The Canadian Dairyman AND Farming World

Published by The Rural Publishing Company, Limited.

1. THE CANADIAN DAIRYMAN AND FARMING WORLD is published every Wednesday. It is the official organ of the British Columbia, Manitoba, Eastern and Western Ontario and Bedford District Quebec Dairymen's Associations, and of the Canadian Holstein Ayrshire, and Jersey Cattle Breeders' Associations.
2. SUBSCRIPTION PRICE, $1.00 a year, strictly in advance. Great Britain, $1.20 a year. For all countries except Canada and Great Britain, add 50c. for postage. A year's subscription free for a club of two new subscribers.
3. REMITTANCES should be made by Post Office or Money Order, or Registered Letter. Postage Stamps accepted for amounts less than $1.00. On all checks add 20 cents for exchange fee required at the banks.
4. CHANGE OF ADDRESS—when a change of address is ordered, both the old and the new addresses must be given.
5. ADVERTISING RATES quoted on application. Copy received up to the Friday preceding the following week's issue.
6. WE INVITE FARMERS to write us on any agricultural topic. We are always pleased to receive practical articles.

CIRCULATION STATEMENT

The paid-in-advance subscriptions to The Canadian Dairyman and Farming World exceed 11,500. The actual circulation of each issue, including copies of the paper sent subscribers who are but slightly in arrears, and sample copies, exceeds 14,000.

Sworn detailed statements of the cicu-lation of the paper, showing its distribution by countries and provinces, will be mailed free on request.

OUR PROTECTIVE POLICY

We want the readers of The Canadian Dairyman and Farming World to feel that they can deal with our advertisers with our assurance of the advertisers' reliability. We try to admit to our columns only the most reliable advertisers. Should any subscriber have cause to be dissatisfied with the treatment he receives from any of our advertisers, we will investigate the circumstances fully. Should we find reason to believe that any of our advertisers are unreliable, even in the slightest degree, we will discontinue immediately the publication of their advertisements. Should the circumstances warrant, we will expose them through the columns of the paper. Thus we will not only protect our readers, but our reputable advertisers as well. All that is necessary to entitle you to the benefits of this Protective Policy is that you include in all your letters to advertisers the words: "I saw your ad. in The Canadian Dairyman and Farming World." Complaints should be sent to us as soon as possible after reason for dissatisfaction has been found.

THE CANADIAN DAIRYMAN AND FARMING WORLD
PETERBORO, ONT.

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A CHANCE TO INVEST

The Canadian Dairyman and Farming World is now owned by The Rural Publishing Company, Limited. This company, really, is an amalgamation of the two companies which formerly owned the two old papers. It starts off under the most auspicious circumstances. It has an authorized capital of $100,000, a subscribed capital of $56,800 and a paid-up capital of $35,400.

By uniting The Canadian Dairyman and The Farming World into one publication, a paper that is a vast improvement over either of the former papers will be printed at a saving in expense of from $5,000 to $8,000 a year. It is confidently anticipated that the receipts from the new publication will be from $10,000 to $15,000 in excess of the amount received from either of the former publications. The new paper, The Canadian Dairyman and Farming World, has a sworn, paid-in-advance circulation of 11,500, and a large and increasing patronage.

By amalgamating The Canadian Dairyman and The Farming World, and by removing the head offices of the Company from Toronto to Peterboro, Ont., a great saving will be effected. One paper will be printed, instead of two. The cost of printing in Peterboro is fifteen to twenty per cent. less than it is in Toronto. The contracts for printing that have been signed, will effect a saving on printing alone of $10,000. Eight thousand dollars of this amount will be required to meet the extra printing necessitated by the larger circulation of the combined paper, and by issuing it weekly in its improved form. The net saving on printing will be $2,000, besides providing for the publication of a larger and much improved paper. The savings in salaries, rent, illustrations, travelling expenses, stationery, postage, taxes, etc., will be $3,000, to $5,000 a year, notwithstanding the cost of maintaining an advertising office in Toronto.

A careful examination of the lists of both of the old papers has shown that the number of duplicate subscriptions was less than 300. The subscription price of The Farming World was 60 cents a year. The subscription price of the new paper is $1 a year. This should mean an increased revenue from the subscriptions of The Farming World alone of over $2,000 a year. Liberal allowance has been made for a possible loss of subscribers, due to the advance in the subscription price.

Owing to its larger circulation, The Canadian Dairyman and Farming World has been able to advance its advertising rates. They are seven to eleven cents a line. This is from one to two cents a line higher than those obtained by The Farming World, and almost three times as high as the rates secured by The Canadian Dairyman. This ensures a great increase in the revenue from advertisements. The receipts from the combined paper this year, through subscriptions and advertisements, should be approximately $3,000 to $5,000 greater than the total receipts of both papers last year. This will be in addition to the savings in publication expenses already mentioned.

