

*(Republished from the Farmer's Advocate of November 16th, 1903.)*

# The Farmer's Advocate

## and Home Magazine

### TO BE PUBLISHED WEEKLY.

#### Forward, March!

Readers of the Farmer's Advocate and Home Magazine will be pleased to learn that, in response to many requests, we have decided to publish the paper as a weekly, commencing with January 1st, 1904. Thirty-eight years ago this paper was begun as a monthly periodical. Since the 1st of January, 1893, nearly eleven years ago, it has been issued semi-monthly.

#### The Dominion Demands It.

The present condition and progress of agriculture in Canada impresses upon us the conviction that another step forward should now be taken in order that farmers may have a more prompt and thorough service in the distribution of information in relation to all branches of their business. The Dominion of Canada has made great advances during the past decade, but, comparatively speaking, we have as yet seen only its beginning. The pressing need for reliable information promptly furnished is therefore evident. The times are moving fast, and to keep abreast of them this broad Dominion, with its great grain-producing West, and mighty agricultural and manufacturing East, demands a progressive weekly farmer's paper. That it shall have this is the answer of the publishers of the Farmer's Advocate. Progressive and well-posted, our farmers are going to take a more aggressive share in the country's development, and in supplying food for Britain and other portions of the world.

#### A Heavy Responsibility.

As a semi-monthly, the cost of getting out the Farmer's Advocate has increased over 25 per cent. during the past five years, owing to improvements and advances in the cost of material and labor. Even the uninitiated can discern at a glance that to convert the Farmer's Advocate into a weekly means doubling the burdens we must assume, since the old standard of quality is to be maintained, and, we trust, surpassed.

#### The Best for the Farmer.

We have set out to make this advance movement with the firm, unswerving determination that every art and science known to modern journalism shall be employed to make this the greatest publication of its class on the American continent, and we are confident that, with the experience and training of our staff, success will reward our work. Articles, editorial and contributed, for every branch of the farmer's work and business, markets, the important news of the day, the Home

Department still further enlarged and improved, paper, engravings, typography—all these in accordance with the highest ideals go to make up a paper of the greatest possible value to every reader, indispensable in every home.

#### Subscription Price.

It will thus be seen that the subscription price of the weekly Farmer's Advocate and Home Magazine, which is to be \$1.50 for the fifty-two numbers, makes it by far the cheapest paper of its class within reach of the agricultural public to-day. Heretofore subscribers received twenty-four copies at \$1.00 per year. In 1904 they will get fifty-two, or more than double as many, for \$1.50.

#### Cheap Compared with Others.

That this is a moderate rate for a weekly paper of this class may be seen from the fact that the average price per annum of seven representative weekly agricultural papers published in the United States and Great Britain is \$2.20, only one being as low as \$1.50. A careful examination shows that the Farmer's Advocate is unsurpassed, if equalled, by any of them, and none of them are at all comparable with the Farmer's Advocate for the Canadian farmer.

#### A Special Offer.

To old subscribers we will make an exceptional offer. We will accept your renewal and one new subscription for 1904 for \$2.50, if received before January 1st, 1904. The new subscribers will get the balance of this year free from the date the subscription is received at our office, including our Christmas number.

#### Our Country, Our Industry, Our Homes, Our Friends.

Occupying a unique position as the oldest, largest and most widely-circulated and only national agricultural and home paper in the country, its purpose is ever the same, its mission unchanged, to foster and advance the best interests of the country, the home, and the pursuit of agriculture. Under these circumstances there will be a doubling of the circulation of the paper, a work which we desire every present reader to share, and upon which co-operation we believe we can confidently rely, judging from the cordial manner in which the Farmer's Advocate has been sustained during the past thirty-eight years.

SEE LIST OF PREMIUMS ON PAGES 1196 AND 1197.