

"All about Broilers," and "Capon and Caponizing" are old enough to have proved their value and need no recommendations. They appeared as the first two of De Puy's Popular Poultry Books and have had a tremendous sale. Price twenty-five cents each.

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Croley's Egg Record is a simple little register in which the fancier or farmer can keep a clear and concise record of the number of eggs laid, number sold, amount received, amount paid for feed and net profit or loss. Price ten cents.

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Any of these books can be sent from the FANCIER Office, Victoria, B. C., on receipt of price and five cents extra to cover duty. If you are interested in any of the subjects treated you cannot afford to be without the books.

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FARMERS' ADVOCATE.

The *Farmers' Advocate*, published at London, Ont., and Winnipeg, Man., is undoubtedly the agricultural paper of Canada. Every department is under the management of a specialist thus insuring careful consideration of all subjects treated. Every thing of interest to farmers receives attention. It is published semi-monthly, and each issue contains the cut of some variety of thoroughbred stock, which is alone worth the subscription price. A specialty is made of introducing new varieties of grain and vegetables and of stimulating the improvement of live stock in every way. The day has passed when a farmer can hope to be successful unless he keeps up with the times and to do that he must take, and read the journals which bear particularly on his work. The price of the *Advocate* is one dollar per year, the price of the FANCIER is fifty cents per year. Anyone sending one dollar and twenty-five cents to the FANCIER office, Victoria, will receive the two publications for one year. This is a special offer and should be attended to at once.

THE ADVERTISING MAN.



If at the foot
And want to rise—
 Advertise!
If top of heap
You would keep—
 Advertise!
Where'er on earth
Your dwelling place,
If you would win
Successe's race—
 Advertise!

* * *

The above bit of poetry is not original, I read it in that fine little paper called Printers' Ink. It cost them some money but I get it free by taking it second hand—See!

* * *

Oh! how I wish all the poultry breeders of the Northwest would learn that little rhyme by heart and then act accordingly. I know it is a new thing to have a poultry paper in the Northwest but now that there is one and it has come to stay local breeders should take advantage of it. Don't you see how quick the eastern men get their "ads" in? Three thousand miles has no terrors for them. They know the FANCIER will be read and they want their names to be read at the same time.

* * *

Now let me give you some of my ideas about advertising. Of course you are not obliged to accept them. First, have something worth advertising; and by that I mean let the article be A. 1. in every respect. If it is any kind of live stock let it be just what you represent it. Keep your record clean from the very outset. Never misrepresent for the sake of a few dollars. Second, select the proper medium to advertise in. For instance if you have poultry to sell the FANCIER should be the best paper in the Northwest to

help you sell it simply because it reaches, and is read by people interested in that sort of thing, in British Columbia, Washington, Oregon and California. Third, make your advertisement itself attractive. This is important for some "ads" are not worth anything simply because they are not built right. I can show what I mean best by an illustration.

FOR SALE.

John Blank wishes to call the attention of the public to the fact that he has been breeding Barred Plymouth Rocks & Brown Leghorns for the past twenty years and his stock represents the very best blood on the continent. He has won at many of the leading shows. The past season's breeding was very satisfactory and as a result he can offer a choice lot of young stock for sale. The cockerels and pullets are finely marked and some are sure winners. They must be sold to make room. For price and full particulars, address

JOHN BLANK,
BLANKVILLE.

BARRED PLYMOUTH ROCKS BROWN LEGHORNS.

I have bred them
for twenty years.

Choice Young Stock For Sale.

Write for what you want.

JOHN BLANK, - Blankville.

Both of these "ads" would cost the same amount in the FANCIER. One would probably return full value the other would not. I make a specialty of good advertising in this paper so if you want an "ad" that will draw send your copy to me and I will fix it up. And don't forget to send the cash at the same time.

Yours,

THE ADVERTISING MAN.

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The subscription list, good-will, &c., of *The Pigeon World* (formerly *The Fancier*), heretofore published at Baltimore, has been purchased by Mr. Jas. E. Warner, who will merge the same with his POULTRY AND PIGEONS, continuing the publication office at New York. While the latter publication gains a firm hold on the Fancy, the subscribers of the *Pigeon World* are fortunate in that they will be supplied with so good a