

Bellsouth Pty. Ltd. Christmas Newsletter 2004

BELLSOUTH
1980-2005
CELEBRATING
25 YEARS OF
SERVICE IN THE
POULTRY INDUSTRY

Watch out for specials
as we celebrate during
2005.

In the Summer
of 2004/ 2005

**we will be
closed**

for **counter** and
telephone sales

from
Wednesday
22 December
and reopening
Tuesday 1st February
2005.
During the break **orders**
placed by mail, email
or fax will be
processed regularly.

To ensure supplies for
the holiday period
please place your
orders by Monday the
20 December.

To ensure arrival prior
to Christmas please
place orders requiring
postal or courier
delivery by
17 December.

Christmas Newsletter 2004

Dear Friends,

Another of my observations on life from the birds around us:

I asked a group of children to look at the picture of these birds.



"Do you see anything special?" I asked.

"Dark and ugly" was the reply of one observant child.

Sometimes that is true of people and sometimes we feel like that about ourselves - "dark and ugly".

We are not all beautiful, cultured, well-rounded personalities. Sometimes we feel unlovely and unwanted. Even the most beautiful people can feel "dark and ugly" inside and that "no-one loves them"!

These little birds are a bit like that - dull, dreary, an unwanted pest, not valued by anyone.

The Christmas season brings out this sense of valuation. It's possible to value people by the size of cards or gifts or by the size of the Christmas dinner we provide.

Jesus understood all about values and said that we are of more value than a "no-name bird". He knows the number of hairs on our heads. He understands that we feel "dark and ugly" sometimes. Jesus gave us the most valuable gift of all - Himself, and we celebrate this at Christmas. Why did He do this? So we can live in relationship with Him. Then we never need to feel like a lonely, unwanted, worthless bird. When thinking of gifts this Christmas, try telling someone they are loved.

Encourage others to look out for those who are "lonely and feel unloved". This is the way that Jesus cares for us.

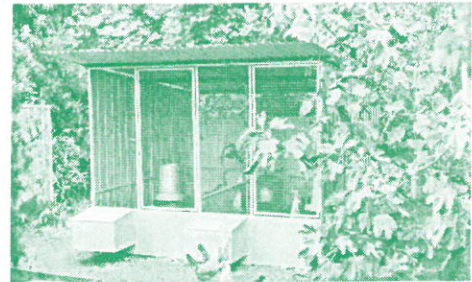
Best Wishes,

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Celebrating 25 years in the Poultry Industry 1980-2005

It was the best of years (I think that's how they start these things), and it seems so long ago, newly married, moving into the hills around Melbourne, a large block so we could have vegies, chickens, children (about in that order) but there was that nagging dissatisfaction of working in the bureaucracy.

Then someone copied my fowl house. I thought 'Perhaps there is something unique here, perhaps there is a business doing this!!'



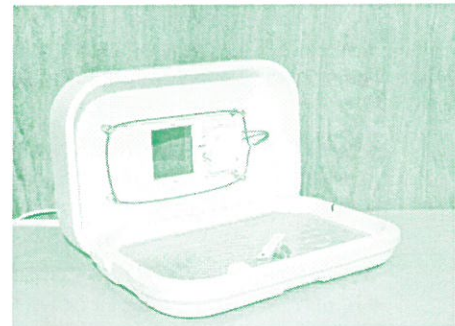
So **Bellsouth** (derived from Belgrave South) was hatched. It seems like yesterday, yet the 25 years have fled past –



the fox ate the chickens, grandma's house now sits where the dorkings roamed, the children are grown, and partly at least, flown the coop.

We only have some mongrels for eggs these days, with the show circuit and the travel disrupting the quiet lifestyle, and making serious poultry breeding difficult. And the business of Bellsouth has grown to what we would argue is the premier mail order poultry equipment supplier of Australia.

Our famous **Bellsouth100** incubator approaches the sale of unit number 15,000, **yes, fifteen thousand** and our famous mail order catalogue has been eclipsed by www.bellsouth.com.au. The offset press used to print booklets and catalogues has been replaced by a professional printing house, which produces a range of books from collectors editions to introductory booklets.



So how do we reward our customers for your loyalty and support over the years?

In 2005 we will have a series of events to say **Thank You**. These events and specials will be placed on the web site at www.bellsouth.com.au/anniversaryspecials. We expect new ones every 2 months about the same time as Australasian Poultry hits the streets.

...And here is the first...

As the first of these special 'Thank You' offers, in 2005 we will offer a specially minted medallion as a trophy to poultry clubs and associations. We have selected a medallion first minted in about 1870 to use as the model, and we think this will be a suitable way to mark the 25 years. The final size and fine details are still to be finalized, as is the number to be offered as trophies.



Tell your club to apply quickly to make sure they don't miss out!

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UPDATE The Doyens of Poultry Series

It is our aim during this 25th year of business that we release at least 3 new titles in the series. At this stage I am confident that we have 2 titles far enough down the track to release. The other title is on the way.

The Indian Game by Betty Wilcox is scheduled for release at Sydney Royal.

The Plymouth Rock by Les Dowdle at Brisbane Royal.

The Langshan by Pat Birchall and **The Wyandotte** by Ian Benson are well down the production track and we are hopeful of their release late in 2005.

