

Let's be Friends

You need what
FARMING supplies
The latest farm, stock
and dairy news.

The latest reports of
experiments made at
our experimental farms.

The latest review of the
stock and produce
markets, telling when
to sell and when to buy.

Up-to-date practical
discussions and timely
articles on matters of
interest and importance
in every issue.

All fresh and crisp and
clean from week to
week. In time to be
used in the week's
work and business.

FARMING
needs the support of
every farmer to carry
out its aims.

Let us Hear from You

TO OUR CASUAL READERS:

Presuming that you are interested in all matters pertaining to the farm, and anxious to make your business as a farmer as prosperous and remunerative as you can, we would like to call your attention to a few facts which we think are important to you in that connection.

There is not a profession, trade, or business industry in Canada which does not find it necessary to support, at least, one weekly publication in its interests, while some branches of trade support many such publications. Up to a very recent period, the most important industry in the Dominion could not boast of a single representative weekly newspaper. While every other business man not only recognized the necessity but insisted upon having his interests advocated by such a medium, and his trade news and information furnished fresh from week to week, the farmer was content to put up with a monthly or a semi-monthly journal. For nearly seventeen years

FARMING

and its predecessor, **The Canadian Live Stock and Farm Journal**, has insisted vigorously in its columns and by private argument

that nothing was too good for the industry upon which the prosperity of the community mainly depends; that the farmer, whose efforts and intelligence contributed to the prosperity of the country and to the elevation of his calling to a higher plane, was entitled to the most substantial recognition and to the support not only of those in authority, but of the public at large. In furtherance of this policy, and with a desire to give the farmer the same advantages with regard to a trade newspaper which other business industries possessed, we changed **FARMING** from a monthly to a weekly publication. There can be no question as to the importance of such a journal to the farmer. No one who has live stock or farm produce to sell can afford to dispense with its weekly reports on the condition of the market; and no one who desires to keep abreast with the times, or to take advantage of the best methods of the day, or to obtain the best results from stock or farm, can hope to succeed unless he has the means of obtaining the best and latest information available in time to make use of it in his business. It is quite certain that no monthly or semi-monthly paper can fill these requirements. The success which **FARMING** has attained as a weekly journal is very gratifying to us. But we do not propose to stand still. Our intention is to improve it and extend its sphere of usefulness by every means, so as to make it not only a good farm journal, but the best and most valuable paper of its class on the continent. Our aims are high, but we think they are by no means impossible of realization. If the Canadian farmers, whose interests are identical with our own, will continue to give us their loyal support, as we believe they will, the accomplishment of our aim is already assured. In order to obtain your co-operation we offer:

FARMING from 1st May, 1898,
to 1st January, 1899 **FOR 50 CENTS**

Remember, this entitles you to receive **thirty-five complete numbers**.

We cannot too strongly urge you to take advantage of this offer, in which we include the following guarantee: If, after three months' trial, you are not satisfied with **FARMING**, and do not want the paper, notify us and we will return you the fifty cents. We have sufficient confidence in the paper to make this offer without the slightest hesitation.

Yours sincerely,

THE BRYANT PRESS

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TORONTO