

## "The Subscription Fakir"

(Continued from page 12.)

The facts of the case, so far as Farm and Dairy is concerned, and as far as we have been able to ascertain them, are as follows:

There was only one agent representing Farm and Dairy at the plowing match. This man was a salaried staff representative of Farm and Dairy. He had been in our employ only a short time. Before we engaged his services we required him to furnish us with testimonials as to his character. This he did. One of these testimonials was from the county crown-attorney in the city where his family lives. This testimonial said in part: "I have known — and his family for years and in my opinion is able and of the very best type of Canadian young men."

Another prominent man, who we understood was his former Sunday School teacher, wrote us in part as follows: "I have always found him to be trustworthy and reliable in every respect and feel that you could give him a responsible position."

This young man attended the plowing match on our behalf. He expected to secure a considerable number of subscriptions. Shortly after reaching there he obtained several subscriptions but then found that a number of undesirable characters, claiming to represent a farm paper in Western Canada with a name not unlike that of Farm and Dairy, and to some extent agents for another farm paper were operating and using undesirable methods. He, therefore, stopped canvassing for Farm and Dairy. On the day of the same week he attended an auction sale of pure-bred dairy cattle held near Paris. Finding some of these agents at the auction sale he did not do any canvassing for Farm and Dairy. In three days he secured 17 subscriptions. Ordinarily under similar conditions he would have secured 40 or more. Our Live Stock Representative, Mr. G. C. McKillop, attended the plowing match and explained the reason why he was not canvassing for subscriptions. On his return to our office he made a report to the same effect and was commended for the stand he had taken. The following week he left on a week's trip and later on returned on an expedition. This has prevented our getting in touch with him, but at the time of going to press he was expected back in the office within a day or two.

When the article in question first appeared in the Toronto World the manager of our Toronto office called on the editor and asked what proof they had that the subscription agent of Farm and Dairy had used the names mentioned in the article. He found that there was no proof that our agent had done so. They said that they knew that Farm and Dairy had an agent there, where they had seen some of the other agents, and they believed that some one claiming to represent Farm and Dairy had used such an argument. They had no proof that it was our accredited representative who had done so, nor would they give us any information about the agent, claiming to represent Farm and Dairy who they understood had used such an argument. They offered to provide space in their columns for the printing of a statement to this effect. The reason we have not asked them to do so is because we have been waiting to lay the facts before our representative on his return to our office.

It was this article that The Farmers' Advocate published in part. No mention was made in that portion of the article published by The Farmers' Advocate of the paper in western Can-

ada—whose name was given in the Toronto World—the agents purporting to act for which were, we understand, the chief offenders. This made it up the chief offense. This made it up the chief offense. This made it up the chief offense.

Farm and Dairy is using every means within its power to employ none but reliable agents. At one time we employed a number of agents who worked on a commission basis. Some of these men gave us little or no ground for complaint concerning their work. Some others did. These latter were quickly dispensed with. We found that if we cared to engage enough of these agents we could at any time increase the circulation of Farm and Dairy to 25,000 or 40,000 within a comparatively few months. The circulation thus secured would meet all the requirements of the Audit Bureau of Circulations.

This is an organization that has the right to investigate and publish reports on circulation matters and to which all the farm papers of Ontario belong. To do so would enable us to greatly increase our advertising campaign. Such action we have steadfastly refused to countenance. We have gone further. Over a year ago, finding that we did not have as much control over agents as we wished, we allowed them all to go—excepting only one in New Brunswick including some who had been with us for years. We have employed none since excepting a couple who worked under our direct supervision at the Toronto and Ottawa exhibitions. Because we have been so careful to secure enough agents who would work on salary and who would comply with our somewhat exacting requirements as to character qualifications and the furnishing of a bond to guarantee the quality of their work, the circulation of Farm and Dairy, during the past fourteen months, has fallen several thousand, whereas for years before it advanced steadily. Shortly we expect to have our staff and methods fully reorganized and to see the circulation of Farm and Dairy once more commence to increase. In the meantime, however, because we have desired that our methods shall be absolutely above suspicion, and to have full control of all our agents, we have adopted a policy that has resulted in a considerable financial loss, because many advertisers prefer to use papers having a large circulation, even although that circulation may have been obtained in most undesirable ways.

These are times when it is difficult to secure reliable agents or help of any kind. We venture to say that there is scarcely a large business firm in Canada, including The Farmer's Advocate, who has not had trouble because of the acts of unreliable agents. Practically every farmer has had experience of the same character through the hired help he has employed at some time or another. Farm papers are no exception.

