

Just What You Wanted!

If you are among soft mud, wet, manure, or working in a creamery, laundry, abattoir, you really need

Our

Lumbersole

Boots

Felt Lined,

All sizes for men, women, youths and girls.

Same price.



Ask your storekeeper for them. If he doesn't stock them, send here. All ready for going right away.

The Scottish Wholesale Specialty Company

263 Talbot Ave., Elmwood
WINNIPEG

Mention this magazine when writing advertisers

A Plowing Record

An Alberta Farmer who operates a large steam plowing outfit recently made a record of

75 Acres of Backsetting 8 Inches Deep

in a ten-hour shift with one engine using Hillcrest Steam Coal. Hundreds of farmers are using Hillcrest coal with great success.

HILLCREST Steam Coal

is the most economical because Hillcrest is the best coal in the Rocky Mountains: it contains less slate, rock, and other foreign substances. It will plow more acres to the ton than any other coal. Try it out on your own farm.

Hillcrest Collieries Limited
Hillcrest - - Alta.

Mention this magazine when writing advertisers.

SALESMEN WANTED!

Do You Want a Good Position Paying From \$1,000 to \$5,000 a Year and Expenses? There are hundreds of such positions now open. No former experience as a salesman required to get one of them. If you want to enter the world's best paying profession, our Free Employment Bureau will secure you a position where you can earn good wages while you are learning Practical Salesmanship. Write today for full particulars; list of good openings and testimonials from hundreds of our students for whom we have recently secured good positions paying from \$100.00 to \$500.00 a month and expenses. Address: Montreal office, Dept. 285

National Salesmen's Training Association
Chicago New York Kansas City San Francisco Toronto

Mention this magazine when writing advertisers.

About Ourselves

It has been said that advertising has endowed literature. A careful investigation of the subject will reveal the fact that this is true, although we do not ordinarily associate the one with the other.

You as a reader of this magazine have perhaps sometimes resented what you considered a trespassing upon your rights as a subscriber; but did you ever stop to realize that if it were not for this same advertising there would be no agricultural papers?

The price you pay us for a year's subscription does not anywhere near begin to pay for the cost of paper and printing, and the printing cost of a magazine is ordinarily about one half the actual cost of producing a complete issue of a paper. Editors, contributors and a general office staff must be paid. Office rent, telephone, engraving, express, duty etc., etc., must all be taken care of and if subscribers to any magazine were obliged to take care of these costs in their subscription remittance the price would be so high that it would be out of all question for them to pay it.

The real fact of the matter is that the present subscription prices of all agricultural publications are far too low. The farmer is getting his agricultural literature away below cost, this being possible because of the fact that advertising makes up the difference. Therefore don't look upon the advertising that a magazine contains as so much junk that has crowded out some reading matter that you feel rightfully belongs to you.

We do not mean to say that you do not read the advertisements, but we do want to correct any wrong impressions that you may have regarding this most potent present day factor in modern agricultural journalism.

As a matter of fact advertising has built up this Western country. The message of Western Canada has been heralded far and wide through the medium of printer's ink and crowds of immigrants and settlers have come in as a response.

When you go through this issue don't hurry over the advertising pages. Each and every advertisement has been carefully planned by the advertiser with the idea of catching your attention. He has something to tell you and he is willing to spend a considerable amount of money in order to do so. Incidentally he is making it possible for you to get an agricultural magazine, each issue containing from 100 to 120 pages, twelve times during the year for the small sum of one dollar. Don't forget that this same magazine without any advertising would cost you easily \$5.00 per year



Pans Pots Easy for



Many Other Uses and Full Directions on Large Sifter Can—10c