

Money is lost for fear of spending some. Take a case in point: A man has got two or more registered sows due to farrow next April or May. These litters at seven weeks old will not fetch more than \$2.75 each in the local market. That's just about the cost of raising them. So the owner, rather than sell for \$2.75, prefers to fatten them. At six months the pigs will probably fetch \$8 in the open market. Now, the breeder, in acting thus, is not doing himself justice. By using a few simple business methods and spending a little money the profits from these two sows may be quadrupled. How? Write out an advertisement forthwith; send it to FARMING, telling them to place it in one-inch space for six months. That will cost too much, you say. It will probably cost \$20, but the sale of three pigs will pay for the ad. Why sell thoroughbred pigs for \$8 at six months of age when you should get \$8 at seven weeks? And you will if you take this advice.

Some breeders never think of advertising until they have their stock ready to sell. That is expecting too much of an advertisement. The ad. should be there several months before you have anything to sell, so that buyers may have a chance to get acquainted with you. People do not care to purchase of strangers. By placing your ad. before readers this month, buyers will make your acquaintance by the time your stock will be ready for sale, which will be in May or June. Again, when you are advertising by the year, you are buying space at wholesale; you all know the advantage of buying goods at wholesale, rather than retail. You know the margin is from 50 per cent. to 100 per cent. Take, therefore, the advantage of wholesale prices, and make your contract for the year. If not yearly then, at least, half-yearly or quarterly.

Breeders should take at least three good farm papers. Competition is keen, and if you wish to keep your place on the front seat you must be in touch with the whole world. You cannot do this by taking but one farm paper. I do not think we need to draw upon Europe for our agricultural papers. We have much better papers published right here in America. Some of these may be under a different flag from ours, but the science of successful breeding and scientific methods of farming knows no flag or country. Our progressive neighbors have made their journals grand vehicles for dissemination of agricultural knowledge. The three best papers I know of are FARMING, Country Gentleman and Breeders' Gazette, and to these should be added a fourth, and few can afford to be without it, for it fills a place all its own. I refer to *Hoard's Dairyman*. If you send the money to FARMING you will be able to get these papers much cheaper than if you send money direct to the office of publication. FARMING has special clubbing rates with *Breeders' Gazette*, *Country Gentleman*, and *Hoard's Dairyman*, and by taking advantage of FARMING's special clubbing rates you will be able to obtain these journals at 25 to 50 per cent. less than publisher's price. Like FARMING, all these are weekly papers, and I have no hesitation in affirming that the above four papers are the best the land affords, and money invested in them will pay a big profit by the end of 1899. And wishing a prosperous New Year to Canada's only weekly agricultural paper — FARMING — I remain, yours truly,

J. A. MACDONALD.

Hermanville Farm, P.E.I.,
New Year's, 1899.

Publishers' Desk.

Fur Bargains.—There is no time like the present for the farmer to buy furs. The famous fur manufacturers, H. & W. D. Dineen, are advertising bargains in this issue, and no one should fail to read their announcement. If you want anything in the fur line they can supply it at astonishingly low prices.

Handy for the Boys.—The skate sharpener advertised by the Enterprise Mfg. Co., Toronto, is a very useful little tool. It will sharpen your skates in a minute, and the beauty of it is that it is always ready for business, as it can be carried in the pocket and

...1898...

Has been the best year we have had. November and December months we have been exceptionally busy. We are now admitted to be the best farmers' co-operative store in Canada.

Any farmer can send us his produce at any time and we will return him cash or goods as he may direct.

If you have not our Catalogue send for one.

We wish you all a Happy New Year.

THE FARMERS' CO-OPERATIVE STORE

THE PEOPLE'S WHOLESALE SUPPLY CO.

144-146 KING ST. EAST (Opposite the market),

TORONTO

R. Y. MANNING, MANAGER.

Hamilton Engine AND Thresher Works

Compound and Simple Traction
and Plain Engines
Threshing Machines,
Clover Hullers,
Horse Powers,
Saw Mills, with all the latest improvements.

—ALSO—

ROAD-MAKING MACHINERY

Stone Crushers, Road Rollers, and Graders

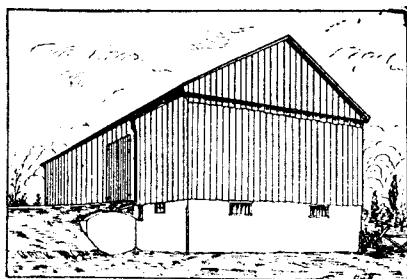
For descriptive catalogues, prices, and terms, apply to

SAWYER-MASSEY CO., LIMITED
HAMILTON, ONT.

Established 1841.

Thorold Cement

High in Quality
Low in Price
58 years in use



BARN OF GEO. AXFORD, TALBOTVILLE, ONT.
Size of Basement Walls 31 x 88 x 9 feet. Built with Thorold Cement.

Talbotville, Elgin Co., Dec. 2nd, 1897.
During the past summer I have built a basement with your Thorold Cement under my barn 31 x 88 x 9 feet high from bottom of foundation; footing for foundation 18 in. thick; above the footing 12 in. thick. I used 6 parts of gravel to 1 of cement. I also built a cistern under the approach to the barn 8 x 18 x 7 feet high; wall around cistern 16 inches thick; arched over the top 10 inches thick.

I also put a floor into my cow stable, 32 x 57 4 inches thick, in which I used 27 barrels of Thorold Cement. I used six parts gravel to one of cement, except one in front of the surface, which was three parts gravel to one of cement. The floor is as hard as a stone. I consider both wall and floor better than I could have made of any other material, and much cheaper. Yours truly, GEO. AXFORD.

Our Thorold Cement is the best and cheapest for Silos, Barn Walls, Floors for horses and cattle, Pig Pens, Etc. Write us for free pamphlet.

Estate of Jno. Battle Thorold Ont.
Mention FARMING.

Ask for Eddy's

when you order matches. Then you will be sure of having the best.

BUY
Coleman's Salt
THE BEST

For Dairy or Table Use

IT IS UNEQUALLED.

Salt on the Farm

for wire worm, joint worm, army worm and all insects that destroy crops. Salt is the best insecticide. It is also a fertilizer.

TRY IT.

R. & J. Ransford,
CLINTON, ONT