

year 1896 lies very much along the same lines. You are interested in the advancement of agriculture, in improving its methods, in making it more profitable. So are we. You have resolved, no doubt, to be more successful this year. You want to make more money at it, or you want to become famous in breeding stock, or in some line of farming. We have resolved that FARMING will be a help to you in accomplishing this. You recognize the fact, of course, that whatever tends to uplift agriculture, as a whole, tends to make it more profitable and satisfactory in your own case. Therefore, if you consider that FARMING would be a help in this direction, why not give it your full support? Why not talk of it to your neighbors, and get them to subscribe? Why not make it well known in your locality?

Now, friends, let us get down to practice. We have resolved to place FARMING in the hands of every farmer in the country, and you are in a position to help us. Let us discuss the best methods of doing it. First, however, let us assure you that, outside of anything you may gain in the way of improving agriculture by circulating FARMING, we are ready to pay you handsomely for any work you may do for us. We have money to spend, and we have subscribers to get, and if you can get the subscribers for us the money is yours. This is the most favorable time of the year for securing subscribers, and we want all the agents we can get. We want every one of our subscribers to be an agent. Now is the time when folks are choosing their periodicals for the year. They are making changes—discontinuing some and renewing some, and we want our agents to be on the spot at the time to represent the good qualities of FARMING.

If you have some time to spare, we can give you work that will yield you a good profit. If you have time to secure only an occasional subscriber, we can give you such a commission as will pay you well for the time you spend. If you are out of work and can give your whole time to the canvassing, we can put you in the way of making a good living.

If you induce a couple of your neighbors to subscribe, we will give you your own subscription for one year for nothing. This is equal to a commission of 50 per cent. Now, don't you think you could induce at least two of your neighbors to subscribe? It is very likely that some of you spend considerable time in talking politics. That is all right if you can afford it. There is no money in it, however, and you might easily use the same energy in securing new subscribers to FARMING, and make some money by it.

Some folks write in that they would like very much to send us a few subscribers, but say: "I guess I am not much of an agent. I haven't got the gift of gab." Now, friends, don't let this be a hindrance to you. The majority of you are good enough talkers, but it really should not take much talking to persuade a man that he can farm better if he reads a good agricultural paper. As we have said before, there are

some farmers that you cannot expect to subscribe at first sight. They do not believe in "book farming." With these about, the only way to do is to induce them to try the magazine for a few months. Then there is a chance of their becoming interested and wanting to continue.

In starting out to canvass your neighborhood, your best plan will be to tackle the most likely men first. Sit down and write out the names of all those whom you think will be most likely to subscribe. Send us this list, and we will send to each one a sample copy. This will give them time to look the magazine over before you call. Don't feel disappointed if you don't succeed in getting a man to subscribe the first time you call on him. Don't bother him too much. Just leave a copy of the magazine with him, and make another call. You may tell him that if he subscribes, and, after reading the magazine for awhile, is not satisfied with his bargain, he can have his dollar back. We believe the magazine is worth more than \$1.00 to any farmer. Why, one of our subscribers wrote the other day that "the poultry department alone was worth twice the amount of the subscription price." You need have no hesitation in recommending FARMING to your best friend. After he has taken it for a while he will feel grateful to you for it.

Here are some samples of what we receive from subscribers every day:

"Enclosed please find \$1.00 for FARMING for 1896. Grand paper. Neat in form. Good matter. In every respect an up-to-date publication."

T. B., Brantford.

"Please find enclosed \$1.00 to renew my subscription to FARMING. I think you have made a great improvement in the paper."

W. S. S., Elora.

"I received a copy of FARMING from your agent, Mr. J. S. Leighton, at the Shelbourne Fair, and I think it is the best paper on farming I have ever seen. It contains the most information in the least space, published in a very plain and common sense style, such as farmers like. Just the thing I have been looking for."

G. L., Jr., Elba.

"I have been reading the first number of FARMING with much pleasure and profit. Such a journal deserves the hearty support of our entire farming population."

HERBERT W. MUMFORD,
Professor of Animal Husbandry, Michigan Agricultural College.

"It gives me pleasure to speak of the good features of FARMING and its promise for improved agriculture. Its subdivision into the various headings will be for the better, especially with regular editors for each department. A generous rivalry will be begotten that will but be beneficial to the various farm interests. The difficulty on this side of the line has been too great a disposition to enter to the advertiser. The reader has been encouraged to pay his money out for instructive information which too often peters into 'ads' for stuff that would never sell on its own merits."

S. M. EMERY,
Director Experimental Farm, Bozeman, Montana.

"I beg to tender my congratulations on the gratifying improvement made in your journal. Although I considered THE CANADIAN LIVE STOCK AND FARM JOURNAL an excellent paper, second to none in the Dominion, I think it was not to be compared with FARMING, either in appearance, reading matter, or number of valuable articles contained."

ANGUS MACKAY,
Superintendent Experimental Farm, Indian Head, N. W. T.