

PROSPECTUS FOR 1884.

Although we have reached but the third regular issue of the JOURNAL, the results have been somewhat astonishing to ourselves. Already the walls are too narrow, we must enlarge. The present number contains 24 pages.

The press with one voice have bade us welcome, and covered us with praises; leading stock-men in many lines have spoken many kind words of encouragement, and lent their influence to us in a way as gratifying as it is encouraging. Our advertising patronage has been remarkable when linked with the limited effort expended in securing it, while subscriptions are steadily coming in from the Rocky Mountains to the Atlantic.

While we are encouraged by the past we are hopeful for the future, and shall spare no pains to make the JOURNAL worthy of its patrons. Our mission shall not have been accomplished till no "scrub" stock shall be found within our borders, none found shivering by rail fences or around straw stacks in stern winters, wasting the gains of summer in fighting a battle of continued suffering, as short-sighted as it is cruel on the part of the owners; till every farmer of our country shall be capable of raising stock that will do credit to the markets of old London, or dairy cows that will produce more than their weight in milk in any season, nor until every tiller of the soil shall have a farm journal in his house, without which no farmer of to-day can keep even with his fellows.

Men may cry "enthusiast." No amount of the most determined pluck can grapple successfully with an undertaking so vast without a well spring of enthusiasm that cannot be exhausted.

It will be the aim of the JOURNAL to stir up stock-men to get and to keep only the best in all the lines, and to do so to the utmost of the capabilities of their lands, to stop that ruinous drainage of the elements of fertility to the town markets, and to secure all the artificial manures in addition to husbanding the home supply, that prudence may deem advantageous to apply to well drained lands.

Underdraining, the first great and urgent need of our arable lands, will be advocated, even urged, and fully explained in our columns.

While each department referred to on our title page will receive due attention, stock-raising in all its bearings will be the prominent theme, although this JOURNAL will be the distinctive organ of no particular breed or strain. Information relating to the West Highland cattle and little black faced Highland sheep will be equally welcome to its pages, with that relating to the Booth, Bates or Cruikshank strains.

The stock notes column is equally the property of the stock-man with but one pure-bred animal, and the company with its hundreds. We desire it to be the social board, where the stock-men of all our provinces shall sit in social conclave.

We shall advocate sustaining with a liberal hand, the different agricultural institutions, experimental in their nature, that the wants of the country may require, supporting them in such a way as will make them efficient, and in this way a credit and honor to the country, regardless of the political party that may be in power; and shall at the same time try to expose their shortcomings in a firm, yet candid spirit.

We most heartily favor the idea of having the elements of agriculture taught in our schools. Why do the authorities try so persistently to drum Algebra into the head of an intending farm lad, to whom agricultural chemistry is an unknown tongue?

The JOURNAL will contain beautiful illustrations, mostly of the best specimens of Canadian stock, and the systems of feeding and management; biographical sketches of stock-men; outlines of the history of breeds and strains; articles, scientific and experimental in their nature; drawings of advanced farm buildings and appendages; improved machinery, &c.

Arrangements are being made for regular correspondence from able pens beyond the sea, and from the prairies of the west; also for frequent contributions from the foremost agricultural writers of our own land.

The home department will be remembered.

The life long practical experience of the editor should afford one argument in favor of the utility of the JOURNAL, the articles for which in nearly every instance will be specially written therefor. Our aim is *quality*, not quantity.

Advertisements of a suitable character only will find place in the columns of the JOURNAL. We shall keep a zealous vigil over the integrity of this department. If these columns should be abused by designing men, we shall thank our patrons for faithful exposure.

While we most earnestly and heartily thank our patrons for their many kind words, and kinder efforts to sustain and to extend the JOURNAL, we hesitate not to state that on their part it is the wisest policy, as whatever tends to advance the stock interest in the general does so in the particular. Every name added to our list but widens each stock-man's constituency, and tends to promote his sales directly or indirectly. We trust that we shall do nothing to forfeit the good will of our rapidly increasing circle of supporters, and shall still respectfully ask continued support, but only so long as deserving of it, as we are fully conscious that an enterprise such as ours can never live by bolstering, apart from its own intrinsic merits.

CANVASSERS WANTED for this Journal in every county and township in the Dominion to whom a most liberal commission will be allowed. Please write at once for samples and instructions. Address,

STOCK JOURNAL CO.,
43 John St. S., Hamilton, Ont.

Any person forwarding to us \$4.00 and the names of four subscribers, will have the "Journal" mailed free to his own address for one year. Address,

STOCK JOURNAL CO.,
43 John Street South, Hamilton, Ont.

The Opinion of the Manager of the Deseronto Stock Farm.

DESERONTO, Jan. 22, 1884.

EDITORS STOCK-RAISERS' JOURNAL, Hamilton.

GENTLEMEN: Am very much pleased with the JOURNAL and feel confident that your course will do much toward producing better stock and improved agriculture. Your one line of advice of using nothing but Herd Book males would be worth millions to farmers, if followed.

Hurriedly yours,

D. P. HOWATT.

JAMES N. REYNOLDS, Northfield, writes: "I like the JOURNAL very much."

STOCK-RAISERS' JOURNAL.—The prospectus number of the STOCK-RAISERS' JOURNAL, which is to be published in Hamilton is before us. It is a handsome twenty-page Journal "devoted mainly to the interests of the stock-raisers of the Dominion," but overlooking no department of the farm, and having for its motto, "While agriculture is the first and noblest of the sciences, stock-raising is the right arm of agriculture." It is well got up, carefully edited, and should meet with a hearty welcome by the agriculturists of the Dominion generally. Subscription price only \$3.00 per annum; published monthly by the Stock Journal Co.—The North Star, Paris, Second, 257, St. St.

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