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## The Farmer's Advocate to be Published Weekly

### Forward, March!

Readers of the Manitoba and Northwest 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. Popular from the outset in Manitoba and the N.-W. T. as a monthly periodical, since the 1st of January, 1893, nearly eleven years ago, it has been issued semi-monthly.

### The West Demands It.

The present condition and progress of agriculture in the West 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. Western 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 mighty agricultural and stock-rearing West demands a progressive weekly farmer's paper. That it shall have this is the answer 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 journals is \$2.20, only one being as low as \$1.50. Examination shows that the Farmer's Advocate is unsurpassed, if equalled, by any of them, and besides that, this paper is specially adapted to the needs of the West.

### A Special Offer.

We will make old subscribers 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 in popular favor as the foremost agricultural and home paper in the great West, 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.