All bona fide agents of Farm and Dairy carry proper credentials. These prove them to be what they claim to be. Agents lacking these credentials are false. Their actions should be reported to the nearest chief of police and to us without delay. One or more agents of their character claimed to represent us at the Charlotte Town exhibition this fall. They even had receipt books printed at their own expense and issued receipts without our knowledge. Where these receipts have been sent to us we have honored them, although not required to do so by law.

If any readers of Farm and Dairy, or if The Farmer's Advocate know of cases where accredited agents representing Farm and Dairy have received subscriptions under false pretences it is our desire that they shall report the facts to us. Prompt and full restitution will be made. Such agents will be vigorously prosecuted where such action is found to be desirable.

"Our Folks" can depend on Farm and Dairy doing everything in its power to employ none but reliable agents. We realize that our reputation is affected by their actions. Our policy is governed accordingly. Should we obtain any information, information bearing on this case, which we believe will be of public interest, we will not hesitate to lay the facts before our readers. We at all times invite the fullest possible investigation of our circulation methods.

## Will We Finish Lambs for Block?

(Continued from page 13.)

found in the pens. Mangels, particularly, may have a dangerous influence on the kidneys of wethers and rams.

The grains which may be most profitably fed vary considerably from year to year with the market values of the grains commonly found in Canada. Oats, barley, and feed wheat are excellent grains for lamb finishing, and may be fed whole or crushed, but three will usually give much better results than any one grain singly. Corn is another grain which excels in the fattening of lambs, particularly those requiring only a short finish. Corn fed lambs on the Central Experimental Farm have reached a profit of \$2 per head, making great gains at a reasonable cost. However, at the present market prices corn would not be profitable for this purpose. Elevator screenings also are very valuable in lamb finishing, varying in value, in direct proportion to the variation in the quality of the screenings. Where there is a high percentage of broken kernels of wheat and barley and oats, screenings may have a good value almost equal to a mixture of barley, oats, and wheat. Elevator screenings containing a high percentage of black-seeds and foreign matter have less feeding value. Screenings with dirt and black seeds screened out give the greatest gains and profits. A mixture of whole screenings with barley and oats has given from 10 to 40 per cent. greater profits than the screenings alone, the variation being due to the varying quality of the screenings. Black-seeds alone are most unsuitable and are dangerous to feed, in that a large proportion of the feed will pass through the lambs in an undigested condition and will again germinate on the land.

## Freight Payments on Live Stock

WHILE the free freight policy and the special stocker and feeder policy of the Dominion Live Stock Branch have been taken advantage of to some extent, it is evident that many Ontario farmers have not as yet a clear understanding of the nature of the assistance offered. To farmers who wish to purchase either breeding females or feeder cattle the following condensed statement of these policies should be of value.

### Free Freight Policy.

To prevent the slaughter or exportation of useful heifers and young ewes, the railway companies will rebate 25 per cent. of the freight on car load shipments of heifers and ewes, returned from the stock yards, to country points for breeding purposes. The other 75 per cent. freight charges are paid by the Dominion Live Stock Branch. The railway rebate is allowed at the time of shipment and the remaining 75 per cent. collected by the company direct from the Live Stock Branch. The shirmer bills out the car free of freight charges.

Shipments must consist of car lots of not less than 20 heifers, and 40 ewes, or mixed car lots, two ewes being accepted as equivalent to one heifer. Heifers should be under 24 months of age and ewes three months or younger. Farmers can arrange to club on a car by taking the matter up with their district representative.

When a shipment has been assembled the shirmer should secure from one of the Branch's market representatives a shipping certificate. These representatives at Toronto are W. H. Irvine and R. E. Wilson. Their office is at 1127 Keele St., opposite the entrance to the Union Stock Yards. The Montreal representative is S. N. Chisholm in the Live Stock Exchange at the Point St. Charles yards. Further information may be obtained from R. S. Hamel, Chief Cattle Divisions, Live Stock Branch, Ottawa.

### The Stocker and Feeder Policy.

To relieve the congested stocker and feeder market at Winnipeg by aiding shipments of stock to Ontario where feed is reasonably plentiful this fall, the Dominion Live Stock Branch has arranged to pay in the form of a refund, 50 per cent. freight charges on car load shipments from Winnipeg to country points in Eastern Canada. Shippers should see D. M. Johnson, Markets Representative at the Union Stock Yards, Chief Cattle (Winnipeg) for shipping certificate and other information.

Cattle traders may secure the benefit of this policy if they can furnish evidence that the stock has been brought down for feeding purposes only.

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