If you want good birds come to me, as I have the only Buff Cochins worth the name. Just now I am selling at away-down prices—come early or you will not be able to secure these bargains, as even my big supply will soon be disposed of at the low prices I am offering them for. Address,  
**JOHN BRAG, Minneapolis.**  
Bargainville,

Such an ad, as this tells you little or nothing, except that Mr. Brag would have you believe that he is the only man who knows anything about buff Cochins that are any good.

Example No. 2:

#### A Word to Buyers.

In **BUFF COCHINS** my birds and prices will suit you. I am not selling at "half-prices," but the figures given below will secure you good birds:—

Cockerels, (April and May hatched)	\$3.00
Pullets, " " "	\$3.00
Trios, " " "	\$8.00
Hens, (year-old)	\$4.00
Cocks, (prize-winners)	\$5.00

Early orders, early choice. Address,  
**ERNEST RICHARDSON, Ont.**  
Galt,

No more words than this should be used in a one and a half-inch ad.

Well, I've said my say, and I hope you will make a few dollars out of it.

Yours respectfully,  
COMPOSITOR.