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ABOUT OURSELVES

IN these columns from month to month we shall attempt to give to our Readers a brief digest of what we consider the strongest features of the issue in question, notices of New Departments, etc., etc. In short it will be a handy place to turn to when you wish to know what you may expect from future numbers of "THE CANADIAN THRESHERMAN AND FARMER."

WE want to take this occasion to take up the matter of renewals with our readers. This is the season of the year when we begin to carry out plans for our paper that we have been formulating during the year past. This is the season of the year when we take up new departments and enter into a discussion of new things which continue throughout the year, and unless our subscribers renew promptly there is always the possibility of missing an issue or two that contains a great deal of valuable information. It is an easy matter to let these renewals slip by. We notify everyone a month in advance of the expiration of their subscription, so that there is plenty of time for them to come back and have their name entered upon the list, so that they will not miss a single issue. If this matter, however, is delayed, it either means that they will not receive that particular issue or they will receive it a great deal later than they otherwise would. For example, when one of our subscribers was notified that his subscription expired in December, if he renewed at once, he would get the January paper immediately it was off the press, but if he let the matter go until the 18th or 20th of the month it would be sometime after January first before his name could be entered upon the list again and he would not receive his January paper until the latter part of January.

We simply tell these facts as an explanation to a number of letters that we receive from our subscribers, wanting to know why their paper has not arrived. The task of entering one name on the subscription list is not much, but when subscriptions are coming in by the hundreds the amount of labor to take care of these numbers is considerable and the names must of course be handled in their turn.

We want all our readers to renew promptly. We want to give every subscriber just the best possible service; but in order to do that it will require a little co-operation on the part of that subscriber as he in a sense is interested in the business with us. Do not put the matter off. Immediately you receive notice that your subscription has expired, the very next time you go up town send in your renewal and there will be no hitch whatsoever in the receiving of your paper.

We are still after your farm experiences. If every farmer in Western Canada would give us the history of his year's work it would prove to be such a valuable lot of information as would be worth thousands to this or any other publication. As we have said many times in these columns, every farmer at some time or other discovers some new method of doing certain things, or does many old things in new ways and he is benefitted thereby. It is just such things as these that we would like to have the farmers pass on to us. All we want are the plain facts. We do not care about the frills. Tell them to us just as you would tell them to your neighbor and we will do the rest.

We are offering some very valuable books for these experiences and all it will take is a small amount of your time with pen and paper to put them into shape to forward to us. We know that the majority of farmers do not care to write. It is with them a task, but we believe this matter of a task is more a prevailing opinion than a fact. It does not take long to sit down and fill two or three sheets of paper with something that you already know. You do not have to think it out. Just tell it to us as you know it. We want five hundred experiences for the month of January and won't you as you read these columns, be one of the five hundred?

What we may think of The Canadian Thresherman and Farmer and what others may think are opinions that perhaps do not always coincide. It is, however, a matter of considerable satisfaction to us when in the course of our correspondence, we receive hundreds of letters from our various subscribers whose opinions do coincide with our own. Here is what a few of them say:

E. H. Heath Co., Limited,
Winnipeg.

Wapella, Sask.

Dear Sirs:—

In reply to yours of recent date in which you state that I have sent in too much money for a year's subscription, but that you have applied it to an extension, will say that you could not have applied the money to better use. I get many useful hints out of every number of The Canadian Thresherman and Farmer. It is worth twice the subscription price.

Yours truly,

Charles Penwick,
Battleford, Sask.

E. H. Heath Co., Limited,
Winnipeg.

Dear Sirs:—

In sending in my renewal subscription for two years, I desire to express my appreciation of the quality of the articles in The Canadian Thresherman and Farmer and to say that your paper is a very valuable one, not only to threshermen, but to every farmer and ought to be found in every homestead in Canada.

Yours truly,
John Bridge.

KNOWLEDGE IS POWER



THERE is an old saying that "knowledge is power." It was true two thousand years ago when it was first uttered, and it is true to-day to an even greater extent than it was in the days of old. It is not a new thought, and yet it is fraught with a great deal of meaning, and every one should ponder its significance.

Each and every one of you who read this article, can remember when a little information or knowledge of some certain subject has been of great value to you. You can also very likely recall times when the lack of a little knowledge has been a decided loss to you. It has been well said that it is our ignorance that costs us money, not what we know.

Now a young man's time is his capital; that is all he has really to make his fortune with, and it is enough if he invests it right. But you may ask how shall he invest it? The answer is easy. Invest it in learning something that he can make use of. The man who depends upon his muscles alone to make a living, is up against a hard proposition. The odds are against him. He is in direct competition with the horse, the ox, the steam engine, the gas engine, and they can all beat him. If a man expects the best success in any business, he must make his brains work for him. The "knowing" how is what counts. It isn't long hours at work that counts, so much as knowing how to do things just right. The man who knows all the details of his business can always beat the other fellow if he has the ambition to go ahead. The successful men are the men who study their business and study hard. They are never ignorant of the things they ought to know and that is why they succeed.

Now get out your pencil and figure out how much your ignorance cost you last year, and see if it won't pay you to invest some of your spare time and a little money in learning how to farm better or how to run that engine better than you did last year. Time is the most valuable thing you have and you are a poor business man if you don't wake up and turn it to account. If you are figuring on taking that Correspondence School Course on Traction Engineering E. H. Heath Co. are conducting, "Do it now." Turn your spare time this Winter to account and be ready to beat the best of them next fall.

E. H. HEATH CO. Limited
WINNIPEG, CANADA.