

OUR PROSPECTS.

As this is the Sixth Number of the Third Volume of the *Cultivator*, and as we have scarcely adverted to the character of the support that has been dealt out to us since the current volume has been in progress, we conceive it to be our duty and privilege to lay before our friends and supporters a correct statement of our prospects. Inasmuch as ultimate success in the accomplishment of even more than we anticipated, when we commenced the work, is beyond a doubt, we have reason to be thankful; but when we take a survey of the benefits that will most assuredly accrue to the great mass of our fellow-countrymen, by and through the influence of the gigantic movement that is now in progress, and which has been commenced mainly through the agency of our humble sheet, we are now disposed to make some reflections at the manner in which those efforts have been responded to, by a mention of the very parties who will, unquestionably, be benefitted, to a great degree, whether they patronize our exertions or not. From the commencement of the enterprise, up to this period, not even a semblance of making private gain has been evinced on our part; as an evidence of which our terms have been gradually reduced to Agents and Societies, until we can now boast of publishing as cheap a Journal as any other of a similar description published on this continent. Owing to the great reduction of the price to Agents, the average value of each copy disposed of does not exceed the small sum of two shillings and sixpence per annum. At the period when our chance of success was gloomy in the extreme, a number of very influential friends advised us to raise the price to ten shillings per annum: we felt confident that if we followed the advice that failure would be certain; and, in less than one month from the period alluded to, we announced to our patrons, that, upon certain conditions, this Journal would be afforded for the lowest minimum price; in fact, that the price would be merely nominal, when compared with the merits of the work. Those conditions were, that each farmer who desired to read a Canadian Agricultural Journal should, without delay, enroll his name on the list of some respectable Agricultural Society, and use his influence among his circle of friends, to assist in establishing a Township, a District, and a National Agricultural Society, we are happy to say that this advice has been followed in upwards of four thousand instances, and that all are becoming satisfied that they are engaged in a most patriotic enterprise, and one that will, ere long, redound to the benefit of their common country, and to the credit of all who facilitate its progress.

We feel that we owe a great obligation to our friends, who have so frankly come forward, and alleviated our toils to a considerable degree; and we can assure them that every possible endeavour shall be put forth on our part, to recompense

such farmers, by storing the columns of the *Cultivator* with valuable information.

Although the change has secured an increased circulation, still it must not be supposed that we are making gain by the enterprise; for, if the receipts meet our actual expenses during the current year, it will be even more than we anticipate. At the price at which the *Cultivator* is now afforded, it would require a circulation of 10,000 copies to leave a net supporting profit to the publisher. This circulation may be had, if those who now read, and approve of its contents, would exert their influence with their neighbours, and endeavour, as we have done, to advance the science, and improve the practice of Agriculture in this highly-favoured country. That such exertions will be put forth by the intelligent and discriminating public we have good grounds for entertaining the belief, and that all parties will unite in promoting the welfare of the Agricultural interest, there can be no manner of doubt.

In conclusion, we would say to all, let Agricultural improvement, above all other questions, be pre-eminently the order of the day.

A NEW SERIES.

A LIBERAL OFFER.

The proprietor of the *Cultivator* begs to announce to his patrons, that it is his intention to commence a *New Series*, at the commencement of the next Volume. The sheet will be considerably improved and enlarged, each number containing thirty-two pages, making a yearly volume of 384 pages. The type will be new, and of an uniform size, and the work, on the whole, will be published in a style that would be highly creditable to much older countries.

As the number of copies on hand of the Second Volume are considerable, and as there is a certainty that the whole of the back numbers of the current Volume will be disposed of to subscribers before the close of the present year, we feel much pleasure in announcing to our friends and Agents, that five complete copies of the Second Volume may be had for one dollar; or, a single copy for 1s. 3d. Those subscribers who have not received the Second Volume would act wisely by embracing this bargain.

As an extra inducement for the organization of Township Branch Societies, on the plan adopted in the Home and Midland Districts, the Proprietor takes this opportunity to state, that he would forward one hundred full sets of the Second Volume of the *Cultivator* to the Secretary or President of any District Society that would engage in the enterprise of organizing Branch Societies in the Townships, in conformity with the plan before alluded to.

AUXILIARY BRANCH AGRICULTURAL SOCIETIES.

As an encouragement to the organization of Township Branch Societies, we would beg to furnish the following list of amounts that the Branch Societies are to receive from the funds of the Home District Agricultural Societies:—

Whitby,	£40 0
Fourth Riding,	15 0
Vaughan,	15 0
Markham,	12 10
Toronto,	11 5
Albion,	11 5
Scarbro,	11 5
Toronto Township,	10 10

The amount that each receives is in proportion to the gross amount that each Society has raised by subscriptions during the present year, up to the period of their last quarterly meeting. It will be seen that the Society for the Township of Whitby have far eclipsed the other Societies in this laudable race for the encouragement of Agricultural improvement; and to the officers of that Society belong a proportionate degree of credit. Let us, for a moment, inquire into the manner in which so great a result has been produced. The first move that was made was probably the one to which the great success must be attributed. The Township was laid off into eighteen sections, and the most influential men in each were elected to the office of Directors. The duty of the Directors was to call upon every individual at all likely to support such an institution, in their respective sections, and explain the advantages that would result, were they to form, and become members of an Agricultural Society; and those advantages appeared so apparent, that a large proportion of the influential and wealthy settlers in the Township at once enrolled their names, paid their subscriptions, used their influence with their neighbours, and immediately participated in the first-fruits of their investment, by attending a most spirited ploughing match and show of stock, held in the Township, and were favoured with the reading of a Journal devoted to the promotion of Agriculture, and published in their own country.

We were lately in company with one of the principal officers of the Whitby Society, who informed us that the Managing Committee were of opinion that a very considerable number of members would be added to their Society before the close of the present year.

It is an old maxim, and we believe a true one, that similar causes produce similar effects; and as we believe that the great movement that is now in progress will be a means of ultimately elevating this country to that high and exalted station that it so richly merits, we would urge upon our friends in the other Townships of the District to follow the noble example set them in Whitby; and whilst we would advise this course to those who have been less successful than