

The World Publishing Co., Guelph, Ont.

The "New Pictorial Cyclopaedia of Live Stock," published by you contains a large amount of information valuable to farmers and stock breeders.

D. McCRAE,
Director, Cattle Breeders' Association.

PICTON, ONT., AUG. 23, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I take much pleasure in saying that I consider your "New Cyclopaedia of Live Stock and Complete Stock Doctor Illustrated" an excellent work for stock men; it should be in every farmer's house. The illustrations are good and useful to all who keep stock.

R. H. MCKENNA, *Veterinary Surgeon.*

GROSBURTON, ONT., SEPT. 6, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I have carefully looked over your "New Cyclopaedia of Live Stock and Complete Stock Doctor," and I think it is far in advance of any other work of the kind that I have ever yet seen. The illustrations I consider especially interesting. They cannot fail to be of great use to any farmer or stock man who is ambitious to produce the highest type of physical excellence.

Yours sincerely,
HENRY G. REED, *Veterinary Surgeon.*

TROUT CREEK STOCK FARM,

HAMILTON, ONT., SEPT. 11, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—Your "New Illustrated Cyclopaedia of Live Stock and Complete Stock Doctor" is the most complete work of the kind that I have seen. It is indeed very instructive, also quite a work of art within itself. Works of this nature should be in every farmer's house, to prevent disease and learn how to take care of his stock in the best possible manner, and at the same time learn how to make the improvement.

Wishing you success, I am,
Yours very respectfully,
W. D. FLATT,
(Importer and Breeder of High Class Shorthorn Cattle.)

AMHERST, N.S., SEPT. 9, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I have examined your "New Cyclopaedia of Live Stock and Complete Stock Doctor Illustrated," assisted by our Town Veterinary, Dr. Hill. It contains just the information required by our stock men and farmers, so plainly put and illustrated that it cannot fail to be of immense value to them. It should have a most extensive circulation. I consider the book a valuable acquisition to my library.

Respectfully yours,
T. R. BLACK (Hon. T. R. Black),
(Director of Nova Scotia Provincial Exhibition of Halifax, Sept. of 1900.)

CHARLOTTETOWN, P.E.I., SEPT. 3, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I have given as full an examination as I could to your "New Illustrated Cyclopaedia of Live Stock and Complete Stock Doctor." I am satisfied that it is a work of very great excellence, and one that will be invaluable to all good farmers and intelligent Stock Raisers. It should be in the hands of every considerable breeder.

Yours very truly,
A. B. WARBURTON,
(Judge Warburton.)

SALEM, ONT., SEPT. 10, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—There is a great deal of useful information in your "New Cyclopaedia of Live Stock and Complete Stock Doctor" on a great many subjects in connection with stock raising. I would recommend it to breeders of all kinds of stock.

Yours respectfully,
JOHN WATT.

ST. CATHARINES, ONT., SEPT. 13, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I think the publication of your "New Illustrated Cyclopaedia of Live Stock and Complete Stock Doctor" will be of great assistance to farmers and others engaged in live stock breeding.

Yours respectfully,
CHAS. ELLIOTT, *Veterinary Surgeon.*

22 DIVISION STREET,
TORONTO, ONT., SEPT. 11, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—Your valuable "New Cyclopaedia of Live Stock and Stock Doctor" is replete with information which must prove most useful to farmers and stock raisers.

The Veterinary Department is most ably edited, the symptoms and treatment of the various diseases of animals being presented in such a concise and simple manner as to be easily understood and applied by any person of intelligence. It has my heartiest endorsement.

Yours truly,
JNO. P. BOND, *Veterinary Surgeon.*

BRAMPTON, ONT., SEPT. 11, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I consider your "New Illustrated Cyclopaedia of Live Stock and Complete Stock Doctor" a most valuable book for farmers and stock men. In fact I think it is the best book of the kind that I have ever had the privilege of looking at, and I strongly recommend it.

