

James M. Lambing's Letter.

FRIEND FULLERTON,—I presume you are having a good time just now visiting country agricultural shows, examining the live stock, patch-work quilts, big cabbages, &c., and looking up the chicks, and, of course, soliciting subscriptions and advertisements for your good paper. This, I presume is your seed time and harvest too, as you sow seed by making friends and acquaintances, and reap a harvest of subscribers and advertisers. For the live poultry man, if he has any stock to sell, is sure to let purchasers know it by placing an ad. in some good poultry paper. You will notice I said *live poultry man*. Well I meant live ones. Those who are not alive to their own interests will, of course, save the price of the advertisement—and *save their chicks too*—as if they do not advertise no one will know they have anything to sell. This is more true of the poultry business than almost anything else, and the reason is obvious; as a man cannot sell all his stock in his own immediate neighborhood, and hence to get his stock before the purchaser he must choose the only medium left to him—namely poultry papers. A drygoods merchant, when he gets in his fall stock, does not lock his front door and shut his window blinds—not at all. He gets out his show bills and scatters them out on every country thoroughfare—pastes them up on trees and barns, hangs up his brightest colored silks, calicos, stockings, &c., in his windows in the most attractive style—in fact he takes all the pains he can to put his goods before the eyes of those to whom he expects to sell them.

Now the poultry breeder must do the same thing. He must advertise his stock and use the right medium too. An advertisement in a law or medical journal would do no good. He must use *poultry journals*. I have tried it, and I know. To sell fancy poultry put your ad. where poultry men will see it.

But some one may say, poultry men only advertise and take poultry papers, and they raise their own poultry. This is a mistake. Poultry breeders purchase stock—more of it than you imagine—and amateurs always look in the advertising pages of a respectable poultry paper to see from whom they will make their purchases. So if a poultry breeder has anything to sell, if he knows his business, he has placed his advertisement already in a good journal to let purchasers know where to go for their stock for fall and winter shows.

So I hope you have secured a nice lot of good advertisements—and got your pay for them in advance too. For this last is quite as important as anything else—yes more important to both the editor and advertiser. To the editor because he will then have his money to improve his paper with, and give his readers the worth of their

money when they subscribe for or advertise in his paper. And then too it will save him time, temper and friend, by saving him the space to put something useful in, which he might otherwise use for a black list.

In my opinion editors are to blame themselves for the subject matter of this black list. Suppose you wanted \$10 worth of goods from some large New York firm, and wrote them to ship to you, but inclosed a promise that you would at some indefinite future time pay for them, instead of inclosing a P.O. order for the \$10. Do you think you would get the goods? I am pretty sure you would not if you were living on some farm in some obscure place. Well now, what right have you to ask an editor to give you \$10 worth of his goods on an indefinite promise. And I must say if the editor gives you the credit and fails to get the money he has no business to put your name in a black list. I say this because I once saw a man's name in a black list who was dead two years—died before he even saw the ad. in print. I also know two other instances of men who are honest as steel, but who were over sanguine, and honestly, no doubt, made promises they were unable to fulfill. Had the editor not given credit they would have no bills.—Don't care, James, if you are one of the black list fellows, it is not business. And don't trust the subscriber—*nor any other man*—and it will save time, money, patience, friends, and the use of language not countenanced by the "revised edition." So, friend James, gather up the subs., ads. and ducats, *and you will be happy*.

Well, how do you find the chicks at the early shows? I have been to three early agricultural shows and although the exhibit of chicks was not large, yet I found the specimens to average very fairly with former years. And if what I saw is anything of a criterion to judge by, I predict that the winter poultry shows will be very fine.

By the way, what is the matter with poultry societies this year; I see very few in the field yet. Boys, we must not let the interest in exhibitions lag or we will be short of good customers for our eggs and chicks. The poultry show is the life—the heart—of the poultry business, and to have a healthy business, must be kept up in good shape. I don't see enough discussion of the standard revision talked of last winter. Why don't some of our poultry sages cut themselves loose and tell us all about white tips, and wry tails, and rose combs, and American Dominiques, *alias* Hambeltonians, *alias* Emmetts, or Swinetts, or *sich*. Let us hear from you one and all and make things lively from now till the A. P. A. meets.

JAMES M. LAMBING.

Parker's Landing, Oct. 5th, 1881.

REVIEW from now till end of 1882 for \$1.00.