

# The Advertiser's Help

TO WEALTH

VOL. I.

TORONTO, MAY, 1899.

No. 5

## SPECIAL FEATURES

of the CANADIAN POULTRY REVIEW:

Department on "Practical Poultry," conducted by A. G. Gilbert, Manager Poultry Department, Dominion Experimental Farm, Ottawa.  
 Department for "Turkeys, Ducks and Geese."  
 Department for "Bantams."  
 Department for "Incubators and Brooders."  
 Department "With Uncle Sam" (U.S. news).  
 Department "Poultry Ailments."  
 Colored Plates, Numerous Illustrations, all Show News, Prize Lists, etc.  
 The best articles written by the best men.

### OUR MOTTO.

"What we have we'll hold, and what we have not we'll hustle for."

### CAKLE.

Keep everlastingly at it.

"In times of peace prepare for war."

In the dull season prepare for the rush.

Plain terms in an advertisement are better than Latin and Greek. All people are not classical scholars.

Prosperity is on the way, are you prepared to share in it?

To drop your ad. for a season is like closing up store in summer. Neither will pay you.

For a business man to say to the advertising solicitor: "Oh! goodness, no. It's too dull to advertise now. Wait until times pick up a little," is equivalent to a very sick person saying to a physician: "Oh! no, doctor, I can't take any of your medicine now. I'm too sick. Wait until I get better, and then I'll take it." When the patient gets well, if he ever does, he will not be in need of medicine. The best time to advertise is when the need of stimulant is the greatest, and that is when business is dull--F. J. Haskin in "Printer's Ink."

### WITH OUR ADVERTISERS.

Read these--we have room for but a few this month--then sit down and do some thinking. Please note dates, no "old timers."

Mr. N. G. Moodie, Chesterville, Ont., in sending us three new subscribers, writes under date of Feb. 23, 1899:

I am very much pleased with the REVIEW as an advertising medium. It has

enabled me to sell a large number of my barred Rock cockerels and to place them where, so far, they give entire satisfaction. If REVIEW continues to do well for me I shall do all I can for it.

We are sold out of surplus cockerels; from our last ad we received answers from all quarters and made good sales, shipping all on approval and none came back  
 S. M. CLEMO.

Welland, Feb. 28, 1899.

Messrs. Spry & Mick, the Toronto buff Loughorn breeders, report a most satisfactory season for sales. They have sold all surplus stock and have shipped eggs in all directions, even as far west as Edmonton.

Mr. H. G. Webster, Chatham, Ont., a friend who sends us a club of six new subscribers, writes under date of Feb. 8, 1899: "Have had good luck with all my ads. REVIEW is rapidly coming to the front, each number seems better than the last. I wish it the prosperity it so richly deserves."

I notice with pleasure the very great improvements you have made in the REVIEW this year, and, being a printer, I like seeing papers like yours improving all the time. May you be well patronized as some slight recompense for your go-a-headiveness. W. PEMBERTON.  
 Delhi, Ont., Feb. 22, 1899.

W. Nevison & Son, buff Rock specialists, and old REVIEW readers, kindly send us a list of seven new subscribers from Northville, Mich.

A small advertisement in REVIEW pays well but a large one pays better.

W. W. REID.

Ayr, April 3, 1899.

I have had some good sales this season from my small ad. in REVIEW.

BERT HICKS.

Woodstock, April 3, 1899.

From the small ad. I had in last number I sold ten settings of Java eggs, that means \$20 for the small trial of 25c. I wish the REVIEW much success.

BEN. HARRIS

Woodbridge, April 13, 1899.

## HOW SHE GROWS.

FROM THE FAR EAST TO THE FAR WEST.

Mr. Louis Hazard of this place kindly lent me a copy of your paper. Find one dollar enclosed for which send the CANADIAN POULTRY REVIEW to the address of George Newson, Rocky Point P.O., Prince Edward Island, and also to my address, and oblige,

R. D. TAYLOR.

Cameron Block, Charlottetown, P.E.I.,  
 Canada, April 5, 1899.

Received sample copy of CANADIAN POULTRY REVIEW. Like it very much. Enclosed find \$1.00 for which please send it to the three following addresses:

John H. Clarke, Cambridge Station, Kings Co., N.S. Freeman Rafuse, Kinsmans Cor., Kings Co., N.S. Percy A. Killam, Kinsmans Cor., Kings Co., N.S. Would like to begin with March number. Yours truly,

PERCY A. KILLAM.

March 22, 1899.

Enclosed please find the sum of one dollar, for which please send your paper to the following names: J. E. Kimberley, Rounthwaite, Man., P.O. Alex. Reid, Brandon, Man., P.O. I wish you would kindly send them the March number. I should have sent their names sooner only there are some others I expect to get but they have not put up the money yet, but will try and get them later. Yours,

W. ANDERSON.

Brandon, Man., March 10, 1899.

Enclosed find 50c subscription to your paper for one year. I have February number, kindly send January number and then my subscription will close with the December number. I am much struck with your paper and had no idea that a paper such as yours was published, and that it compares so favorably with others is also a source of gratification to me. I remain,

W. J. EDE.

Carman, Man., February 28, 1899.

Sample copies, rates, and any other information gladly sent on application to

**H. B. DONOVAN,**

**PUBLISHER,**

**Toronto.**