

ther than in enabling the possessor to improve his stock? By investing it in the same way in which you invest its direct fruits when you put your birds on exhibition—by making it help to earn a reputation for you, and your customers, of which you will soon have a greatly increased number, will pay the dividends. Let the public know that you understand birds. From which would you choose to buy eggs, a man who had bought a pair of premium birds, or from a man whom you knew understood the business? You would not expect to find poor birds with the latter, while the former, by improper mating, might sell you a very inferior article. So readers of poultry papers will not be a little influenced by a series of practical papers. He does not think such a man would keep a poor fowl, nor sell one either. Fanciers in general are very desirous of gaining prizes, and when they have succeeded are not slow in letting the public know something about it, and this is right; but it is a well known fact that this is not a safe criterion. The prize birds may have been bought for the occasion; and, again, the best birds may not have received the prize, for "to err is human." Again, many of the most successful breeders of the United States do not show at all, yet their birds are in demand. A man who is interested enough in this business, or enthusiastic enough, to commit his thoughts, experiments, etc., to paper for his own good and for the good of others, is bound to succeed; and I am of opinion that such a fancier would find it both interesting and useful to keep a diary in which to note down any idea which may occur to him during the day or week.

Now there is no doubt but that the sale or trade in eggs can be increased in this way. Farmers are not so far behind the age as not to adopt any real improvement as soon as they are persuaded it is such, but too well up to the age to grasp at every reputed improvement as soon as it is offered; and as soon as the improvement is apparent will pay for it readily. Fanciers, without a doubt, possess an article which, for all common purposes, is vastly superior to that in common use, and to them belongs the task of making this apparent. The public must be educated to it, and this is not always so easily done. Let the mind go back to the locomotive: men in the British House of Parliament discussing the advisability of passing a law restricting them to a rate of speed very little greater than an equestrian could equal; the application of steam to propel vessels—remember "Fulton's Folly;" and many to-day speak of the fancier's folly.

But it may be asked, how are the people to be reached? In answer to this I would say, in various ways. Every fancier is an educator in his own neighborhood if he is not too indolent or careless to

teach by example as well as precept. But the great educator of the age is the public press—and having a journal devoted exclusively to this interest, it, of course, offers the greatest inducements to use it, for in attending to your own interests you contribute to its support. Then up with it; lift it into such a position that it will attract hundreds of readers where it has one now. And, as it is at present, get it into as many hands as possible. The medicine will generally prove efficacious if you can prevail upon the patient to take it. And instead of reducing the price get the text-book, the Review into the hands of the public. Give a part of your contemplated reduction as a premium in this way, free to all who purchase so many eggs or stock to such a value. Nothing will be lost in this way, for many who take the Review already will find it to their advantage to purchase from you. Any man who will read a poultry journal all winter will be red hot for eggs in the spring. The words of Wellington are applicable in connection with this, "Up, Guards, and at them."

If the public were to be deceived, if what fanciers offered them was a fraud—but knowing, as the fancier does, the superiority of what they have to offer over the variety now found in the majority of yards, they can conscientiously set to work to secure its adoption by all who need the like. Again, do not forget that you may sell a few eggs to a customer and he may become perfectly disgusted with the result. He wants instruction in management. A gentleman is admiring your birds, now is your time; get the text book into his hand. If he won't subscribe just then, lend him an old number. The fancy has not gone down as deep as the pocket yet, therefore do not be in too great a hurry to sell, and you will soon sell eggs and birds too. But, says one, this looks very like trickery. It would be if what you aimed at was dishonest, a sham. But is not stratagem called by other names—resorted to even in religion in order to influence the mind in the right direction. I would advise fanciers not to claim for their fowls what they do not possess; if trickery is resorted to a trade upon a solid basis can not be reared up. Most of the varieties are so superior to the common as a whole that it is needless to do so.

But I must draw my scribbling to a close, hoping that fanciers who contemplate lowering the price, and even those who are determined to hold on to present prices, will give this a careful consideration. I am only sorry that it has not a more able advocate. We want increased trade at a paying price—pay not only for our outlay but for the amount of mind work necessary to raise good fowls. And for the above reasons fanciers should sign their own names to their articles and let the public know who it is who so thoroughly understands