The other titles in print are;

The Australorp by Ray Connor \$38.50 posted

The Sussex by Peter Smith \$38.50 posted

The Rhode Island Red by Colin Gregor \$42.50 posted

Specifications:

The materials used in this series are the best quality to match what we believe to be the best information available. The paper is archival grade, the book blocks are saddle stitched, the hard cover has gold blocked type, with a dust jacket in limited edition of 100 signed copies.

Series Reservation

If you wish to reserve a copy of each of the new titles as they become available (and aren't already on the list), please return the form on the back of the mailing label so we can be sure to notify you of each of the new titles, and reserve the limited edition hard cover if you require.

Some New Books; Preliminary Notices.

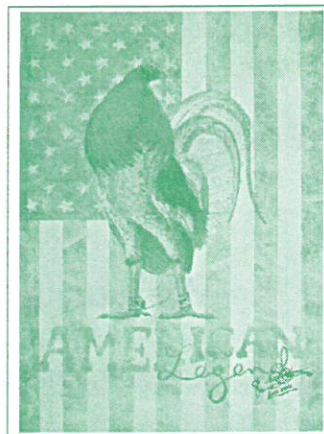
American Legend: American Pitgame from the Pit to the Show Pen

by Shane Smithers

American Pitgame is here described as a breed previously made famous in the cockpits of the United States of America. For millennia the fighting cock has been revered for his will to fight, his courage, skill in combat and endurance. American Pitgame Cocks are no exception, however, today cocking is illegal in all but two of the fifty-two American states. Continual pressure from the various animal welfare groups may well result in the total prohibition of cocking in the United States. However, there is a place for these splendid birds in the exhibition poultry pavilions of this world.

This book examines the journey of the American Pitgame Fowl from the cockpit to the poultry show. Incorporating a new Standard of Perfection, written especially to accommodate various strains such as the Warhorse, Eslin Red-Quill, Butchers, Clarets, Hatch, Regular Greys etc. Furthermore, this revolutionary book promotes a method of judging that assesses each bird according to his historic function, thus selecting the 'best' fighting cock by non-violent means.

Shane Smithers, a Doctoral Candidate at the University of Western Sydney, has conducted extensive research into these Fowl, has bred more than a dozen strains of American Pitgame over many years and is the founder of the American Pitgame Club of Australia.



Planned for release late 2005
Order Limited ED Collectors HB

More on back page

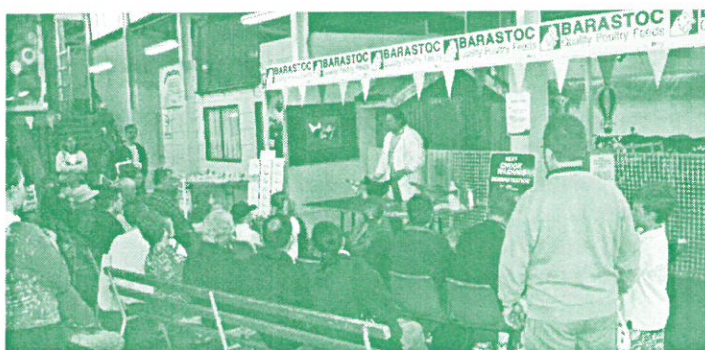
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LOTS OF FUN

It's been a great pleasure to be involved in some Public Relations at the Royal Shows.

The Royal Shows have long been considered as the showroom of the pure breed poultry. In recent years, they have fallen in popularity a bit, I think because they are so long. However the Royal shows are still the place where the public are most likely to be exposed to pure breed poultry.

I was asked to run the commentary on a program of "chook washing" at Sydney Royal, something I had encouraged for some years. This year it really took off, with 4 sessions per day. After a little work with the fowls we were able to display different fowls in a way which attracted the public to sit and watch the show, along with the media, politicians, show personalities and more. A great time of having a bit of fun.



The idea was taken up in Brisbane and Melbourne, and expanded to include sessions on basic chook keeping.

However, I think often the poultry exhibitors had misunderstood what we were doing. I regularly had people come up to me after the presentation to say; "You didn't tell them this or that secret washing tip". My reply was like this. "But I am not washing chooks!!" A slightly puzzled look follows. "What are you doing?"

I am setting out to use washing the chooks as an attraction, so I can get people to sit down for 20 minutes and watch them being washed, while I spend the time telling them about what we are doing, why we are doing it, and most importantly, why keeping chickens is important in today's society. In the basic chook keeping talks I also spend time dispelling some of the myths of how poultry are kept, and describing the best ways to keep them.

A rough estimate of the crowds at each of the shows, and we think between 5000 and 10000 people sat and watched the presentation this year. I really enjoy this sort of work, though I can tell you 4 or 6 sessions each day does get a bit tiring, but it is a lot of fun, and I think a great opportunity to present keeping chickens in a positive light to the general public. I think its one of the best ways to influence the negative councils to reconsider the rules about chickens.

My thanks to the Show Superintendents who were willing to take the risk on the program.

Doyens of Poultry Series Order

Add me to the list!

Please reserve me a copy of the new issues of the Doyens Series as they become available. I understand I can decline any edition when offered.

Please reserve: Hardback Collectors' Edition
 Paperback Standard Edition

Contact Details:

Name:

Address:

Phone:

Fax:.....

Email:.....

PLEASE NOTIFY ME
OF ANY OTHER NEW
BELLSOUTH TITLES