

## Royal Agricultural Society of England.

Telephone Number: "PENTON," LONDON. Telephone No. 895 BRISTOL.

13, HARVEY SQUARE,

LONDON, W. *June 30<sup>th</sup> 1903*

DEAR SIR,

I take pleasure in handing to you the enclosed Cheque, <sup>220/6</sup> ~~220/0~~, value £50 1 6, for First Prize awarded and return of Deposit on Grand Engine Trials and shall feel obliged if you will kindly present it through a Banker at the earliest possible date.

The receipt at the foot of the Cheque must be signed by you and dated before presentation to the Bankers, as the Cheque without the receipt is of no value.

Yours faithfully,

ERNEST CLARKE,  
Secretary.

*Miss Gold Chaply 1 Muir Co, Ltd*

No acknowledgment to the Society is required.

P.S.—Cheques outstanding more than six months after date will not be paid by the Bankers until certified by the Secretary.

Brantford Steel Windmills are in a class by themselves. Catalogue for the asking.

**GOOLD, SHAPLEY & MUIR CO.,**

LIMITED

Brantford - - Canada



Express prepaid to any address in Canada.

**WHY** continue paying \$12.00 or more for a Serge Suit? We agree to satisfy you for \$7.65, and besides we deliver the suit free of express charges. Further we stand ready to refund money cheerfully—that lets you see the suit, and if it does not come up to your expectation you return the suit and we return your money. If you like the suit, which you are sure to do, we will ask you to tell one or two of your friends about the bargain. We have contracted for a limited quantity, when these are sold prices will go up several notches. The suits are strictly and finely tailored, made of solid pure wool worsted serge, black or navy. Lining and trimming are of a very high order. You can have single breasted, or double breasted—both styles were illustrated in the last issue of THE FARMING WORLD. Send your order at once. Address:—

**THE SAVOY CLOTHING EXCLUSIVELY FOR MEN AND BOYS,**

387 Yonge Street, Toronto.

The Publishers of The Farming World have pleasure in introducing to its readers a number of new advertisers in this issue and in commending not only their announcements but those of older and more familiar patrons as thoroughly reliable and trustworthy.

## PUBLISHERS' DESK

### An Attractive Display

In the dairy building at the Ottawa Fair, the G. H. Grimm Co., of Montreal, had on exhibition, one of the best displays of maple sugar and maple products it has been our privilege to look upon. It was so fine that it won a gold medal for the best exhibit of maple products on the ground, given by a competing firm. The Grimm Co. won first for the best display, first on sugar, and second for best 100 lbs. of maple sugar and third for best five gallons of syrup. A miniature sugar bush was shown, which attracted much attention. In addition, to being ornamental it served a most useful purpose in showing farmers how to equip a modern sugar bush and to build sugar houses. This enterprising firm is to be commended for their attractive display at the Ottawa Fair.

### Buying Goods by Mail

To bring country buyers into closest touch with city sellers has ever been the aim of THE FARMING WORLD. We have thus encouraged in every legitimate way the advertisements of the best class of merchants and manufacturers. By means of these, the most remote country dweller is enabled to purchase by mail whatever he or she may require, on precisely the same basis as city people—and so, in this respect, the drawback of country life disappears.

Henceforth, the term "Mail Order," has seemed to imply transactions of a petty and even undignified character. A species of reproach has clung to the term, for it seemed to indicate the business of third class dealers in fibrous rubbish. In fact, in the public mind, the term was associated with nothing particularly desirable—and not without reason. How different it now is! Business by mail is no longer a petty, doubtful or undignified matter, but precisely the reverse. Such is the outcome of the times. Our agricultural community has become the Dominion's most important purchasing section; and to a very large extent, this community's medium of purchase is now the mail order system—not merely for the low priced bargain, but for all manner of high class, up-to-date goods—everything from a yard of cloth to a grand piano. The columns of THE FARMING WORLD are not open to advertisers of the unknown, shady type. There is no reason for doing business with such, for the highest class, most reputable firms in Canada are at our disposal. These firms have long been fully alive to the importance of what may, without exaggeration, be termed a vast mail order, country business. They possess thoroughly organized departments whereby it may be transacted with the greatest ease and convenience to customers. Those who think that city buyers still get a preference, labor under a distinct misapprehension. The reverse is actually the case; for our large mail order houses, recognizing the importance of country business, do their utmost to encourage it by striving to give every possible satisfaction.

Although we insert nothing but the advertisements of reputable houses—in the interests of our readers, we go still further. For instance, we personally inspected the guns advertised by Messrs. T. Eaton Co., on the back cover page of this issue, and found them, each and all, very desirable weapons, in every way fulfilling the claims of this firm. Now, a gun is peculiarly a thing for the country; THE FARMING WORLD claims no city circulation—and every farmer wants a gun. The present is an opportunity of securing a good article at a low price. These friends tell us they are now selling a large number of guns to farmers throughout Canada.