

form of the journal is that the new form is much more convenient to handle, and will make a more attractive volume when bound.

We have sometimes been asked why *THE JOURNAL* was not issued more frequently. In answer to this, we would say that it is not our ambition to publish a mere newspaper. Nearly every farmer can get all the news through his local weekly newspaper. What we shall try to do is to publish only such ideas as tend to the development of agriculture, to give only the soundest information bearing directly on the subject, and to present it in such a practical way that it can be readily made use of it. If each number contains as much of such matter as farmers have time to read and make use of, few will look for a more frequent issue.

It will be our aim to make the typographical appearance of *FARMING* as attractive as possible. Not even the profoundest student cares to wade through page after page of solid matter unrelieved by artistic type or illustration, and when ideas are presented in this style, no matter how convincing or valuable they may be, their effect is often lost because of the uninviting style in which it appears. Aside, too, from the pleasure that is always gained from seeing a good illustration, there is often more to be learned by a glance at one than by reading a whole column of matter.

Owing to lack of time and other causes, we have not been able to complete arrangements in every particular, but before many months have gone by we expect to have everything in complete running order. Although this first issue falls considerably short of our ideal, we confess that we take some pride in pressing it. It is the result of some serious thinking and a considerable expenditure of money. We have done our best, and will leave it now with our readers to judge of the work. We invite free criticism, but we hope there will be few who will not find in it at least something suited to their needs, and some possibly who will have to offer some words of commendation.

WE want correspondents in every locality to report on crops, and to furnish items of interest generally. We should like to hear from any of our subscribers whenever they have anything to report which would be interesting to our readers. Our aim is to publish a magazine that will meet the requirements of every branch of farming, and we recognize the fact that, in order to do this, we

shall require all the assistance we can get. The field is large, and there is any amount of work in it; but we feel that if we can get our subscribers to help us, if each one will contribute his share, and we can work together, and profit by each other's successes and failures, we shall make some progress, and the work will not be altogether uninteresting. If, therefore, you are interested in "dairying," and you think our dairy editor is not quite correct on certain points, do not be slow to let him hear from you. He will always be thankful for any pointers, and ready to thresh things out with you, or to furnish you with any information he can. If it be one of the other departments that you are most interested in, and in your work you come across something that will help the editor, and interest the subscribers, send it along. No matter how clever a writer, or how well informed an editor may be, he will fall far short of success if he is compelled to work in the dark. We have now an editor for each department in *FARMING*, and would like to see them all succeed; but we are conscious that this can only be done through having the sympathy and assistance of our subscribers.

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It has always been the policy of *THE JOURNAL* to accept none but the most reliable advertising for its pages, and now *FARMING* intends to be, if possible, even more careful. No advertising will be inserted but what we believe to be perfectly reliable and worthy of our best recommendation. If, however, after inserting an advertisement, we find it unreliable, we shall discontinue it at once. We desire to protect the interests of our subscribers and so merit their confidence, and will consider it a favor if they will report to us any cases of fraud on the part of our advertisers.

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THE amount of time and labor required to produce this first number of *FARMING* has been considerable, and, consequently, it is somewhat late in appearing. We trust, however, that our subscribers will overlook the delay when we promise them that in the future we shall endeavor to have it in their hands by the first of the month. In order to accomplish this, we shall be obliged to close down on all copy on the 15th of the month preceding the date of publication. Therefore, will advertisers and subscribers please bear this in mind, and let us have matter for publication as early in the month as possible, and not later than the 15th?