

POULTRY ♥ WEEKLY

W. C. G. PETER,

EDITOR.

All communications intended for publication must be sent to W. C. G. Peter, Angus. All advertisements, subscriptions and business letters to be addressed to the Publishers, Beeton.

The attention of all our readers is called to the unique and unparalleled offer which we make on page 661. Please go right to work, and see that each one of you, does your own share,—our list will then be doubled. Watch for our grand array of premiums in next issue.

The Benefit of Exhibitions.

HOW few of those who visit the many excellent exhibitions bestow a thought on any other subject than their own personal enjoyment, unless they happen to be exhibitors, and in that case their interest (very often) only extends to the class of exhibits they are most interested in. But these grand Fall Shows have a far higher motive than that of merely affording "Brown, Jones and Robinson" a chance to exhibit their manufactures, their proficiency in arts, or classes of useful industry. They are intended and promulgated for educational purposes; and they fall far short of their aim, if their object is not accomplished. They afford equal chances to all classes of making known the progress that is being made in manufacture, agriculture, art, science, and domestic economy. They do all this on such an elaborate scale, that individual effort could not approach it, no matter what money might be

spent for advertising, it could not reach such a host of people in such a thoroughly practical manner. If we read a good advertisement (which is always a costly one) we are impressed to a certain extent by the excellence of the article to which it refers, but if we see the article how much deeper an impression it makes upon our minds. And so these industrial exhibitions are intended to educate, and every visitor ought to attend them with a desire to be informed on the many subjects he feels interested in. None but those who have had experience in such matters can imagine the vast amount of work that falls to the share of the managers and directors of these vast, educative concerns. Here the farmer can inform himself of the advance made in the manufacture of labor-saving machinery, dairy utensils etc., he is a thousand times better informed by seeing them in operation than he would be by the most elaborate descriptive circular. In fact the information to be obtained in the machinery and manufacturing departments is so valuable to the masses that it is a shame for visitors to neglect them, for the trifling amusements with which so many beguile the time. Coming to our own especial line, what a lesson the shows teach, not only to amateurs but to the old-timers in chicken work. But they teach such a valuable lesson, to the people generally of this once neglected industry, that we cannot estimate the results to poultry culture of even one exhibition! The visitors no longer walk mechanically through the poultry houses, but there is an air of business and importance in the sight-seeing, that is very encouraging, and the immense amount of interest shown, is largely due to the means of education in poultry matters, afford-