

Canadian Poultry Review.

IS PUBLISHED THE 15th OF EACH MONTH AT
STRATHROY, ONT., CANADA.

—BY—

JAS. FULLERTON,

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 Mon.	6 Mon.	12 Mon.
One Page	\$18.00	\$30.00	\$50.00
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

Advertisements contracted for at yearly or half yearly rates, if withdrawn before the expiration of the time contracted for, will be charged full rates for time inserted.

Breeder's Illustrated Directory, larger size, 1 year, \$6, half year \$4; smaller size, 1 year \$5, 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.

NEWSPAPER LAWS.

We call the attention of postmasters and subscribers to the following synopsis of the newspaper laws.—

1. A postmaster is required to give notice by letter (returning a paper does not answer the law) when a subscriber does not take his paper out of the office, and state the reasons for its not being taken. Any neglect to do so makes the postmaster responsible to the publisher for payment.

2. If any person orders his paper discontinued, he must pay all arrearages, or the publisher may continue to send it until payment is made, and collect the whole amount, whether it be taken from the office or not. There can be no legal discontinuance until the payment is made.

3. Any person who takes a paper from the post-office, whether directed to his name or another, or whether he has subscribed or not, is responsible for the pay.

4. If a subscriber orders his paper to be stopped at a certain time, and the publisher continues to send, the subscriber is bound to pay for it if he takes it out of the post-office. This proceeds upon the ground that a man must pay for what he uses.

5. The courts have decided that refusing to take newspapers and periodicals from the post-office, or removing and leaving them uncalled for, is PRIMA FACIE evidence of intentional fraud.

Advertising Again.

We fear the relations between publishers of poultry journals and the public are even yet imperfectly understood. The publisher has his rights and so have his patrons. We have on more than one occasion endeavored to define these relations as clearly as possible, and now find ourselves again under the necessity of referring to one particular phase of the subject. We may remark here that according to notions of some of our subscribers, the range of the duties of an editor of a poultry

journal is well nigh illimitable. They not only expect him to give all information regarding poultry and pet stock, but also to act as a sort of private detective, and maintain a constant censorship of all advertisements that appear in his pages.

In the April issue of this journal, a correspondent says:—"It is surprising that poultry journals will publish the flaming advertisements they do regardless of their authenticity." * * "Is it not the duty of every poultry journal when an advertiser advertises so many first prizes and so many specials, to ascertain if their statements are correct."

We wish now and here to correct any misapprehension that may have existed in regard to this matter. While it is a fact fully attested, and cordially accepted by our patrons, that judicious advertising pays, on the other hand we question whether one poultry journal on the continent could long maintain a vigorous existence if deprived of advertising patronage. Whatever advantages then have been derived by the fancy from the influence of such journals, whatever impulse they may have given to the business generally, is very largely due to those enterprising fanciers who use their pages to make their announcements. Liberal advertisers are the men who support our journals, and through them keep alive the interest in poultry; and the resulting benefits flow not to themselves alone, but to breeders generally, whether they advertise or not. Advertisers then are entitled to courtesy and consideration; and to enter into a minute and searching examination of the truth of every statement contained in every advertisement, would be utterly unbusinesslike, insulting, and impossible. Within certain limits every advertiser has a right to make his statement in his own words, and on no other principle could any poultry journal be conducted, or carried on successfully. The truth of this is surely so plain to every intelligent mind that any further remarks on this will be unnecessary.

It must be further remarked, however, that there are certain cases in which it is the bounden duty of an editor to interfere for the protection of his patrons. No publisher should insert an advertisement, knowing that the party who sends it is a fraud, and if such a fraud should find admission to his columns without his knowledge, on discovering its true character, it should be at once discontinued and exposed. And in regard to the great body of advertisers whose respectability and trustworthiness is unquestioned, there are two rules which have guided our action. First, we have sought to discourage extravagant advertising, and for proof would again refer our readers to an article in our last March No., page 63. Such a mode of do-