

25% More Circulation

—No Increase in Rates!

BY UNDERTAKING to fill, for their unexpired terms, all paid-up subscriptions to FARMERS' MAGAZINE—which ceased publication with its issue of February 2nd—MACLEAN'S MAGAZINE has thus added to its list at one stroke approximately 20,000 paid-in-advance subscribers.

Through the general use of the automobile, the farmer has become to-day practically a suburbanite. Canadian farmers of the class who have been subscribing to FARMERS' MAGAZINE are in a position to buy automobiles, pianos, phonographs, and all other articles or conveniences that make for comfort and a higher standard of living.

Besides being consumers of the best grades of merchandise, they are to-day taking the keenest interest in politics and all public and economic questions.

FARMERS' MAGAZINE and MACLEAN'S MAGAZINE have been the outstanding mediums in Canada, serving separately the rural and urban fields. The decision to discontinue FARMERS' MAGAZINE and to fill the subscriptions with MACLEAN'S, is the result of the maturity of a conviction that the subscribers to our farm magazine are ready now to demand and appreciate a general national magazine like MACLEAN'S in order to have the information and entertainment which they desire—a magazine that will furnish them with good fiction, political articles and Canadian national news of a character not found in the farm papers or newspapers. No change is being made in the physical make-up of MACLEAN'S MAGAZINE, or in the character of its editorial contents.

95,000 Gross Circulation

Rate Based on 70,000 A.B.C.

The addition of FARMERS' MAGAZINE subscription list to MACLEAN'S circulation, after all arrears and duplications are eliminated, commencing with February 15th issue, gives MACLEAN'S MAGAZINE at once a total circulation of more than Ninety-Five Thousand copies each issue.

This gives a big general covering of town and city circulation, plus a highly selected farm circulation. It provides the tremendous influence of the "leadership" families in every city, town and village right across the Dominion, together with the most prosperous and progressive farmers in each trading territory; and constitutes a service which is not equalled or even approximated by any other general publication in Canada.

95,000 National magazine circulation in Canada, on a per capita basis, is equal to at least 1,500,000 in the United States.

**MACLEAN'S is the outstanding,
big, covering medium in Canada.**

The line rate, for the present, remains at 70 cents

*First and
Fifteenth of
Every Month*

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

*Most Talked of
Publication
In Canada*

The MacLean Publishing Company, Limited, 143 University Avenue, Toronto, Ont.