

ENERGY

and rewarded with success. As a practical illustration of the force of this truth we would announce that we are ready to reward liberally the energetic efforts of any of our young friends who may be willing to devote some time and pains towards increasing our circulation. Read to the end, young folks, and you will see.

IS there anything which a boy or young man more desires to have than a good, reliable, respectable time-keeper? We know of nothing; and believing this we have devised a plan by which every boy or young man taking *The Live Stock and Farm Journal* may obtain a good watch for himself, and that without the expenditure of a cent of money, but only by the expenditure of some of that native energy of his by which alone he can win success in any path of life. And the reason why we ask the young people to help us is that we are building for the future, and we want those who in the future will be the enterprising farmers and stock raisers of the Dominion to become interested in *The Live Stock Journal* now, *while they are young*, so that when they are grown up to man's estate and man's responsibilities they will look upon *The Live Stock Journal* as an old friend, a tried friend, and a friend of their youth, and one that they will be very unwilling to cast aside. Therefore we say, we want the young to help us, and therefore to the young people we make this appeal, an appeal which we are sure will be very warmly responded to. A perusal of the following will explain everything.

THE

Plan is this. *The Live Stock Journal* never was so good before. It never was so popular. It is recognized by every farmer interested in making a good profit out of his farm, to be well worth the money many times over. Every department is filled. Every number contains most valuable information about horses, cattle, sheep, pigs,

poultry, grain crops, root crops, soilings crops, fruits, dairy work, and veterinary matters. Every thing put in the *L. S. J.* is written specially for it, and so is doubly useful to Canadian farmers. Its motto is "Nothing but What is Useful, and of What is Useful Nothing but the Best." For this excellent farmer's helper we want **New Subscribers**; and for getting us these new subscribers we are willing to pay handsomely. Here then, you have the

KEY to our scheme. Work for us and we will pay you, and pay you well. There is not a boy who reads *The Live Stock and Farm Journal* and knows its merits but is quite able to obtain ten new subscribers; that is, to get ten neighbors and friends who do not already subscribe for *The Journal* to take it for a year. Now boys, who

read these lines, count up your friends, and see if you cannot think of ten men, interested in farming, and anxious to make the most of their farm work, to whom *The Journal* would be a blessing, and who might take it for a year provided you recommended it to them and pointed out to them all its merits and how useful it was to you and to all your people. Having made up your list, go forthwith

TO each one of them and talk to them in a business-like, straightforward way, telling them all about *The Journal* and how useful it is, how instructive it is to anybody who will take the pains to study its pages. Tell them frankly that you wish to get ten names, and ask each one to make one of the ten. You may not succeed at first. Nobody ever does succeed at first. If you

always give up because you don't succeed the first, or even the second time that you may try for anything, you will prove a failure, not only in this but in everything else. If everyone succeeded with every enterprise he undertook, the first or second time he tried to put it into effect, every boy would be successful and well off. But as a rule only the few are successful and well off—and the reason is that only the few stick at a thing till they eventually succeed in it. Remember

SUCCESS only comes to those who merit it; and meriting a thing means pretty much the same as sticking at a thing till you have accomplished with it just what you want. Therefore, young folks, if you wish to win our reward. Stick at the List all you get ten men everyone of ten to put down their names on an order sheet (that we will send you on application) and give you their dollar. For that dollar we will send to every man whose name appears on your list *The Live Stock and Farm Journal* for a year, and if the order is given before the end of this year we will give, in addition, the numbers of *The Journal* published between then and the end of the year, thus making all orders count to the end of 1890, so that every subscriber will get not only his twelve numbers for 1890, but also one or two extra numbers for 1889, or thirteen or fourteen in all. In sending in these ten orders you must, of course, send in also the ten dollars paid you for them. Now what shall we give you for going to this trouble? We will give you a valuable and reliable watch worth in itself \$10.00, so that for the \$10.00 you send us, we will give you in return that which is quite fully worth

tells more powerfully in the struggle to get on in this world than any other human quality. If a man or boy has energy he is sure to find a scope for his abilities, and his merits will, sooner or later, be recognized

