

York, February 20, 1919

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Reprint from PRINTERS' INK, New York, February 20, 1919

OPEN LETTER TO THE AUDIT BUREAU OF CIRCULATIONS



LONDON, CANADA

Gentlemen:—

We have been members of the A. B. C. since it was first organized.

We entered because we felt we had a circulation that made the name of the A. B. C. mean something to the advertiser and advertising agency.

We believe in the cause for which the A. B. C. is organized, but the time has come when it should adopt better business methods regarding quality of circulation. At present, the words "A. B. C. Guaranteed Circulation" apply solely to quantity, and mean nothing as to quality of circulation—percentage of renewals, methods of increasing circulation, or net rate per subscriber received by publisher.

The annual subscription price of the Farmer's Advocate and Home Magazine, London, Canada, is \$1.50 in advance. Its circulation, as shown on A. B. C. audit report for year ending June 30th, 1918, was 30,878. The cash received from this circulation for the same period, after deducting all commissions, was \$38,351.55, making an average of \$1.24 net for each subscriber. Weak and inferior publications, employing strong-arm circulation methods, using premiums, guessing contests and other questionable tactics, allowing agents 100% and in some cases even giving bonuses for getting names, get the A. B. C. endorsement of this inferior circulation. Some advertisers KNOW circulation for themselves; others depend upon A. B. C. reports, and, misled by these, place their advertising in these inferior publications.

To be of continued use to us, as the oldest farm paper in Canada, employing only honest circulation-getting methods, refusing fakes, liquor, tobacco, mining-shares, or any other objectionable advertising, A. B. C. approval must differentiate between sound circulation and temporary, inflated, circulation.

We leave it with you to devise some way of differentiating between first-class circulation and the other kind, convinced that it will be in the best interests of advertisers generally, and the A.B.C. in particular, to adopt without delay some means of rating circulations as men and businesses are now rated, financially.

NET DAILY CASH RECEIPTS the ONLY TEST OF QUALITY.

Yours very truly,

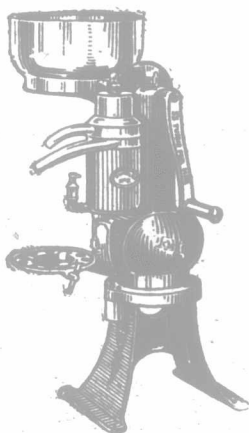
The WILLIAM WELD COMPANY, LIMITED

Don't Throw Cattle Profits Away

Don't forget that feeding, care and milking are all done to produce profit. Every farmer should see that this profit is not thrown away by the use of a poor skimming and hard running separator.

This expensive blunder is continually being made. It can be prevented by using the

Simplex (Link Blade) Separator



The Simplex has been developed, improved and perfected to the point where it is recognized as the most effective hand separator on the market to-day. Its high efficiency is recognized all over Canada.

The Simplex skims closely—takes all the cream, is easy to turn and convenient in handling and cleaning. Write to-day for booklet which gives all information and shows the high standard of quality in the Simplex Separator.

D. Derbyshire Co., Limited

Brockville

Ontario

Go Anywhere with your car

BUT go prepared for every kind of road. Carry chains *every time*. Because chains mean safety for you and the car. And carry Dreadnaught chains, because no others grip so firmly—no others are so easily put on. Dreadnaught tire chains have a special Long-lever Fastener. The links are electric-welded and case-hardened to insure strength and long wear; the rim-chains are rust-proof.

Your garage man can supply you.

McKINNON COLUMBUS CHAIN LIMITED
St. Catharines, Ont.

MADE IN CANADA

Electric and Fire-weld chains.

War on Tire Prices

Tire prices are steadily advancing. Despite this, we offer you the opportunity of buying new tires at a figure much lower than in 1918.

These new tires, at less than the price of seconds, will give more mileage per dollar than any other tires, regardless of price.

BUY BY MAIL!

So confident are we in the value of these tires, we will ship your order to your nearest express office, C.O.D.

Examine the tires carefully; if not exactly as represented, return them at our expense.

Could anything be fairer? Avail yourself of this unparalleled offer.

In ordering state style of tire—"Clincher" or "Straight Wall,"—Plain or Non-Skid.

We pay express charges to all points in Ontario, Quebec and Maritime Provinces.

| SIZE | PLAIN | NON-SKID | SIZE | PLAIN | NON-SKID |
|----------|---------|----------|----------|---------|----------|
| 28x8 | \$11.00 | \$13.00 | 36x4 | \$26.00 | \$29.20 |
| 30x3 1/2 | 13.45 | 15.45 | 35x4 1/2 | 25.50 | 34.00 |
| 32x3 1/2 | 14.50 | 16.70 | 34x4 1/2 | 27.00 | 35.00 |
| 31x4 | 20.20 | 24.25 | 35x4 1/2 | 28.00 | 38.00 |
| 32x4 | 21.40 | 25.65 | 36x4 1/2 | 29.00 | 39.00 |
| 33x4 | 22.60 | 27.10 | 35x5 | | 42.50 |
| 34x4 | 23.40 | 28.10 | 37x5 | 35.00 | 45.00 |

Special Value, 30x3 1/2 Tubes, fully guaranteed, \$2.50 each.

SECURITY TIRE SALES CO.

Harry C. Hetch, Prop.
518 1/2 Yonge St., Toronto. 210 Sherbrooke St., W., Montreal

The Bissell Steel Roller has a rigid steel frame—no wood whatever. Large roller bearings and strong 2" axles insure durability and great strength. The Bissell is a 3-drum Roller of good weight, built to stand hard usage and give great service. Write Dept. W for free catalogue.

T. E. BISSELL CO., LTD., Elora, Ont.

We have doubled our factory capacity and are determined to supply our customers far and near. See ad. also on page 579.