



Strictly Business

"Mrs. Smith's got a dog that likes me," said little Emily, coming home from a visit with her mother. "How do you know he likes you?" her mother asked. "Cause he tasted of me!" answered the little girl.

This incident illustrates a point I want to make: it is that many people, both in Canada and among our neighbors in the U. S. must like the C. B. J., because they are tasting it by asking for sample copies and then sending in their cheerful dollar for a years subscription.

I wish my readers could see the beaming countenance of the editor these spring days as he looks into my sanctum and remarks "Can you guess how many new subscriptions to day?" or "Did you notice the hearty words of approval of —?" I try (vainly, it must be confessed) to dampen his ardor by showing the letter of an irate subscriber who don't want to pay for his paper and says it is no good anyway; or the other fellow who sends a much begrudged dollar and calls us hard names for gently, but persistently, demanding it. The editor simply smiles the more blandly and says, "Good riddance, here's a better man in his place."

It is some satisfaction, I must admit, to read these approving letters and enter the new subscribers on our list, for the average publisher or editor gets small pay, in either kind of coin, for his labor. Our Canadian friends are steadily showing renewed confidence in the *New Journal*, which is only fair, for its efficiency will be in proportion to your support. We are putting more money into the Journal every month than we are receiving, but our aim is to make it still better, in the belief that we will in time secure a much larger number of readers and eventually be reimbursed.

I wish you could see the dainty, illustrated edition of "Evangeline" offered for one new subscriber, for if you did you would not rest until some friend had given you his dollar and you had secured the fine premium. We have a few copies left.

Show your wisdom by securing one of those well bred Queens, if poetry does not entice you. I told about them last month and now repeat the offer.

STRICTLY BUSINESS.

WANTS OR EXCHANGE DEPARTMENT.

Notices will be inserted under this head for 25c. five lines or under each insertion; five insertions \$1.00. All advertisements intended for this department must not exceed five lines, and you must say you want your advertisement in this department, or we will not be responsible for errors. You can have the notice as many lines as you please; but all over five lines will cost you according to our regular rates. This department is intended only for bona-fide exchanges. Exchanges for cash or for price lists or notices offering articles for sale, can not be inserted under this head, unless offering full colonies of bees or honey. For such our regular rates will be charged, and they will be put with the regular advertisements. We can not be responsible for dissatisfaction arising from these exchanges.

WILL take honey, bees or beeswax for one or more of the celebrated Knoll double action pressure and suction **WASHERS**. Correspondence solicited. **GOOLD, SHAPLEY & MUIR Co. (Ltd.)** Brantford.

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WILL exchange a Given foundation press for bees wax, honey or poultry or others. It is in good shape. **G. E. SAUNDERS**, Agerton, Ont.

WANTED—40 or 50 colonies of Italian Bees in combination or Langstroth hives. Must be in first-class condition. Write stating your lowest price to **A. LAING**, Ponsonby, Ont. **tf**

Will Pay

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to get it.

BURTON L. SAGE, Highwood, Conn.



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