

THE ADVERTISING MAN.



The annual income of John D. Rockefeller, the founder and head of the Standard Oil Company, is said to be \$6,000,000, which means \$750. an hour. They say he has "struck ile."

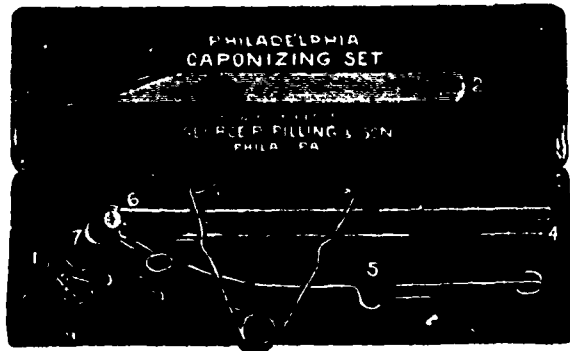
There are a good many poultry breeders who would like to do the same. They have good stock and want to sell it, but don't know just how to go about it. Sometimes when they meet with the editor of a poultry journal they will modestly mention the fact, that, they, "have some good stock for sale and if he should hear of anybody," etc., etc.

They should bear in mind the words of a man called William Shakespeare, who said, "He doth give us bold advertisement." That's just what they need, a bold advertisement in some poultry paper—the BRITISH COLUMBIAN FANCIER for instance. There is not a breeder in British Columbia who is so well known that he can afford not to advertise.

In the last FANCIER, there was a little "ad." in the Bargain Column which struck my fancy. I reproduce it:—

BLACK SPANISH. Light Brahmans. Eggs \$2.50 and \$1.50 per setting. One extra egg if you mention this paper. Catalogue for stamp. Our show record for Spanish is unsurpassed. Fowls in season. Thos. M. Skinner, 1723 Logan Ave., Denver, Colo.

That "ad." of forty words says a great deal when you look at it carefully. First it tells the reader that Mr. Skinner of Denver, Colo., has some fine fowls. His Black Spanish are particularly good and he has won with



The raising of Capons is a new industry in British Columbia. You can greatly increase the value of your cockerels and find a ready market for them as well. The operation is not difficult if you have the proper appliances. We

have arranged with Geo. Pilling & Son of Philadelphia to supply us with their caponizing sets. Send \$3 to the FANCIER office and you will receive one, also their book, "Complete Guide to Caponizing," which contains full directions.

them at various shows. He has more to say than his space will allow, so he just drops a hint that if you send a stamp you will get a catalogue free. Besides eggs which he wants to sell just now he also will have fowls in season, and finally you can get "one extra egg if you mention this paper." I have an idea why he makes that offer, but I will not give it away. In fact, Mr. Skinner knows how to do business.

Now the point is, Mr. Skinner of Denver, Colo., three days ride from here, will do business in British Columbia and fanciers right in the field will not, and all because he advertises (and does it well) and they do not.

I have been written to about our rates and terms. The first you will find on page 8, and as to the latter, let me quote from Artemus Ward: "Ladies and gentlemen, the show is about to commence. You could not well expect to go in without paying but you may pay without going in. I can be no fairer than that."

Yours,

THE ADVERTISING MAN.

OUR EXCHANGES.

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The Feathered Race published by the Star Publishing Co., West Boylston, Mass., is a new candidate for the attention of poultrymen. Its first issue was good, its second better. If it maintains its present standard it will be a decided success.

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The Western Poultry News, Lincoln, Neb., put on a brand-new suit of clothes January 1st, and its best friend scarcely knew it the improvement was so decided. To parody an old saying "One mickle makes a muckle."

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If a poultryman is looking for a good weekly poultry paper he should send for a sample copy of the *American Fancier*, published at Johnstown, N. Y. It's enough of a hustler to belong in the West. We bow to you Editor Drenstedt.

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In the *Poultry Herald*, Minnesota has a paper for poultry fanciers of which she may well be proud. It has a clear decided ring which renders its information of value. Send us eighty cents and you can have it and the FANCIER for a year.