

PUBLISHER'S DESK

New General Manager

At the last regular monthly meeting of the board of directors of the Frost & Wood Company, Limited, manufacturers of agricultural implements, Mr. Charles B. Frost, the president and general manager of the concern, resigned his position as general manager, and Mr. E. J. Whyte, who for some time past has been assistant general manager, was elected to the position of general manager.

Mr. Whyte has been with the Frost & Wood Company, Limited, for the past sixteen years, and during that time has risen from post to post until now he directs the affairs of one of the largest industrial concerns in Canada. This last promotion is a well-deserved tribute to the ability of Mr. Whyte, both in his mastery of the details of a large business, and of his close attention to the best interests of the company.

"Caustic Balsam Gives Universal Satisfaction"

Wapella, N.W.T., Canada,
April 22, 1904.
The Lawrence-Williams Co., Cleveland, O.:

Please send me by mail any nice show cards or advertising matter so I can make a good show. I have sold quite a lot of Gombault's Caustic Balsam and it has given universal satisfaction.

Yours for push and sale,
JAMES A. MACDONALD.



I SAW IT
IN THE
FARMING
WORLD!

One of the assets of a publishing business such as THE FARMING WORLD is the good-will of its advertising patrons. This can be obtained only by a showing of results—results in the way of enquiries and orders, directly traceable to the paper. But it is this thing of properly tracing results and giving proper credit for them that is the stickler. It is hard to key advertising so that each paper will get just the credit that is coming to it, and so some of them sometimes suffer and others get undue credit.

In the case of THE FARMING WORLD this matter of tracing results would be simply solved if every reader on writing to an advertiser would simply add the line: "I saw it in THE FARMING WORLD." It will help us, help the advertiser, help you, and take but little additional time.

Please Do It, Just To Oblige Us

Free Offer from Farming World

Do You Want a Dairy Thermometer?

If you do, here is your opportunity to obtain one

FREE

WE WILL SEND ONE OF THESE DAIRY THERMOMETERS FREE to anyone sending in a new subscription. We will accept your own and one new subscriber for one year for \$1.00.

Use the following form when sending in order:

FARMING WORLD—Subscription Department.

Herewith I send you 60 Cents for new one year's subscription for

Name..... P.O.

For this service kindly send me, post paid, one Dairy Thermometer.

Name..... P.O.

NOTE—If the new subscriber (that is, the person you order the paper for) wishes a Dairy Thermometer please 10c extra.