

last one, which I will be pleased to send upon request.

The time and place for the annual meeting has not been decided upon yet. Several associations have offered liberal inducements for the meeting and others are to be heard from. So let every breeder who has the welfare of our variety at heart and who is not a member, join at once that he may vote on this and other questions of importance.

I will gladly answer any questions in regard to the buffs or the Club.

Yours fraternally,

W. C. DENNY, Sec.

Rochester, N. Y.

POULTRY ADVERTISING

BY FRANK B. WHITE.

PAPER READ BEFORE THE NATIONAL FANCIERS' ASSOCIATION, AUGUST 2, 1899, AT THE SHERMAN HOUSE, CHICAGO.

Mr. President and Members of the National Fanciers' Association:

IN attempting to prepare a paper on so broad a subject as my text implies, in a clear and comprehensive light, in the brief time allotted me, I find myself very much like I imagine one of you fanciers would be were you to stand before a pen of a dozen choice birds of your fancied breed that all scored alike say, ninety-five points, yet differing in essential and important characteristics, each good, but on the whole no one better than the other.

There are several approaches to a subject of this kind, each one important, but not any one that can be eliminated entirely without affecting the whole. To choose from a fund of knowledge and experience on a particular subject for presentation is, therefore, not an easy thing to do and like the fancier who stands before the beautiful fowls, not willing to part with any one of them, but with an eager desire for them all, so I find myself desirous of giving you very much more than I know would be well for one meal and more than I could serve out to you in so short a time. I have, in the preparation of this paper, therefore, endeavored to place myself in the shoes of the

poultryman and speak from a limited knowledge of the advertising question.

When your secretary asked me what I wanted to talk about, my reply was, without meditation, "Poultry Advertising." It is a question that I am very much interested in. It is a question that you, gentlemen, ought to be greatly concerned about. I am interested in the poultry question not simply from a fancier's point of view, but from the broader (and I believe more practical and substantial point of view)—the commercial side of the question.

The question of food and food supply is occupying the minds of thinking people throughout the whole wide world; so while I am interested in feathers I am also interested in meat, and I believe there is no better meat for human food than poultry.

The question that confronts you is, "How can I make my poultry yard pay, yield a profit, bring returns sufficient to warrant the expenditure in time and money?" I never knew of a successful merchant who filled his shelves with choice goods and then locked the door of his store and pulled down the blinds so that the passersby could not see what was within. I cannot conceive of a poultryman making his business profitable without advertising. He must advertise in some form or other. He may have the choicest birds in the whole country; what good are they beyond gratifying a selfish fancy if there is no demand for them? It therefore resolves itself to a creation of a demand as the one essential factor in the proper conduct of a poultry business, equal to a knowledge of breeding, mating, feeding and in every way caring for the fowls.

A good name in advertising is the best stock in trade that can be inventoried. It will not burn up. If you invest \$100 in advertising judiciously, you may consider that you have added to your stock in trade a value which—though you cannot weigh it on your scales—is just as important as though you were to invest in stock, supplies or anything else that may be a necessity in your business. There are many institutions to-day, the good will of which is worth more than all material, fixtures and, in fact, all else that pertains to the business. A concern in the East with a capital of something like \$500,000 in tangible assets is reputed worth a million and a half dollars. It is said that if this institution were to be burned out,