

The Farming World

And Canadian Farm and Home

VOL. XXIII

TORONTO, 1 JANUARY 1904

No. 1

A NEW POLICY

IMPORTANT ANNOUNCEMENT—THE FARMING WORLD ADOPTS UP-TO-DATE METHODS.

The Paper to be enlarged and improved—The price to be SIXTY CENTS a year in advance, or two years for one dollar—All Subscriptions to be discontinued on expiry unless promptly renewed.

Personal to Our Readers

IN this first number of this new year, the publishers of THE FARMING WORLD send heartiest greetings to all their readers, old and young, in every province of this wide Dominion.

Beginning with this number we adopt a new policy, and make no apology in asking you to join hands with us in carrying it forward to complete success. The paper is yours as well as ours. The business is conducted on the co-operative plan. It is strictly a partnership enterprise. Your money and your influence are behind it. Silently but surely your wishes are met, your instructions followed. You ask us to give you, in each issue, the experience of the best men in every department of agriculture which your money will command. You expect this service, of course, at the lowest price consistent with a fair profit to us for our labor and our heavy investment of capital.

After more than twenty years of steady growth, THE FARMING WORLD is so firmly established that we feel justified in sharing the result of its success with our subscribers, in the form of a reduced price, in the full expectation that each will do his share in extending its circulation. The rate, hereafter will be sixty cents a year, or two years for one dollar. Every present subscriber is asked to send one new name. The paper will be sent for a full year to both yourself and the new subscriber for one dollar.

In keeping with the spirit of the times and in the interest of paying subscribers, our new policy is to be one of strict economy. In the past the paying subscribers to THE FARMING WORLD, and to every other agricultural paper in this country, has paid not only for his own paper but he has helped to pay for thousands of copies sent to persons in arrears, many of whom, from oversight, inability or unwillingness, never pay. In future, each subscriber will pay for his own copy of the paper only, which will be stopped when the time paid for expires, unless promptly renewed.

During the past few months, in response to our request, thousands of readers have freely paid up their arrears at the old rate, and in some cases for short periods in advance. All these have received good value for their money and will, as their subscriptions expire, enjoy the benefit of the reduced price.

We wish to lay particular emphasis on one point: While the price is reduced, the paper itself is to be steadily improved, both mechanically and editorially. Fine illustrations, and plenty of them, good clear type, excellent paper and careful workmanship will mark every number. The editor has planned

liberal things for the coming year. Besides his able corps of regular writers and correspondents, several new contributors will be added. Elsewhere the Editor outlines his bill of fare.

Our Advertisers

Just now when we are adopting new plans in reference to the subscription lists of THE FARMING WORLD, it may be appropriate to state our policy in connection with the advertising columns. Many newspapers look upon their advertisements merely as money getters. The advertising columns of THE FARMING WORLD, however, while conducted from the business office of the paper, are as carefully edited as the reading columns. No announcements of a questionable character are admitted. Our aim is to protect to the utmost our readers' interests. We shall at all times endeavor to make good any loss to our readers caused by misrepresentations in the advertising columns. It will usually be an advantage to our readers to mention THE FARMING WORLD when corresponding with advertisers.

The Editor's Resolutions

New Year's is the day for good resolutions. But the trouble with most people who make good resolutions is that they fail to carry them out. After a few weeks the novelty wears off and the good resolutions vanish.

Today, the beginning of the third year of the twentieth century, we have determined to make several resolutions of the good of our readers. This in itself is of little importance if it were not for the fact that we have determined, as with promises made in the past, to carry them out. This is what we have resolved to do:

(1) We have resolved to make THE FARMING WORLD for 1904 better than ever as a great agricultural and home paper. More and better illustrations will appear; better mechanical skill will be used in its manufacture, and the best talent to be had secured to provide its literary content.

(2) We have resolved to make the farm home department, now one of its special features, larger, brighter and more valuable than ever. The story "Hickory" now running, is highly commended on all sides. During the year we purpose running a series of short stories, specially prepared and selected for THE FARMING WORLD readers. Each story will be complete in one issue. "The Boys and Girls," "Sunday at Home," "In the Sewing Room," "In the Kitchen" and "Health in the Home" will receive every attention and be made more useful and entertaining.

(3) We have resolved to make the live stock department a more prominent feature during 1904. THE FARMING WORLD has long been recognized as the

stockman's paper. We are in a position now to make it more than ever of value to the great live stock and breeding interests of the Dominion. Live stock illustrations and "write-ups" of herds and flocks will be special features.

(4) We have resolved to make every department, including the dairy, the garden, fruit culture, poultry, bee-keeping, nature study, farm implements and conveniences, plans of farm buildings, finance on the farm, the soil, the markets, etc., better and of more practical value to every reader. Practical men will contribute practical articles on practical subjects each issue, our aim being to make every issue count in building up and improving Canadian agriculture.

(5) We have resolved to make THE FARMING WORLD more than ever DOMINION wide in its influence and scope. Our large staff of essayist correspondents in Quebec, New Brunswick, Nova Scotia, Prince Edward Island, Manitoba, the Northwest Territories and British Columbia will be retained and special contributors secured in these important parts of the Dominion. Moreover, our three regular British correspondents will continue to write entertainingly of the live stock, agricultural and market conditions of the United Kingdom in which all Canadians are more or less interested at the present time.

(6) We have resolved to make the publication of special numbers a more prominent feature of our program for 1904. Our annual dairy, poultry, horse, and autumn or exhibition numbers, will appear as usual. In addition, we contemplate issuing other special editions, any one of which will be worth the subscription to any farmer.

(7) We have resolved to make "Canada for Canadians" and the development to the fullest extent of the splendid agricultural resources of the Dominion, an important part of our program for 1904. To this end the establishment of the dressed meat trade, the grinding of more of our wheat into flour in Canada, the improvement of country roads, the opening up of new lands, the converting of all raw material wherever possible into a finished product at home, for the consumer abroad, and the development of the best and cheapest market and transportation facilities will receive every attention.

(8) We have resolved to carry out to the best of our ability the resolutions herein made. But, dear reader, you can aid us very materially in doing so. A word of encouragement from you, a good word about us spoken to a neighbor, and a resolution from you to stand by us in this work will make it all the easier for us to carry out the program we have outlined. And what shall it be, your co-operation or not? We rely on your help and believe we will get it.