

extend on either side two wings 40 feet each in length, each wing containing five pens 8 by 14 feet and capable of accommodating 20 to 25 fowls if required. There are four windows on the east (coldest) side of each wing and one window in each of the ten pens to the west. The pens are separated by wooden partitions 2½ feet in height, and wire netting of 2½ inch mesh from this to the ceiling, giving the interior a light and cheerful appearance. Entrance to the pens is had from a roomy passage way four feet in width and through neat wire doors which swing inwards and outwards. The pens are furnished with platforms and roosts (which fold away in day time and are let into place again at dusk), nests of neat design, dust bath, box for oyster shells, gravel &c. A slide operated from the passage way opens the way to the runs in the rear of the building. Two large ventilators in each wing are also controlled from the passage way. Above the wings are roomy lofts containing straw and chaff, which are let down to the pens beneath for the poultry to scratch in. A medium size base burner coal stove placed in the centre compartment heats the building as well as the water for soft feed, &c. The central room is also used as an office and for keeping feed. The upper room of the compartment is utilised for storage purposes and a portion is set apart for an hospital for sick fowls. A good dry cellar contains vegetables, gravel and other necessaries for the chickens, as well as coal for the stove. The building is substantially constructed, is fitted with double windows and storm doors, and answers the purpose admirably.

POULTRY LIST.

There are at present in the building birds of the different sorts as per following list:—

LEFT WING.

- Pen 1.—Black Minorca pullets, 10. White Leghorn do 9..... 19
- 2.—Houdan pullets..... 11
- 3.—Black Hamburg pullets, 6; Black-breasted Red Game do, 3; Silver Pencilled Hamburg do, 2; Wyandotte do, 2; Golden B. Polandian do, 3; Dorking do, 3; Andalusian do, 2..... 21
- 4.—White Leghorn hens, 10; Plymouth Rock pullets, 6; Dirigo do, 1; Black Java do, 2; 1 mixed hen..... 20
- 5.—Buff Cochin pullets, 6; Brahma do, 2; Langshan do, 2; Brahma Minorca pullets, 5.....

RIGHT WING

- Pen 1.—White Leghorn cockerels, 8; Andalusian do, 8; Black Minorca do, 7; Brown Leghorn do, 2; B. B. R. Game 1..... 26

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|---|-----|
| 2.—Wyandotte cockerels, 4; Buff Cochin do, 5; Houdan do, 5; Silver P. Hamburg do, 3; Black Java do, 1; Black Hamburg do, 1; Dorking do, 1; Derego do, 2; 3.—Brahma hens, 7; Dirigo do, 6; Black Minorca do, 1; Black Russian do, 3; Plymouth Rock do, 6..... 23 |     |
| 4.—Plymouth Rock cockerels, 5; Brahma-Plymouth Rock cross, 4; 1 Single Comb Wyandotte.... 10  |     |
|   | 168 |
| 1 Dirigo cock; 1 Black Minorca do.... 2   |     |
| Pen 5.—Wild Geese..... 5  |     |
|   | 175 |
| In hospital..... 5  |     |
|   | 180 |

(To be continued.)

"LOUD" ADVERTISING.

HERE are some things about advertising I don't understand. I have puzzled over them until my head has got into a maze, out of which it seems impossible to emerge. I come to the learned editor of the Fanciers' Gazette and the other "chickenologists" of "chickendom" and ask them for a little light on a subject or two, the explanation of which will be thankfully received.

Will you tell me how it is so many breeders have the best stock that treads this terrestrial ball? It appears but reasonable to me that some of their stock is no better than that of some others who make the same claims. Intending no reflection on the stock or the honesty of any breeder, will you tell me how it is that "Jones" of Chicago, "Smith" of Flat Rock, "Brown" of Waukegan, "Robinson" of Rushville, and in fact Tom, Dick and Harry, from Maine to Mexico, all advertise the only champions of their various varieties that can be found in America? Are they all best, or who is best? And more: who can remember to have ever seen where the owners of these mighty champions of the poultry turf have ever exhibited in competition with each other? Take the files of any poultry paper you have, for the last four or five years, and see how many times Chicago, Flat Rock and Waukegan birds have been entered in the same show. I don't think you can find anything of the kind anywhere. H. and I were talking this matter over the other day, and we came to the conclusion some western breeders had a regular circuit laid out, at which A. showed here, B and C somewhere else, and the next season the circuit was reversed, so all could have the benefit of owning