

sacrifice, we opened the Agricultural Warehouse at our own risk and expense. At one period during the past year, we thought that it would be judicious to bring the business to a close, and again devote a large portion of our time on our farm, and in fact was on the point of doing so, when the idea suggested itself, that sales might occasionally be effected by the employment of suitable canvassing agents, whose sole business it would be to call upon every farmer in the province, for the purpose of introducing to their favorable notice, our establishment, and the superior facilities held out for the procurement of the most improved machines of the day. To accomplish this object, we had to make choice of only one course, viz:—To discontinue supplying Agricultural Societies with our publication, and thus give steady and profitable employment to a number of agents, which could not have been done by the sale of agricultural machines only. By adopting this latter course, we have in some instances displeased some of our very best friends, who have publicly declared that we no longer merit their approbation, and rather than support us, they would patronise foreign publications, or those published in our own land, less suited to effect wholesome changes in our agricultural condition. Of course, every man in a free country has a right to exercise his own judgment, in regard to these matters; and our object at this time, in making mention of the dissatisfaction, is simply to express our regret, that we should have been compelled to adopt a course which has had the effect of making enemies, when it must be seen by every reflective mind, that the course pursued was the only alternative by which we could afford to give a large portion of our time, in promoting in our very humble and imperfect manner, the highly important cause of Canadian Agricultural Improvement. It is thought by some of our patrons that we shall lose a very large share of our support, by thus unceremoniously abandoning the interests of agricultural societies. These Societies were formed, and are patronised by government for the sole purpose of encouraging the agricultural and industrial interests of our country; and our Magazine and Agricultural Warehouse have been established by making heavy personal sacrifices on our part, for the attainment of that object, and although under separate and different management, the whole may be found to harmoniously co-operate in bringing about the same end.

If industry, diligence, and careful attention to the important duties involved in the very arduous and in many respects responsible enterprise we have taken in hand, will entitle us to share of public favor and patronage; then shall at least make a vigilant effort in those respects to obtain that esteem and support. As is fashionable in these modern times to have pretty strong *corps* of Editors, to agricultural publications, we have consulted the latest fashion and shall in future employ in our work, one Publisher and three Editors. Although the old Editor has turned Publisher for a short time, it does not follow that he will necessarily be obliged to abandon the editorial columns; but on the contrary, the new arrangements that are being made will only add more vigour and interest to the departments of the work which are reserved to his especial management. The work in future will be divided into several distinct departments, each of which will be under the controul of one of the four Editors. Not more than one half each number will be devoted to subjects connected with practical agriculture, and the remainder will be stored with original information on Horticulture, Mechanics, and interesting and valuable Family reading. The three gentlemen with whom we are associated, are abundantly competent to perform with credit the duties they have taken in hand, and with their able assistance together with what we hope to get from agents and correspondents, we expect that our Magazine, in point of merit, will favorably compare with any agricultural publication extant.

The plan hitherto practiced by us, has been invariably to discontinue the work to all subscribers, at the end of each year; and consequently, the new volume in the month of January of each year commenced its career without a single subscriber. Although we have practised this stringent course from the commencement of the enterprise, without making a single exception, still the circulation has gradually increased at a rate of from 25 to 30 per cent. annually, and we have much satisfaction in adding, that the increase of the present volume is upwards of 50 per cent. greater than that of last year. The great increase must be solely attributed to the new arrangement in employing competent travelling agents. In one District alone, the increase since the first of July, has exceeded 1000 subscribers. Although we may lose some of our subscribers, we feel confident that our circu-