

that here is a journal published in a language that all can read and understand, which is afforded for the very low price of two pounds ten shillings for twenty copies—each copy containing three hundred and eighty-four pages—*being only two pence halfpenny for a number containing sixteen pages of closely printed agricultural reading.* Only two pence halfpenny! for an amount of agricultural reading that is worth to any farmer who would take the pains of reading, understanding, and practicing its details, more dollars than it would cost him in pence. Farmers who are opposed to book knowledge, listen to the following fact: Here is a source presented to your view, of profitable investment, whereby you will realise pounds for pence.

We have branched out in the foregoing remarks, with the intention of recommending our Agricultural friends to devote a portion of this month in giving a more extensive circulation to the *British American Cultivator*. It is now, when the wholesale price is considered, the cheapest Agricultural Journal published in the English language. We venture the opinion, that the same amount of agricultural reading cannot be had, in any country, for the money. Those of the friends of Canadian Agriculture who have aided us in establishing the *Cultivator*, are no doubt aware, that we have not yet received a farthing for the first four years' service; that we have toiled in the cause we have had so much at heart, and that we have sustained a direct loss of £500 in cash, in keeping the work before the public. A less circulation than 10,000 copies at 2s. 6d. each, for such a Journal as the *Cultivator*, would not make it an object worth devoting a large share of a well qualified Editor's attention. This circulation will not be had until the expiration of other four years, unless it increases at a faster ratio than it has done heretofore. If each of the present subscribers would devote one week in extending the circulation of the *Cultivator* it might be increased to more than 10,000 copies. It has now been a long period since any appeal has been made to the readers of this Journal; nor do we mean this for one, because the present circulation covers the actual expense of publishing; but we feel anxious to devote a large share of our time in its management, and also desire to visit the best farmers and report fully their several methods of cultivation, which would greatly increase its value in point of usefulness; we also desire to illustrate many of the subjects

upon which we treat, with valuable and costly engravings; but to do all this, we want the 10,000 regular paying readers, at the small price of only *thirty pence* annually, each. How the above number of subscribers are to be had, is, after all, the question. The method by which they may be obtained, we shall now propose. We ask as a favour, each of our present subscribers, to devote only a small portion of this month in canvassing the settlement in which they reside, for subscribers to the *British American Cultivator*; or, which would still be better, both for the interest of the Journal and the cause of Agricultural improvement, to solicit members to the District, County, Riding, or Township Agricultural Societies, as the case may be, who shall each be supplied with the current volume of the *Cultivator*, upon the payment of One Dollar subscription to the Society. For this extraordinary general canvass in favour of Canadian Agricultural improvement, we propose in payment, the following extra performance on our part: when we have good evidence that our patrons have acted upon the above suggestion, we shall then, Providence permitting, bend our whole energies in the conduct of our Magazine, by which means it will be made, nearly, if not altogether an original work, being what its title page would indicate—a true transcript of the condition of British American Agriculture; and in addition to this we shall employ costly engravings to illustrate the Improved Agricultural Machinery that are of modern discovery, as well as of a variety of other branches of Agriculture, which would altogether greatly enrich the value of our Journal, so that it might at least favourably compare with any similar work published on this continent. To do our part of the task, would require the whole of our disposable time; and besides, we would be subjected to a vast amount of extra anxiety and care; the patrons, on their part, would only have to spend a few hours, or days at the most, in calling upon their neighbours, and pressing upon their attention the importance of Agricultural Journals and Societies, being patronized by every well wisher to the country, and when ten or fifteen, or twenty subscriptions are obtained, the small sum of 2s. 6d. each will have to be transmitted to the Publisher, and then their part will be performed. The support which should be given to schools, and the part which the farmers and others should take in the advancement of the cause of Agriculture, have been here submitted as subjects worthy the attention of all classes, during this and the other winter months; and we trust that the few hints that have been dropped, will be received by the public in a generous spirit, and that every true Canadian, will heartily co-operate in moving forward the Car of Knowledge.

We have a few thousand full sets of the current volume of the *Cultivator* on hand, and with a trifling effort on the part of each of its present supporters, they might be disposed of to the great advantage of Canadian Agriculture