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In Answering Advertisements in this Magazine be sure and mention where you saw the advt. Remember we guarantee the reliability of all our advertisers.

About Ourselves

WE are going to let you into a little secret that we have had on our mind for some considerable time. We had the matter all ready to spring on our readers some three or four months ago, but conditions prevented our doing so. We feel now, however, that we can at least let you into a portion of this secret. It is this: We are going to change the name of the Canadian Thresherman and Farmer.

We are by no means ashamed of our present title. As a matter of fact we are proud of it. It has stood for much in Western Canadian farm journalism. It has established precedent after precedent that our competitors, or rather contemporaries, have been pleased to follow.

Take, for example, the matter of excluding advertising from the front cover. We felt that the readers of our farm journals get sufficient advertising on the inside pages, and that it was not necessary but rather distasteful to them to have it served up before they even got a chance to look on the inside.

Again, take the matter of colored covers. We feel, in fact we know, that the farmer appreciates a good thing just as much as does anyone else. Consequently, why not dress his farm magazine in attractive clothes.

The average farm home is lighted by a kerosene lamp and with the grade of oil on the market today it is by no means a pleasing light to read by. We have endeavored to give our readers a broad clear face of type in the reading matter of our magazine. We want our readers to be with us for years and not such as fall by the wayside on account of disabled eyes.

Our guarantee is another matter of which we are proud. No other farm magazine in Canada, so far as we know, has ever dared to go the length that we have in this respect. This guarantee has cost us thousands of dollars in advertising, but it has saved our readers many times these same thousands by their not getting into touch with all sorts of fake schemes.

And thus we might go on. We have always tried to stand for good, clean, instructive, agricultural journalism, and if at any time we have erred it has been through lack of knowledge and not voluntarily.

Now as to the change of name. We are not as yet prepared to say just what we shall call it, but you can rest assured that it will be an improvement upon that under which we at present circulate.

We are not going to change our present policy or in any way alter the character of the magazine, only in so far as we can improve it. Better farming and a more intelligent use of farm power will be our main theme. Better farming is, of course, a broad subject, and includes such subjects as Soils, Seed, Tillage, Harvesting, Threshing and Marketing the Crops. It includes Good Roads, Farm Buildings, Farm Economics, etc., etc. Better Farming is nothing more than Farming Better, and it is our desire to scatter the latest and best farm knowledge among our readers in so far as it is possible for us to do so. We do not want you to feel that in changing the name of this magazine we are in any way going to change its usefulness to you. In fact, it is our desire to broaden its scope, which means a bigger and a better magazine. Next month we hope to be able to announce our new name. Watch these columns in our April issue.



In the Kitchen

- THE SINK
Spigots
Drain Pipe
- UTENSILS
Enamel
Tin, Iron
- FLOORS
Tile
Linoleum
Wood
- CUTLERY
Steel-Knives
Forks
Spoons

All Cleaned Scoured AND Polished
Quickly and Easily with—



Old Dutch Cleanser
Chases Dirt

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