

A SAFE MARKET



You Take No Chances
We Assume All of the Risk



Ever since Esau sold his birth-right for a mess of pottage and even before, the world has had its full share of "sharpers" and "crooks" who try through apparently honest methods to take from the public its hard earned dollars and give in return values that are questionable.

Every month there is carried in the columns of this magazine a large amount of advertising, representing goods to the extent of many thousands of dollars.

This advertising is placed in The Canadian Thresherman and Farmer for no reason other than that the concerns who advertise with us wish to interest our readers in their various products. They are attempting to interest you to the extent of becoming a customer. Many thousands of dollars are paid us each year in this way; in fact, it is the revenue from this source that makes it possible for us to issue each month a high class, well printed magazine, such as The Canadian Thresherman and Farmer.

The carrying of all of this advertising, while necessary to the welfare of our business, is not without its responsibilities. Thousands of our readers, every year, are led to investigate and to buy the goods advertised in our magazine through reading the advertisements contained therein and for this reason we have done everything in our power to protect our subscribers against fraud.

HOW YOU ARE PROTECTED

Every issue of The Canadian Thresherman and Farmer contains a guarantee, the terms of which, are so explicit that you, as a reader of this publication, need have no hesitancy whatever, about purchasing any article advertised therein.

Before we accept any advertisement of any nature, we satisfy ourselves as to the reliability of the firm itself. We assure ourselves that they are in a position to fulfil their obligations and that they mean what they say. To quote from our guarantee, which you will always find on our editorial page. "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."

This censorship on our part, oftentimes prevents our accepting very profitable business, and viewed from the standpoint of dollars and cents compels us every year to turn down a large amount of money that we would otherwise get, but we feel that you have confidence in us or you wouldn't come back year after year and renew your subscriptions as you do and we want you to feel and know that the trust that you place in us is not abused or neglected.

It is possible for us to sometimes be fooled and regardless of how careful we may be an advertisement may creep into our columns that is just not what it should be and our subscribers may suffer loss thereby. Again, we assume the responsibility, for in our guarantee we say:—

"If any subscriber is defrauded, E. H. Heath Co. Limited, will make good the loss resulting therefrom if the event takes place within thirty 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."

Can anything be more fair or could we make it any stronger as regards your protection? In so far as we know, we are the only publication in Canada that carries to its subscribers a guarantee of this kind.

We aim to carry only legitimate and reliable goods in our advertising columns, and we want every one of our advertisers to be of that class that any of our subscribers can safely do business with him.

JUST THINK THIS OVER AND SEE IF IT DOESN'T MEAN SOMETHING TO YOU AND THEN ANSWER THE ADVERTISEMENTS IN OUR COLUMNS WITH A FULL FEELING OF SECURITY.

The value of any market to the buyer depends largely upon its safety and reliability. The Canadian Thresherman and Farmer is Western Canada's market place. Our guarantee makes it absolutely safe.

E. H. HEATH CO., LIMITED, Winnipeg, Canada