Yours respectfully,
J. F. QUINN, *Veterinary Surgeon.*

SIMC, ONT., SEPT. 2, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I have examined your "New Illustrated Cyclopaedia of Live Stock and Complete Stock Doctor" and find it all that you claim for it. It is the most comprehensive work of the kind I have ever seen. It contains all that any farmer or stock owner may desire, if by force of circumstances he has to become his own veterinary surgeon. It would also be a valuable acquisition to the library of the professional man.

Yours sincerely,
M. W. SINE, *Veterinary Surgeon.*

OTTAWA, ONT., SEPT. 11, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—Your "New Illustrated Cyclopaedia of Live Stock and Complete Stock Doctor" is a very useful book for farmers and stock men. It ought to save them quite a few dollars a year.

Respectfully yours,
W. G. GLENN, *Veterinary Surgeon.*

WOODSTOCK, ONT., SEPT. 10, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I consider your "New Illustrated Cyclopaedia of Live Stock and Stock Doctor" by far the most complete Stock Doctor Book published, also having the best of illustrations. It will be found very valuable to all farmers and stock owners.

Yours truly,
C. BRIND, *Veterinary Surgeon*
Member of the Ontario Veterinary Association.)

PETERBORO, ONT., SEPT. 7, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I have read enough of your "New Cyclopaedia of Live Stock and Complete Stock Doctor" to say it is the best book of its kind I have come across. It won't hurt the veterinary as well as the farmer to read it over.

Yours respectfully,
THOS. JOHNSTON, *Veterinary Surgeon.*

BROCKVILLE, ONT., SEPT. 7, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—Having examined your "New Illustrated Cyclopaedia of Live Stock and Complete Stock Doctor," I consider it a very useful book to all owners of domesticated animals.

Yours truly,
J. H. C. TODD, *Veterinary Surgeon.*

KINGSTON, ONT., AUG. 30, 1901.

The World Publishing Co., Guelph, Ont.

GENTLEMEN,—I find much valuable information for the stock owner in your "New Cyclopaedia of Live Stock and Complete Stock Doctor Illustrated."

J. MASSIE,
(Veterinary Major of the South African Cont.)

WHAT OUR CANVASSING AGENTS SAY.

The following are extracts from a few of our agents' letters. We give their names correctly, but for obvious reasons we do not give their addresses:

"I arrived here and commenced work Thursday noon, and at 5 p.m., Friday, 1½ days, had 15 good subscriptions—13 of them for leather style."
J. A. ALEXANDER.

"In one day sold 9 Stock Books, besides 5 of your other works, and am encouraged to believe that I can put in many such days."
S. W. HALL.

"I took 52 good subscriptions last week, 41 of which were for leather."
JOHN A. DAVENPORT.

"I worked 3½ days this week and sold 31 Stock Books—18 leather and 16 cloth. My list now numbers 213, and it still grows."
JOS. T. SYKES.

"I canvassed two days this week, saw 16 men and took 10 orders."
W. ARMSTRONG.

"I am doing well in the canvass. There is much sickness in the stock in my neighborhood. Many tired according to directions given in this book. This is helping me in the canvass."
J. J. HURLEY.

"The Stock Doctor is a success—what every farmer needs and wants. I have sold 3 copies to veterinary surgeons and all pronounce it the most complete work they have ever seen—safe in treatment and easy of comprehension."
REV. J. B. RIFE.

"A work on live-stock somewhat similar to yours, was closely canvassed in my township just before I began. The agent sold 3 copies in the entire township. I have sold 34 of yours in the same field, and a not near through the township yet."
W. E. GAMELLE.

"I have sold 30 of your Stock Books in 11 days besides 40 of your other books. Have sold 5 Stock Books to men who had just received the other book."
L. C. GALEN.

"In three days I have sold 17 Stock Books—14 cloth and 3 leather, and now have 61 good subscriptions."
REV. W. J. CRANK.

"My orders now number 287 for your Stock Book sold in only a portion of this county."
W. P. DEWALT.

"This county is flooded with Stock Books, including those of McCure, Stewart Hines and Manning, but I shall wipe them all out. I average six subscriptions per day."
R. GRIFFITH, Sr.

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