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About Ourselves

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ETWEEN now and February 1st next we shall solicit subscriptions for this magazine from over 120,000 farmers in this Canadian West. We take considerable pride in this campaign, for we feel that it is the biggest thing that has ever been put on by any agricultural magazine in Western Canada.

It is costing us several thousands of dollars, and we are confident that we will get results. We have prepared a rather elaborate circular, dressed it up in blue and brown ink, and filled the pages with a talk so interesting and conclusive about this magazine that we feel those who receive it must be convinced of the good things we have to offer.

The majority of the farmers in your neighborhood will receive one of the above-mentioned circulars, and you will doubtless be in the post office when they get them. You can't help but recognize them from their bright blue color, and right here is where you can do us a great deal of good if you will. When your neighor opens his circular, just step up to him andsay something like this: "JOHN, YOU CAN DO NOTHING BETTER THAN TO PIN A DOLLAR BILL TO THE COUPON ON THAT CIRCULAR AND SEND IT IN RIGHT AWAY. YOU WILL FIND IT THE BEST INVESTMENT THAT YOU HAVE EVER MADE. I KNOW BECAUSE I HAVE TRIED IT AND I AM GOING TO KEEP RIGHT ON INVEST-ING MY DOLLAR EVERY YEAR."

You have really no idea just how much good such a suggestion on your part would do. Your neighbor knows you and has confidence in you, consequently your word goes a long way with him. We are strangers to him, likewise our magazine, and we are not on the ground to introduce ourselves. You, however, can do that for us with the result that we will gain another subscriber, build up a bigger and better magazine, thus giving you more value for the dollar you have already invested with us.

It is really surprising what our readers could do for us if they would. We know that you feel that when you have paid us your dollar for a year's subscription that you have done your part, and looking at it from a strict business standpoint you have. But during the next six months we are going to ask you to do just a little more and help us to double our circulation. Just induce one of your neighbors to join us and the job is done. We will even go a little farther. For every subscriber you can get in this way you can send us 75 cents and keep the other 25 cents for your trouble. It is understood of course that the one whose subscription you send in gets no premium. Under this arrangement you can send in just as many subscriptions as you like. Remember, it will only take four to make you a dollar.

The next time a number of your neighbors are helping you with your work, just see how many you can get. Better still. Perhaps you have a boy of your own who would like to make some money. Just have him write us and ask for our Boy's Subscription Proposition. We will do even better for him than we will for you, because he is a boy and one of "Canada's Future Men

Think this over. With us it is a very serious business.



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