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between the fruit sprayed with a common spray pump and one that is not. There is a still greater profit from fruit sprayed with the **SPRAMOTOR**. Why is it the entomologists get such bounteous returns while the average grower fails? Why do these experts who have used the **Spramotor** recommend it? Why does the **Spramotor** kill the San Jose Scale and let the tree live, while the ordinary spray pump kills the tree?

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In all communications with advertisers in these columns, please mention **THE FARMING WORLD**. This will oblige the publishers of this paper, as well as the advertisers.

### The Editor's Treasure House

The greatly improved position of **The Farming World** makes it possible for the Editor to provide a lot of good things for his readers. Let us glance within his treasure-house and see what he has in store. There are so many good things that we shall have to deal with them separately.

We find that he has regular correspondents in each of the provinces whose duty it will be to keep **Farming World** readers informed as to what is being done to advance higher agriculture in all parts of the Dominion and to send items of interest and value by ring directly upon the farmer's calling.

He has two regular correspondents in Great Britain. One of these is Mr. James Biggar, Dalbeattie, Scotland, who in the few brief addresses he gave, made such a favorable impression at the Provincial Winter Fair, in December last. Mr. Biggar will write over the pseudonym of "Thistle-down," and will keep **Farming World** readers in touch with live stock and agricultural affairs in the old land. His letter in this issue on "Horse Breeding in Scotland" is of value to every reader. The other is H. W. Stanton of London, Eng., a leading market expert, who will write regularly upon the position and prices for Canadian produce in England. These two features alone will be worth the subscription price to any Canadian farmer.

Preparations have been made for a series of articles on practical farm topics written especially for the **Farming World** by the best authorities. These will begin shortly and will be of immense value to every reader.

The market review with additional features will be given prominence. It will be comprehensive, and as far as possible made of value to farmers in all parts of the Dominion.

A supply of good things is in store for the home department. The household and children's corner will be given prominence. A new serial story will begin shortly. Everything contributing to the comfort and happiness of the farm home will be given attention.

Special facilities have been provided for securing photographs of live stock, farm and other scenes for illustration purposes. These will be engraved especially for **The Farming World**. This issue furnishes a good example of what can be done in this direction.

Is there need to search further? What we have brought to light should be sufficient to gladden the heart of every reader and make him seek his neighbor's subscription in order that he too may get a share of these good things from the Editor's treasure house. A continuous supply has been provided and there is no danger of it running short. Let every reader join hands with the Editor in making **The Farming World** a paper of which every Canadian farmer may feel proud.