



# The Canadian Thresherman and Farmer

CANADA'S FARM MACHINERY MAGAZINE

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"Everything begins and ends with the soil."

## READ READ READ READ READ READ

### OUR GUARANTEE

No advertisement is allowed in our columns until we are satisfied that the advertiser is absolutely reliable and that any subscriber can safely do business with him. If any subscriber is defrauded E. H. Heath Co., Ltd., will make good the loss resulting therefrom, if the event takes place within 30 days of date advertisement appeared, and complaint be made to us in writing with proofs, not later than ten days after its occurring, and provided, also, the subscriber in writing to the advertiser, stated that his advertisement was seen in "THE CANADIAN THRESHERMAN AND FARMER." Be careful when writing an advertiser to say that you saw the advertisement in "THE CANADIAN THRESHERMAN AND FARMER."

**B**Y the time this issue reaches our readers the breath of winter will have given its warning. Not that it will be here for some considerable time, but it has sounded its note of warning to become prepared. It means that within the next month that the winter quarters for the stock must be gotten into shape in order that they may be snug and comfortable during the long winter months. It means that the crops must be gathered into the cellar. It means that the farm machinery must be gathered from the four corners of the several fields and housed properly in order that next spring they may still be things of beauty and joys to work with rather than rusted out contraptions that produce few results other than cuss words. It means that to a certain extent the winter's supply of provisions must be purchased as well as the winter stock of clothing. And last but not least, it means that the winter supply of reading matter must be laid in.

The long cold evenings of a Western Canadian winter are admirable times for study and thought. Is there any more pleasing sight or is it possible to find any more happy surroundings than that which contains the farmer's

family circle on a winter's evening, each and every one well supplied with a stock of books and magazines.

Resting from the summer's labors, to him who has a desire of bettering himself and of acquiring knowledge that belongs by right to every man, the winter evening on a Western Canadian farm furnishes an opportunity for gratifying the soul's desire and of developing a broader and better class of citizenship.

Chief among the farmer's winter reading should be the farm magazine, and chief among this class of reading we believe is The Canadian Thresherman and Farmer.

We are attempting to give you a little more than a so-called farm paper. We are attempting to give you a magazine. Outside we decorate it with a nicely designed colored cover. On the inside we use a quality of paper that ranks with the best, and typographically the printer does his utmost. We wonder just how far our readers have ever realized what we have done for them in the way of making our magazine pleasing. In the first place the matter is arranged according to departments. We realize that it is an impossibility to produce a magazine, each and every page of which would be interesting to every member of the household. Father and the boys are interested in the mechanical side of it. The steam engine, the gas engine, the various farmers' experiences, articles on the soil, traction cultivation, etc. etc. all furnish an abundance of good, clean, wholesome reading matter, instructive and satisfying. The Woman's department (if letters of appreciation be any indication) convince us that we have thousands of women readers throughout the West who are our very best friends. Our boys and girls are not neglected and we know that they appreciate their own department from the numerous letters that we receive. Then there is the Magazine Section. We promise you some big things in this department during the coming year. We have employed a special editor to handle this particular work, and as he is a man well fitted for the purpose, he will give you some good things during the coming twelve-month.

We have another big thing in store for you, which will begin with our November issue, if it can possibly be arranged, and we promise it to you not later than December. This feature of our magazine will continue for about two years, and while we are not at liberty to tell you just what it is at the present time you can take it from us that it will be just about the best thing that we have ever published.

Now as to your part in the matter. We are not going to run a guessing competition during the coming winter. We have put on three of these competitions during the past three years and we have enjoyed them immensely. It has enabled us to add a large increase to our circulation, which in turn has enabled us to give you a bigger and better paper. We want circulation more than we ever wanted it before. We would like to have our magazine go into every farmer's home in Western Canada. We do not force it upon you, but require you to pay in advance as we feel that a thing to be appreciated must be something that you want and for which you are willing to pay. We feel that we are giving you a magazine that is worth a great deal more than what we ask for it. As a matter of fact it costs us nearly 15c a copy for every copy that goes out of our office, which would make the paper \$1.80 per year, and you get it for a dollar. There are reasons why we can do this, but we need not go into them here. It is sufficient for you to know that you are getting that much value for such a low price.

We want your subscription and we want it badly. You learn to love your horses or your farm by working with them or on it constantly. Each becomes an old friend to you. It is the same with the farm magazine. You cannot learn to know it properly simply by being a subscriber for one year. You want it to come to you month by month year after year and in the case of the Canadian Thresherman and Farmer you soon come to look for the pink wrapper as you come to look for your three meals per day. You in time begin to feel that you know its editors and while you may not always agree with their statements or their methods you yearn for what they have to say and the monthly visit of the magazine is as the visit of the old friend. We would like to meet you all and talk matters over but since this is impossible give us the opportunity of talking to you each month. We can only do this by your not allowing that subscription to expire.

Now don't let that subscription expire. We know that a dollar is a dollar, that it will buy a great many things. It will help to purchase shoes for the children. It will help to pay for that plow that you bought last spring. It will purchase snoking tobacco that will last for a considerable time. It will do a whole lot of other things, but at the same time don't forget the amount of instruction and enjoyment that you will get out of a year's subscription to The Canadian Thresherman and Farmer.

We are giving you just as good a magazine as we know how. We are giving you just as good value for your money as it is possible for us to give. If our efforts meet with your approval, the best way you can show it is to come back and renew that subscription. Don't neglect it, don't let it expire. Remember we positively discontinue all subscriptions unless renewed.

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