

Figures That Tell Their Own Story

The following figures show the number of lines of Tractor and Farm Machinery Advertising carried in the Canadian Thresherman and Farmer and in three of the other leading farm journals published in Western Canada, January to September, 1918, inclusive. It will be noted that we far exceed in volume any of the other journals despite the fact that we issue but once a month, while two of the others are weeklies and are issued four and five times a month.

This is the best possible evidence of the superiority of the Canadian Thresherman and Farmer in the Western Canadian Farm Implement and Tractor Field. Many of our advertisers have been with us for 16 years, never missing a single issue.

CANADIAN THRESHERMAN AND FARMER (9 issues).	
Tractor Advertising 64,107 Lines	Farm Machinery Advertising 77,760 Lines
FIRST NEAREST COMPETITOR (18 issues).	
Tractor Advertising 48,573 Lines	Farm Machinery Advertising 48,977 Lines
SECOND NEAREST COMPETITOR (39 issues).	
Tractor Advertising 44,519 Lines	Farm Machinery Advertising 47,082 Lines
THIRD NEAREST COMPETITOR (39 issues).	
Tractor Advertising 31,674 Lines	Farm Machinery Advertising 47,872 Lines

RATE CARD

THE CANADIAN THRESHERMAN AND FARMER

Western Canada's Biggest Farm Monthly

ESTABLISHED 1903

\$1.50 PER YEAR

Published by

E. H. HEATH CO. LIMITED

WINNIPEG, CANADA

Rate—22c per Line Flat, \$3.08 per Inch

In effect January 1st, 1919. No contracts, however, will be accepted after September 1st, 1918, that carry the old rate of 20 cents per line. All contracts for advertising in the "Canadian Thresherman and Farmer" made between September 1st, 1918, and January 1st, 1919, shall be at the rate of 20 cents per line for all space used prior to January 1st, 1919, and at the rate of 22 cents per line after that date.

No space or time discounts.

No contracts accepted for more than one year. Special positions will be given when possible, but will not be guaranteed by us. Positions should therefore always be "requested."

Classified Advertising—Set in 6 point with black face display line, 5 cents per word per insertion.

Circulation (Manitoba, Saskatchewan, Alberta) in excess of 27,000.

Member Audit Bureau of Circulations

Size of Page—720 lines; 180 lines x 4 columns.

Length of Column—180 lines (13 inches).

Width of Column—Single column, 13 ems (24 inches).

Double column, 26½ ems (41 inches).

Three columns, 40 ems (54 inches).

Four columns, 53½ ems (84 inches).

Publication Date—10th of month.

First Forms Close—18th preceding.

Last Forms Close—1st of month.

Last Day for Cancellation—25th preceding.

E. H. HEATH CO. LIMITED

Publishers

WINNIPEG, CANADA

This cancels all previous rate cards issued by us.

CIRCULATION

THE CANADIAN THRESHERMAN AND FARMER

By Dominion Electoral Districts

MANITOBA

Brandon.....	1,052
Dauphin.....	361
Lisgar.....	518
Macdonald.....	1,034
Marquette.....	878
Portage la Prairie.....	962
Provancher.....	294
Selkirk.....	311
Souris.....	712
Winnipeg.....	116
	6,238

SASKATCHEWAN

Assiniboia.....	1,167
Battleford.....	1,736
Humboldt.....	1,012
Mackenzie.....	316
Moose Jaw.....	5,162
Prince Albert.....	496
Qu'Appelle.....	675
Regina.....	1,215
Saltcoats.....	431
Saskatoon.....	804
	13,014

ALBERTA

Calgary.....	285
Edmonton.....	623
Medicine Hat.....	2,316
MacLeod.....	917
Red Deer.....	1,297
Strathcona.....	1,343
Victoria.....	635
	7,396

MISCELLANEOUS

U.S.A., Great Britain, British Columbia and Eastern Canada, Advertisers, Exchange and Comp. and File Copies.....	934
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