

Canadian Poultry Review.

PUBLISHED MONTHLY BY

JAS. FULLERTON,

—AT—

STRATHROY, ONTARIO, CANADA.

TERMS.—\$1.00 per year, payable in advance.

ADVERTISING RATES.

Advertisements will be inserted at the rate of 10 cents per line each insertion, 1 inch being about ten lines

Advertisements for longer periods as follows, payable quarterly in advance:—

	3 Mont.	6 Mont.	12 Mont.
One Page	\$15.00	\$25.00	\$40.00
One Column	12.00	22.00	30.00
Half "	8.00	15.00	20.00
Quarter "	6.00	10.00	15.00
One inch	3.00	5.00	8.00

Breeder's Illustrated Directory, larger size, 1 year, \$6, half year \$4; smaller size, 1 year \$3, half year, \$3.

All communications must be in our hands by the 6th and advertisements by the 9th to insure insertion in issue of that month.

Address.

JAS. FULLERTON,

Strathroy, Ont., Canada

A Seasonable Greeting.

A MERRY CHRISTMAS AND A HAPPY NEW YEAR! How these words have rung out in cheerful cadence year after year for the past centuries! Whatever of grotesque or useless in the customs of our forefathers may become obsolete, we trust the time is far distant when the happy greetings of the holiday season shall be dispensed with. For ourselves at this time a reference to the subject is peculiarly appropriate. Ere another issue of the REVIEW the 25th of December and the 1st of January shall have passed away, and we shall have entered on a new year, with its renewed responsibilities and possibilities of usefulness and enjoyment. Besides the REVIEW is now entering on the second year of its existence, with cheering prospects of future prosperity. We have formed many very pleasant acquaintances, and rejoice to know that we have a wide circle of friends, all of whom, we trust, will receive in the same cordial spirit in which we now tender them, the compliments of the season, a MERRY CHRISTMAS AND A HAPPY NEW YEAR.

In looking back over the last year, we cannot but feel that the REVIEW has been more successful in its object than any other Canadian poultry journal. We have no desire to be egotistical, for we are well aware that no amount of editorial puffing would prevent this or any other similar journal from ultimately finding its proper level in the judgment of public opinion. But, while other evidences of the justice of our claim are not lacking, we can point to our advertising patronage as one of the strongest proofs of the estimation in

which it is held by the breeders of the Dominion. No similar journal in Canada has ever presented such an array of advertisements from Canadian fanciers, and none has ever nearly approached it in the character of its advertising patrons. The best and most influential fanciers of Canada are, or have been, and will again be, with us. We feel proud of them; their names have appeared most frequently on the prize lists, and we are pleased to know that our dealings with them have been mutually satisfactory. During the past year we have had but one complaint of unfair dealing, and on inquiry into the case found it to be merely a mistake of the complainants, which he fully acknowledged, and for which he apologised. The character of our journal has been such that it has brought us the support of the best men; and it will be our constant ambition so to carry it on, and gain the public confidence, that the appearance of an advertisement in the REVIEW will be considered a guarantee of the advertiser's integrity. We have many evidences, voluntarily offered, in letters from our patrons, of the value of the REVIEW as an advertising medium, and would scorn to use stool-pigeons and decoy ducks, as some are doing, (without bagging much game however,) to secure advertisements. We want nothing but honest dealing from all our patrons, and will guarantee honest dealing in return.

In regard to its original contributions also, we claim that the REVIEW is becoming a decided success. In past years very few Canadian breeders have appeared as writers. Our efforts have induced many of these gentlemen to aid us in our work, and we are proud to say we have now a large staff of able contributors, embracing many of the most successful breeders of the Dominion. We have confidence in their kindness, their professional spirit, and their generous sympathy with our object, for that continued co-operation which cannot fail to make the REVIEW both popular and useful in the highest possible degree.

In regard to general news and information we have always endeavored to keep well up to the mark. We have given the earliest and most accurate prize lists, not only of Canadian shows, but of American shows in which Canadians were interested. We have given much practical information regarding our specialties, and have kept our readers fully posted on all interesting doings of the fancy. In a word, we have done our best to fulfil our promises, and now, at the commencement of a new volume, have every reason for encouragement, so much so that we once again wish all our patrons A MERRY CHRISTMAS AND A HAPPY NEW YEAR!

Renew your subscription for the REVIEW, and get your neighbors to subscribe also.