

## Quality of Circulation Counts

**M**ANY present-day publications in the agricultural field secure a fairly large circulation by questionable schemes, but unfortunately for the advertisers this circulation is more or less of a worthless nature, and results from advertising in such publications are correspondingly poor. The following statement by Mr. G. B. Sharpe, advertising manager of the De Laval Separator Co., one of the largest, if not the largest, users of farm publications in America, should have weight with all interested in advertising mediums:

"I believe," says G. B. Sharpe, "that the closer an advertiser is able to analyze the quality and characteristics of circulation, the more apt he will be to secure adequate returns from the advertising investments; and that one subscriber who takes a paper and pays for it because he wants it, and who reasonably expects to read it closely and regularly, is worth five subscribers who have little interest and less faith in the publication which they may have been induced to subscribe for through the offering of a premium claimed to be worth the price of subscription."—From "Associated Advertising," March, 1914, issue.

The latest quarterly statement furnished the Audit Bureau of Circulations, Chicago, of which organization THE FARMER'S ADVOCATE AND HOME MAGAZINE is a member, quotes

### OUR CIRCULATION

at 32,712, and working on the basis of Mr. Sharpe's argument, the buying power of THE FARMER'S ADVOCATE is equal to

# 163,560

of any other publication which has secured its circulation by the offering of premiums along with a year's subscription, and in a great many cases the yearly subscription price is not even then maintained. To sum up, this means that THE FARMER'S ADVOCATE AND HOME MAGAZINE circulation is worth more to advertisers than any other publication in Canada, there being none with a circulation as great as 163,560. Another invincible evidence as to the high quality of our circulation is seen in the letter copied below:

The Farmer's Advocate, London, Ont.:

Oshawa, Ont., May 26th, 1915.  
Dear Sirs,—The judges have completed their work in awarding the prizes on our recent contest entitled "Why an Automobile is Profitable to a Farmer". We believe it is only fair to your journal to state that, although we used twenty-two (22) journals and daily and weekly newspapers in making this announcement, the replies received from The Farmer's Advocate, of London, considerably outnumbered those received through the avenue of any other newspaper or magazine. Also that The Farmer's Advocate, of Winnipeg, stands third on the list in point of replies received.

Yours truly,

McLAUGHLIN CARRIAGE Co., Limited. Per G. W. McLaughlin.

Sample copy and advertising rates upon application.

**THE WM. WELD CO., Limited, London, Can.**