

CIRCULARS RECEIVED.

Thos. Moore, Seattle, Wash.
 A. D. Tollefson, Sioux City, Ia.
 A. C. Hawkins, Lancaster, Mass.
 I. N. Barker, Thorntown, Ind.
 Theo. Campbell, Lexington, Ky.
 G. L. Lampson, Jr., West Boylston, Mass.
 T. Robinson, Tacoma, Wash.
 H. H. Collier, Tacoma, Wash.
 A. H. Chapman, West Upton, Mass.
 H. A. Durr, Tacoma, Wash.
 L. P. Graham, Philadelphia, Pa.
 Anoka Buff Poultry Yards, Anoka, Minn.



**BUFF WYANDOTTES Bred by
 H. A. DURR, Fern Hill, Wash.**

JUST FOR FUN.

A wag on seeing an old gobbler trying to swallow a cotton string, facetiously remarked: "That was the last attempt to introduce cotton into Turkey."—*Exchange*.

"Do hens pay?" asks a poultry journal. Mrs. Panzie who had ten dollars' worth of garden flowers destroyed by her neighbor's chickens, says that if the hens don't pay she will sue their owners.—*Farm Journal*.

The young woman who writes her name and address on the eggs before she sends them to market has received a proposal. It came from a man who proposed that hereafter she send strictly fresh eggs instead of the stale ones she has been in the habit of sending. She no longer counts her chickens before they are hatched.—*Detroit Free Press*.

Somebody had given the funny man's boy a dog, and when the father came home in the evening he was considerably interested in the new acquisition.

"Where did you get him?" he asked.

"A man down at the depot gave him to me."

"What do you call him?"

"Hen."

"That's a queer name. Haven't you got things mixed a little? Why don't you call him 'Rooster?'"

"'Cause he's a setter."

"Oh," and the father went inside to commune with himself.—*Detroit Free Press*.

CLUB RATES.

We have made arrangements so that we can send you the **BRITISH COLUMBIAN FANCIER**, and
Colorado Poultry Journal.....\$1.00
Poultry Chum......85

THE ADVERTISING MAN.

WHAT article do you naturally call for in a drug store? Pears' or Ivory Soap, Cuticura, Mellin's Food, Hood's, Dana's or Ayer's Sarsaparilla, Rubifoam, Pond's Extract, Scott's Emulsion, Johnson's Anodyne Liniment, Carter's Little Liver Pills, etc. In a grocery Store? Ferris' Hams, H.-O., Quaker Oats, Cottolene, Pearline, Sapolio, etc. Has the grocery man or the druggist anything to do with your preferences? No; its to advertising alone these articles owe their demand—advertising backed by merit.—*Printers Ink*.

There's a lesson in the above for the poultry breeders of the Northwest. Just the same reasons that sell goods for Pears, Ayers, Ferris, Pond and the others will sell your fancy poultry. What is it? "Advertising backed by merit." There is a combination that can't be beat and if you can work it you are sure of success. First you must have the merit that is an essential. Inferior stock is doomed and can only be palmed off on the public for a very short time. If your birds are right up to the standard and you can be depended upon to ship just what you advertise you are all

right. Then comes the second point, advertise, and right here is where a lot of men make their mistake. The world is pretty big and there are a lot of people in it, and many of them who are interested in fine poultry don't know that John Smith of Victoria has some of the finest White Wyandottes in the West, so if they wanted to buy they would never go to him unless he makes himself known. This has to be done largely through the press and particularly through the journals devoted to that special field. Good advertising is a study in itself, and many of the smartest men in the country give all their time to its consideration. And you can't afford to neglect it entirely if you want to succeed.

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A man gave me an inch "ad" the other day and said, "I will try it for once." Now what sort of a chance did he stand with his inch "ad" in once when Mr. A. has been running his "ad" month in and month out, summer and winter. People remember Mr. A's name because they have seen it every time they have seen the paper while the other they have never seen before. An "ad" in for one insertion in the poultry business is a poor investment.

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A good sized order was sent to Ontario a little while ago for eggs which could have been purchased here but the Ontario man has been carrying a good big "ad" and was known and the local men neglected to advertise. A little printers ink will help you. See?