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About Ourselves

50,000 IS THE SLOGAN

THIS is nothing new but it is the first time we have put it into type. It means simply this. The Canadian Thresherman and Farmer is going to have 50,000 subscribers among the farmers of Western Canada just as soon as money and energy can get them.

Western Canada is growing. It is in fact developing faster than any other section of the world today, which simply means that if any business or proposition is to stay in the game and render a creditable account of itself it must grow likewise.

Our progress in the past has been remarkable. Starting ten years ago and weathering the lean years and taking every advantage of the fat ones, we have reached a proportion where we can say that we are today the largest monthly farm publication on the North American con-

It has taken both money and labor to do all of this and now that we have reached an enviable position in agricultural journalism the fact confronts us that we have only begun and that the work ahead is bigger and harder than ever before.

During the past ten years we have done our best to keep in the van of progress. We have tried to feel the pulse of this leaping country and come forward with a magazine that our readers would read and appreciate.. That we have not failed is evidenced by the fact that our readers have rallied round our banner year after year and through their hearty support have enabled us to command an unusual advertising patronagethe financial backbone of any publication.

We are the organ of no clique or organization. Not that we have any quarrel to pick with such bodies. They have their places and their missions to perform and providing their object tend them a glad hand?

is a legitimate one we wish them God-speed.

Our aim is to furnish our readers each month with a magazine that will be helpful, instructive, unbiased, full of good cheer and worth five dollars for every dollar spent.

Now a word about this increase in circulation. If every one of our readers would simply get one neighbor, who does not already take our magazine, to become a subscriber the slogan of 50.000 would be the most simple matter. We could double our circulation in one month and in so doing we could treble the quality of our magazine. Big circulation, if the publisher be fair, must result in better magazines and right here we want to put ourselves on record as guaranteeing to you a much better issue each month just as soon as our circulation warrants it. Today we are giving you more value than any other magazine published. Each copy is costing us simply for printing over 15 cents: In other words you get \$1.80 worth of actual printed matter for \$1.00. Can we do more?

The big fairs will be on by the time this issue reaches you and in this connection we want to say a word. You will undoubtedly visit one or more of these fairs and in all probability will be approached by our subscription solicitors. Give them a word of cheer. Give them your renewal and refer them to one or more of your neighbors. If the magazine has pleased you pass the good word along. You cannot realize how much good it will do us and incidentally you benefit yourself more than you

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A py person who is the sole head of a family or any male over 18 years old, may homesteed any male over 18 years old, may homesteed in Manitoba, Saskatchewan or Alberta. The applicant mustappe r in person atth. Dominion I and agancy or Sub-Agency for the district. Entry by proxy may be made at any agency on certain conditions, by ath . In other son danguler, breiler or sitter of intending homesteed?

Duties—Six months' residence upon and cultiva-ion of the land in each of three years. A home-steader may liv within nine miles of his homestead on a farm of at least 80 acres solely owned and occupied by him or by his father, mother, son daughter, brother or sister.

anuguner, brother or sister.

n certain districts a homesteader in good standng may pre-mpt a quarter-section alongside his
nomestead.

PRIS \$3.00 per acre. Duties—Muss
reside sin contain each of six years from datro
homestead entry (including the time required to
self-membered patent) and cultivate fifty acres
self-homestead patent) and cultivate fifty acres

A homesteader who has exhausted his homestead right and cannot obtain a pre-emption may enter for a purchased homestead in certain district. Price 35.00 per acro. Duties—Muit reside almouths in each of three years, culti w.w.cory

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