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against all odds in climate, insect that can do it an injury.



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# ABOUT OURSELVES

Y this time you have doubtless digested our big April Did you ever, at any time, see a bigger one? Did it occur to you that in the Canadian Thresherman and Farmer you have the largest monthly agricultural journal published in the world?



Size in a farm magazine stands for something. It represents patronage both from readers and You will from advertisers. notice that we place readers first. They must of necessity come first, for without readers advertising space has no value, and in this connection when you pick up a farm paper where advertising columns are light you can come to the conclusion that the magazine in question has a small and not over enthusiastic clientele of readers, which makes its advertising columns of little value.



Some farm magazines in desperation even go so far as to either directly or indirectly request their readers to notify advertisers who do not patronize the journal in question, that unless the advertiser does patronize the said journal that they (the readers) will boycott that particular advertiser's goods. This, of course, is nothing short of blackmail, and no real reputable journal would stoop to anything so low and underhand.



The only enquiries that are of any value to an advertiser are those that are voluntary and that are prompted wholely and solely through a demand for the goods

in question. Enquiries that are sent in through a desire to help any magazine are misleading and the occasion of considerable cost and annoyance to the advertiser. It costs money to write letters. It costs money to send out catalogues; and it costs more money to have a travelling salesman visit a worthless enquiry. That is why a great many advertisers carry space only for publicity.



Mr. Advertiser, it will pay you to watch the methods employed by the mediums you use, to get their readers to enquire regarding your goods.



Prove your enquiries carefully and find out just how many are live and provoked by a real interest in your goods. One live enquiry is better than ten curiosity seekers or fifty enquiries that have been received from people who had no other interest in the goods enquired about than that of giving some journal a false boost.



Every reader of our magazine who enquires about an advertised article should by all means mention the journal in which he saw the ad. This is only fair, but as a business man and an honest one, don't answer an advertisement, because some editor in order to put a false cloak on his journal told you to.



Answer ads. by all means. You'll find advertised goods among the best, and it will pay you to investigate them. But do so for your own benefit and not for the benefit of any journal.



AY be an important matter. But how about the number of productive hours in your next threshing season? With this Jack two men have the lifting capacity of forty men, and it works fast. Don't you see how the "Barth" Jack will help you out in

your productive hours?

Ask your dealer for the Jack. Ask us for a Catalogue

BARTH MFG. CO. 134 L STREET MILWAUKEE

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