

be done through the club and all breeders are urged to join and take an active part. All that is necessary is to send \$1 for initiation fee and address the Secretary-Treasurer.

W. S. TEMPLETON,
Dakota, Ill.

WHITE ROCK CLUB'S NEW OFFICERS.

THE annual election of the American White Plymouth Rock Club held April 1st, resulted as follows: President, W. S. Russell, Ottumwa, Ia.; vice-president, C. G. Hinds, Alameda, Cal.; secretary-treasurer, Frank Heck, New Albany, Ind. Executive Committee—W. S. Russell, Ottumwa, Ia.; C. G. Hinds, Alameda, Cal.; Frank Heck, New Albany, Ind.; H. A. Bridge, Columbus, O.; Mrs. Nellie Hawks, Friend, Neb.; W. C. Pierce, Indianapolis, Ind.; E. M. Durham, La Plata, Mo.; J. A. Grover, Concord, Mich.; J. L. Smith, Spokane, Wash. Advisory Board—H. A. Stearns, Canon City, Col.; Rev. John Hughes, Table Grove, Ill.; W. C. Crosbie, Manitou, Canada; O. F. Frost, Monmouth, Me.; H. A. Kulms, Atlanta, Ga.; G. E. Read, Lebanon, Mo.; R. A. Davis, Merit, Tex.; M. B. Templelin, Caila, O.; C. W. Jerome, Fabius, N.Y.; W. W. Kulp,

Pottstown, Pa.; W. E. Bartlett, Belle Plaine, Kan.; T. R. McDonald, Wades Mill, Ky.; J. L. B. Gilmore, Holly Hill, S.C.; S. M. Williams, Monroeville, Ind.; E. B. Eddy, Chicago, Ill.

The success of the White Rock Club has been phenomenal and is attracting the attention of poultrymen generally. It now has a membership of more than 450 and is the largest poultry organization in America, and probably in the world. Financially, it is in a very flattering condition and the white Rock fraternity is rallying to its support to such a degree as to make the outcome interesting. The success of the club is an example of what may be accomplished in this line by organized effort with a popular breed, one that is popular because it has true merit to recommend it. The new catalogue of the club has just been issued. It is a book of sixty-four pages and will be sent free to any poultryman, by addressing Frank Heck, secretary, New Albany, Ind.

The 4th edition of James Rankin's Book, **NATURAL AND ARTIFICIAL DUCK CULTURE.**

is just out. It has been enlarged, revised and illustrated. A question bureau has been added, designed to answer all questions concerning the diseases, cure, management and feeding of the duck from shell to market. Price 25 cents

Address H. R. DONOVAN, Toronto.

POULTRY FOR PROFIT.

BY THOS. BROWN, DURHAM.

ONE of the first things to be considered in order to make a success in the poultry business is the location and buildings. To be successful you must have good comfortable buildings and plenty of grass runs, to have healthy and vigorous stock. If your buildings are poor and your fowl allowed to become stunted from cold and disease, and the want of proper care, then comes the most effective loss in the poultry business, that of a lot of poor delicate fowl that will neither lay eggs or ever be fit for the market or show.

The most successful ones in the poultry business are those that pay attention to their stock, and do not allow them to become stunted by disease or vermin. Good food good shelter, plenty of grit and pure water, with proper attention are the most essential points in poultry keeping in order to bring the fowl to maturity.

The poultry farmer to be more successful must keep the stock his market requires. If his market wants eggs, then he will have to keep some of the egg-laying strain such as Leghorns, Minorcas, etc. If his market calls for table fowls, then he must keep the heavy varieties, but if he wants fowl for both purposes then the Rock or Wyandotte can be used. But whatever market you cater to, you must have the best quality to sell, for if you once impose upon your customers by giving them inferior stock at superior prices, then your chances of success in the poultry business goes down to ruin, and this is one of the common mistakes whereby a great many poultry keepers fail.

Whatever kind of stock you keep be sure they are thoroughbred, as it costs no more to keep good fowl than mongrels. By doing so you can make an extra

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The new Standard of Perfection issued by the American Poultry Association IS NOW READY, and contains all changes made at Toronto. We propose with the help of our friends to give away 1,000 copies. How can it be done? Easily.

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