



The Canadian Thresherman and Farmer

CANADA'S FARM MACHINERY MAGAZINE

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E. H. HEATH
PRESIDENT AND MANAGER
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TREASURER

"Everything begins and ends with the soil."



A WORD ABOUT ORIGINALS---AND COPIES

OUR GUARANTEE

No advertisement is allowed in our columns until we are satisfied that the advertiser is absolutely reliable and that any subscriber can safely do business with him. If any subscriber is defrauded by E. H. Heath Co., Ltd., will make good the loss resulting therefrom. If the event takes place within 30 days of date advertisement appeared, and complaint be made to us in writing with proofs, not later than ten days after its occurring, and provided, also, the subscriber in writing to the advertiser, stated that his advertisement was seen in "THE CANADIAN THRESHERMAN AND FARMER." Be careful when writing an advertiser to say that you saw the advertisement in "THE CANADIAN THRESHERMAN AND FARMER."

WE are the original. All others are imitations. Success in any line of business always brings a band of imitators. No man ever started a business and through hard work and good service rendered built it up to an enviable height, but what a bunch of claps-traps, who had never made a success of anything before in their lives, became of the opinion that the proposition looked good to them and they immediately started in to do business on the same scale. This is particularly true of the newspaper business, and it is amusing, to say the least, to watch those who are trying to follow The Canadian Thresherman and Farmer.

This magazine has always occupied a position in agricultural journalism that is unique. It has done things for itself. It was the pioneer in the traction cultivation proposition. Those who were engaged in agricultural journalism at the time we first started our traction plowing articles laughed at us, but it is amusing to watch these same people skirting the edges at the present time and trying to get in and get their feet wet. Some of the attempts are laughable to say the least.

One of the latest of these attempts is where a certain journal, published in Canada, got out some very good photographs of the Motor Competition. When we first looked at these photographs as published in that journal we spotted them immediately. They were the ones that our photographer had taken. This same journal was not in evidence at the Motor Competition, and in so far as any body knowing it, it was not in existence. It came out with quite a lengthy report corralled from nobody knows where and to all intents and purposes, it was in the game big as life.

It is a nice thing in some respects to be copied, but it isn't a nice thing to travel a plowing field day after day in the hot burning sun and direct the movements of a photographer, and then have somebody else come in and use your photographs and make a big holler about it.

The same thing is true to a certain extent of other publications that have started out. They talk about their originality and what they are doing for the farmer in the way of traction cultivation information, but we notice that they are traveling in the footsteps of The Canadian Thresherman and Farmer, but a long way behind. Anything that has ever been originated in the way of traction cultivation stunts in so far as a magazine is concerned has originated in The Canadian Thresherman and Farmer. The gathering together of such a mass of traction cultivation information, or in other words first hand experiences, original photographs, traction hitches, motor competition numbers, special plowing numbers, etc., etc. have come first from our office. It is an easy thing to copy, but it takes brains and hard work to originate.

The thing that we want to impress upon you is this. You are liable to be importuned by these journals for your subscription. They will doubtless come to you purporting to be the only proposition as regards traction cultivation. While, when you get right down to the real facts they are all copies of the original.

We are going to leave it to you, readers, as to which you would sooner have. If you go to a store and ask for a certain article to

fill a certain want, you do not feel very good when someone hands you a cheap imitation. The same thing should be true in the newspaper business. You want the original, unadulterated article and not the copy.

One of our subscribers in writing us a short time ago went out of his way to tell us that in his locality alone we had been the means of influencing the purchase of five traction plowing outfits. Some had been successful, others were not, but in the end it had increased the wheat production of that locality by several thousand bushels, and what is true in one locality is true of hundreds of others.

We have been pioneers in this game. We make it our business regardless of time, trouble and expense to get at all the possible available information and to disseminate it to our readers in as readable form as possible. Through text and illustration during the past six years little has happened in the traction cultivation world that we have not found out.

We do not claim to fill your every want in so far as a farm publication is concerned. We do not claim that ours is the only publication that you should subscribe for. There are certain other phases of farm life upon which you desire information that you cannot find in The Canadian Thresherman and Farmer. We do not pretend to tell you anything about your live stock in an exhaustive way. That is not our business. Ours is the problem of farm machinery, and when you stop and consider that more money is annually expended on this branch of farm equipment than upon any other, a journal that goes into the matter as thoroughly as The Canadian Thresherman and Farmer is well worth your consideration and support.

We want you to consider this matter seriously before you let that subscription expire. We know that you do not always do it because you want to, but because—well, you just put it off, that's all. After a time you may take it up again, but meanwhile a vast amount of knowledge pertaining to traction cultivation machinery and farm machinery in general has found its way into our columns that you have missed.

From the standpoint of appearances, we believe that you will agree with us that there is no farm journal published anywhere that can equal The Canadian Thresherman and Farmer. Some of the largest book publishers in the United States and Canada have complimented us upon the excellency of our work and if there is quality in appearance, we must in order to save our own reputation back it up by the quality of the matter that goes into our magazine, and the price is only \$1.00 per year.

If you have access to some of the other so-called traction cultivation journals, just compare them with The Canadian Thresherman and Farmer and we will stand by your opinion in the matter.

You want the original: you want The Canadian Thresherman and Farmer. It will cost you but \$1.00 per year.

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