\$20

—namely \$10.00 worth of Journals, that is one each for a year to each one of your ten subscribers, and a watch to you, worth at least \$10.00, making \$20.00 in all. Now what is this watch like? We will tell you. We will describe it to you as it is described to us by the firm from whom we obtain it. The firm in question is that of the well-known, and old established watch-making and jewellery establishment, Messrs. Kent Bros., of 168 Yonge Street, Toronto. Their business is one of the best in Canada; and their guarantee affixed to any description of watch is a full surety that the watch is just what they represent it to be. Now the watch which we will give as a reward to you for sending us ten subscribers is described by them as being in every way a good serviceable watch, with movement (jewelled) quite as good as will be found in any fifteen or twenty dollar watch. It is a stem winder. The case is not pure silver; but of a substance partly of silver, which looks as well, keeps its color as well, and will wear as well as real silver. The case is a strong hunting-case, and the watch is in every way adapted to heavy out-door work. Each watch before being sent out, will be taken down by Messrs. Kent Bros., examined, put in good running order and guaranteed by them for one year. This watch is sold retail by Messrs. Kent Bros.

FOR \$10

but we offer it to you as a reward for sending us ten new subscribers. Every watch will be sent direct to you from Messrs. Kent Bros' establishment, by express, so that we shall not handle it at all, but it will reach you direct from them, accompanied by their Written Guarantee. Now how can you earn \$10.00 more easily? or how can you obtain a good, honest, serviceable watch for yourself at less trouble. But if you say: "Well, I like the idea of a watch well enough, and would like to have one, but when I get a watch I want one with a Real Silver Case," we have arranged for that too. That is, we have made arrangements with Messrs. Kent Bros., by which we can offer you a good Silver Watch with either an open case, or a hunting case, and with either a stem-winding movement or a key-winding movement. But for the silver watch we must ask you to obtain for us twelve new subscribers at \$1.00 each, as this watch, though sold by Messrs. Kent Bros. at the same price as the other, costs us more. Now whether you are successful in obtaining twelve orders or only ten, that is whether you send us \$12.00

OR \$10

you will get in return, not only a copy of *The Live Stock and Farm Journal* for each dollar that you send us, but also a handsome, reliable watch, from a first-class, reliable firm, that is the Messrs. Kent Bros., guaranteed by them to be just what we represent it to be. A further description is as follows:—(1.) The first watch is not pure silver, but of a composition only partly silver, which however, is the same all through, and will always look and keep color quite as well as silver, the other is a solid silver case. (2.) The first watch has a large strong case and is most admirably adapted for all sorts of heavy work; the second watch being of pure silver is smaller and of lighter make, but still is a good sized strong watch. (3.) To this it may be added that both watches are handsome, and well finished, both have jewelled movements, both are stem-winding (though the second watch may be had as a key-winder), both are hunting-case (though the second watch may be had in an open case), and both will have Messrs. Kent Bros' guarantee. Now we have something more, something even better

our young friends to think over, and see if they cannot turn it to their own advantage. It is this: We will send *The Live Stock and Farm Journal* to new subscribers on trial for six months for 25 cents, on the condition that each person understands that should he take *The Journal* beyond the six months, he must do

so at the regular price of \$1.00 a year. These six months' orders we call **Trial Orders** and in allotting the above rewards we will count **Three Trial Orders** the same as **One Full Order**. We shall have pleasure in sending blank order forms which you can use for obtaining trial orders. You may send in the names and the money as soon as you secure them, but take care that every name is properly entered in the blank forms with which we will supply you. Remember

NOTHING

of importance can be gained in this world without some expenditure of time and labor. If you wish to get one of these handsome watches you may do so, but you cannot do so unless you go to work in earnest about it. Once having made up your mind to win the reward, stick to the thing until it is accomplished. You have a good cause to work for—the betterment of the farming interests of Canada. You have a good helper to back you up in your work—the *Canadian Live Stock and Farm Journal* which undoubtedly gives such practical information to the Canadian farmer, every month, as he can obtain nowhere else. And you have good rewards to work for—one or other of these beautiful watches. Therefore, go in to win, boys, go in to win, and you will win.