In spite of the fact that the management of The Canadian Dairyman and Farming World refuses to publish fake or questionable advertisements of any kind, such a large number of the very best class of advertisements have been received for publication, it has been found impossible, in some issues, to publish them all.

The complete purchase of The Canadian Dairyman and of The Farming World, will cost The Rural Publishing Company less than $45,000 of its capital stock. How small this price is, may be seen from the fact that a few years ago, $100,000 was paid for a farm paper published only semi-monthly, in Western Canada. This paper is now paying liberal profits, on a paid-up capital of $125,000. This will give some idea of the profits that The Rural Publishing Company should be able to pay on its much smaller paid-up capital, and with a paper that is issued fifty-two times a year.

The management of The Rural Publishing Company, Limited, has decided to offer some of its stock for public subscription. Shares are fifty dollars each, and about only twenty-five dollars will be called this year on each share. Many of our readers are well-to-do. If you would like to secure an interest in The Rural Publishing Company, Limited, write us, and we will send you a prospectus, giving full particulars. We would like the stock of our company to be held by our readers.

A MUCH LARGER PAPER

While we are constantly receiving letters from our readers, expressing their pleasure over the great improvements that have been made in The Canadian Dairyman and Farming World, it is probable that but few of our readers fully realize just how much larger the new paper is than the old papers, whose place it has taken. The Canadian Dairyman contained an average of sixteen pages each issue. It was published weekly. The Canadian Dairyman and Farming World is also published weekly, but it has an average of twenty-four pages each issue. Its columns are not quite so long as those in the old Canadian Dairyman, but, nevertheless, each issue is almost fifty per cent. larger.

The old Farming World contained forty-eight pages, and had three columns of reading matter to the page. it was published twice a month, or only twenty-four times a year. The Canadian Dairyman and Farming World has only twenty-four pages in each issue, but it has four columns to the page, instead of three; its columns are an inch and a quarter longer—which alone is equal to an increase in the size of The Farming World of three pages an issue, and it is published weekly, or fifty-two times a year, instead of only semi-monthly.

When figured down to a basis of inches, it will be found that last year The Farming World published 37,152 inches of reading and advertising matter, The Canadian Dairyman, 43,264 inches, and that this year The Canadian Dairyman and Farming World will publish at least 59,904 inches of matter. This is the best evidence of the greatly improved paper we are now publishing in The Canadian Dairyman and Farming World.

MEAT INSPECTION AND THE FARMER

The time is not far distant when farmers will have to test their hogs and cattle for disease before they can be marketed. One effect of the Meat Inspection Act, which came into force last year, has been to direct the attention of the consumer to the quality of the meat he buys. This act applies to the export trade only. It is applied in connection with the larger packing and abbatoir establishments that do an export business. Every animal slaughtered by him is subject to inspection, whether intended for the export or local trade. Though this inspection has been in force only a few months it has had the effect of improving the quality of the meat supplied by these larger concerns. This has led to a demand for general inspection of all animals slaughtered for food, which the stock raiser must be prepared to meet sooner or later. Those who are wise will commence preparing for such inspection now.

The application of inspection to only those concerns doing an export business has created conditions that do not seem fair to the large packer. Every animal he buys has to come before the inspector, and if found diseased he must stand the loss. The local butcher or the one catering only to the local trade can buy without let or hindrance and, therefore, has an advantage over the large export concerns, which have to be more careful in their buying. They frequently lose 2 to 3 per cent and in some cases 10 per cent because of diseased meat.

From the local consumers standpoint the situation is becoming recognized as a serious one. The large concern as far as possible buys only healthy animals, and, as the bulk of his business is an export one, comparatively little of his product is sold at home. If the healthiest are bought for export it follows that there will be a higher percentage of disease in what is left. This is sold without inspection and supplied without any special safeguard to the local consumer, who is getting an inferior quality of meat and a kind that endangers the health of his family. He has not done much kicking so far but is likely to do so before long.

This is the situation. What can be done to improve it? The Meat Inspection Act is a Dominion one and cannot apply where only a local trade is being conducted. That must be looked after by the province. But under present methods of killing in the innumerable slaughter houses that exist all over the country, inspection would be impracticable. The only way to meet the situation, according to Dominion Live Stock Commissioner J. G. Rutherford, is to have large killing abbatoirs at central points, either owned and managed by the government or by private interests. All the killing could be done at these abbatoirs.

There are many things to be said in favor of this scheme. The killing would be done under sanitary conditions, the offal could be utilized to better advantage and the work performed by men skilled in the business of preparing meat for market. Many of these small slaughter houses are a disgrace to any community. Animals are prepared for human food under conditions that are simply fil-