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ABOUT OURSELVES

BEING A FEW WORDS MEANT FOR YOU

The other day a gentleman from Western Canada dropped into the offices of The Canadian Thresherman and Farmer to pay his subscription. After he had gotten his receipt he said, "I want to tell you something. I have lived on both sides of the line and I have taken farm publications all my life, but I have yet to find one that appeals to me like The Canadian Thresherman and Farmer. There is something about your publication that I cannot put into words that makes it for me my publication."

It just occurred to us that this would be a good thing to tell our readers and to have them ask themselves what they think of our magazine.

We have spent years and years of time and labor and have put into this publication a great deal of money. We have also put into it the very best that the men who had it in charge had to give. It has been with us a hobby and labor was never thought of when it came to getting up our publication. We have not yet, however, reached the pinnacle. We have only just begun to climb, which means that The Canadian Thresherman and Farmer of a few years hence will be a much bigger and better publication than it is to-day.

We have every confidence in this, due to the fact that our readers are standing by us. As Christmas time comes round each year and we hark back over the three hundred and sixty-five days of the past since the last Christmas, we can see every day branded with the word "Progress." Every day sees an increasing number of subscriptions rolling into our office and every year sees an increase in our advertising receipts and these are the two things that make the backbone of a publication.

As our readers receive this magazine from month to month we often wonder how many stop to think that the particular number that they have received is planned many months ahead, not only in an editorial way, but an advertising way as well. Our advertising representatives are continually scouring the country in order to secure contracts that sometimes extend over a period of three or four years. We are constantly on the lookout for editorial matter that is new, that is up to date, and that will give to our readers an inspiration. New ideas are constantly being sought and the prices that we pay for some of this editorial matter would make a great many of our readers sit up and take notice. These articles may not appeal to every one who subscribes to The Canadian Thresherman and Farmer, but in the family of over twenty thousand and such as we now enjoy there is bound to be some to whom the articles that we publish come as boon companions.

For another year we have some big things in store for you. The advertising contracts that we have succeeded in rounding up this fall guarantee to our readers a big number every month during 1911, and full advertising columns mean an increased amount of reading matter. As the advertising contracts came rolling in our editorial staff got a hustle on it in order to secure the necessary reading matter, and while we cannot go into details regarding what we have to offer you can take it from us that The Canadian Thresherman and Farmer in 1911 will be just about the best publication that you have ever seen. New departments will be added, our old departments will be improved and enlarged. More illustrations will be used and yet it is all done for the price of \$1.00 to you.

All this by way of preliminary; take it home to yourself. How about that subscription of yours; has it expired? If so don't you think it is just about time that you renewed? Don't forget to ask yourself the question of how many kernels in twelve pounds of No. 2 Northern Wheat and when you have got the answer fixed in your mind satisfactorily put it down on one of the coupon blanks that appears in every issue, pin a dollar bill, or as much more as you like to it and send it along. There is a beautiful automobile in it for somebody and in addition to that everybody gets a valuable premium. But don't let the matter stop there. Tell your friends and your neighbors about all these good things. You can convey our message to a dozen of your neighbors where it is not possible for us to reach one, scattered as they are over the broad Western prairies. But whatever you do, don't let that subscription expire. We want each and every one of our old friends back with us and at the same time we want each and every one of these old friends to get us one new reader at least and as many more as you can.

To each and every one of our readers we convey at this Holiday Season the old message, expressed most sincerely, A Merry Christmas and a Happy and Prosperous New Year.



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