

want to build up, or who already have, an egg trade, as they lay more eggs and consume less food than any other variety of domestic fowl, and there are no frozen combs to contend with. If you are looking for a good thing, something that you will feel proud of, write him for stock or eggs. You will be well treated, and, if not satisfied, get your money back.

Publisher's Talks.

Why Pay in Advance?

It is a rule with the best-managed and most successful newspaper offices that subscriptions should, as far as possible, be paid in advance. Subscribers, sometimes ask — "Why pay for something before you get it?"

The farmer does not get a bank draft for his load of grain until it is marketed—till the goods are delivered.

If the newspaper publisher were to follow this plan and not expect his money until the end of the year—what would it mean in the case of FARMING, by that time fifty-two numbers would have been produced—blank paper on which to print them bought and paid for—the cost of printing settled—all expense in the way of engraving and the securing of business made an outlay before any return was received.

Thoughtful farmers will see the point. The production of a paper like FARMING is a heavy item of expense each week, and the fact that only those papers that are indifferent about the value they give readers pursue a plan of indifference regarding payment of subscriptions is good evidence that the "pay in advance" method is the proper one.

This setting of the case may possibly have an influence on some of our good friends who have hesitated on this point, and we may expect that the next mail will bring their subscriptions for 1900.

A Minute or Two.

The newspaper publisher receives many queer communications. Let the slightest slip be made and the publisher is severely blamed, readers forgetting the thousands of subscribers whose wants require individual attention. But not unfrequently the subscriber who grows has no cause for the growl. Take this letter: "Enclosed you will find \$1.25 for what you claim we are in your debt for FARMING, and please stop the paper at once, as we do not want to deal with people who do not carry out their agreement honestly." We omit the name for obvious reasons, and we cannot give the place, for no post office is given in the letter. And here is the explanation of not a few cross letters that reach the publisher. People make remittances, sometimes forgetting to sign their names, and, as in this case, and there are others, forgetting to give the address. We will get another letter likely from this subscriber wanting to know why we have not acknowledged his remittance, and why his paper is not stopped. How could we?

Our legislatures have made wise provision for the protection of publishers against what is only, sometimes, gross carelessness. Often a subscriber removes to another post-office and neglects to notify the publisher of the change of address. How is he to know their removal has taken place? The paper necessarily goes along to the old address, and, it being no fault of the publisher that the subscriber has not had the paper for some time, the legislature says that the fact is not just cause for refusing payment for the entire time the paper has been continued in good faith to the old address.

The publishers of FARMING, with an opportunity to study the various agricultural papers published, are convinced that FARMING leads the list in Canada, and is perhaps not surpassed by the agricultural papers of any country. We are glad to find readers themselves saying this kind of thing, as witnessed by this letter, marked private, from a subscriber and whose name for this reason we cannot disclose: "I find your paper (FARMING) to be the most practical of all the

agricultural papers published in the Dominion. It is intensely useful to me, as owing to the extreme economy of the Department of Agriculture of the Province of Quebec I am greatly restricted as to paid contributions."

A western Congressman noted for being always elegantly dressed, spoke recently at a public meeting. A political opponent remarked that the opening of his speech was dry but his close was brilliant.

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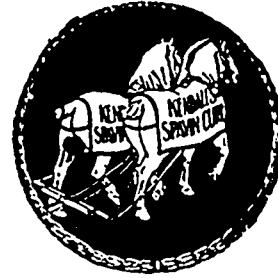
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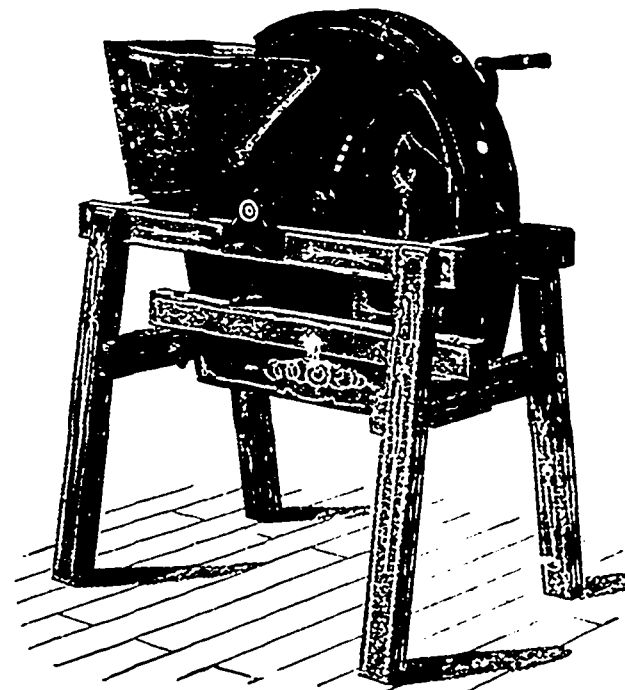
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