

goods. It is most unfortunate that such is the case. There is not enough well fleshed poultry offered for sale to-day to meet the demand, and when we realize what a tremendous loss there is on this unfattened poultry, we can come to one conclusion only: the farmers are losing thousands and thousands of dollars through carelessness and neglect in handling this poultry product, which they bring almost within sight of the best goal.

Professor Graham of the Ontario Agricultural College has for some years contended, and he has demonstrated the fact in actual practice, that he can produce a pound of chicken as cheaply, if not at a lower cost, than pork. This being the case, it is abundantly evident that to flesh chickens at the price they command nowadays is highly profitable. Why then sell this unfitted stuff?

PUBLISHER'S DESK

Farm and Dairy is a national publication. It is the only agricultural paper in Canada that devotes special attention to the dairy interests. For this reason, leading dairymen and dairy farmers in all parts of the Dominion prefer in many cases to subscribe to Farm and Dairy to taking their own local farm papers inasmuch as they know that they can secure in Farm and Dairy the special information pertaining to dairying and dairy farming that they desire.

An evidence of how strong is this demand for special dairy information was furnished recently when we received a letter from Mr. M. A. Jull, Live Stock Commissioner of British Columbia, and Secretary of the British Columbia Dairymen's Association, in which he enclosed 157 subscriptions for Farm and Dairy and announced that the Dairymen's Association of British Columbia had adopted Farm and Dairy as its official organ. This announcement is as much appreciated in view of the fact that there are a number of excellent agricultural publications in the West, which, being more local, might be expected to take precedence over Farm and Dairy. It was the dairy features of Farm and Dairy that won the day.

In the same way, we receive letters from leading dairymen in the Maritime Provinces showing that the paper is as much appreciated in the east as in the west. During the coming year, it is our intention to strengthen the dairy departments of Farm and Dairy in every way possible. Subscribers of Farm and Dairy will receive a much better paper during 1911 than they have during 1910.

Some of our readers become very much excited if we stop their papers when their subscriptions expire. They tell us that they have been away, or away from home, or have not been to the post office, or would have remitted the money at an earlier date and desire to know if we think that they are not good for one dollar.

If we do not drop subscriptions when they expire, other subscribers become equally excited and accuse us of endeavoring to induce them to take the paper through underhand methods. What would you do about it if you were in our case? We have given both methods a thorough trial. We are now following the methods practised by most papers of our class. That is, we do not stop the

paper as soon as it expires but notify the subscriber that the paper has expired and ask for a renewal. We find that this method causes the least friction, and seems to be satisfactory to the largest proportion of our readers. When their paper is being continued after it has expired, they will understand the reason. Readers of Farm and Dairy are so well satisfied with the paper now, they do not think of stopping the paper, and write quickly for any copies of the paper they may happen to miss.

That Farm and Dairy has won an enviable place in the estimation of its readers, is admitted on all sides. Our readers evidently appreciate the things of quality about Farm and Dairy. They have confidence in our advertisers, thanks to our protective policy, as published each week on the editorial page, and they have confidence in every department of the paper. The hold that has been gained by Farm and Dairy upon the farming populace of this country is well illustrated in the following assertion made by an editor of a leading contemporary as he conversed with one of our editors in Toronto two weeks ago: "I don't know what there is about your paper that makes it more popular than others, but somehow the farmers seem to swear by you." The truth of these words is well corroborated by our rapidly increasing receipts from subscriptions and by the favorable manner in which everywhere Farm and Dairy is being received.

Prepare for the Maple Harvest

R. F. Whiteside, Victoria Co., Ont.

Now is the time to make roads through the lush convenient to every maple tree. It is tiresome work to carry sap more than two or three rods to the gathering tank when the snow is deep.

If an up-to-date evaporator is to be installed, the sugar house should be built large enough to hold a good supply of wood. It is better to have the evaporator stand out doors than that the wood should be wet or covered with snow when the evaporator is used under cover. The wood should be housed not later than September under a roof with no leaks.

To secure a large and rapid evaporation with a small quantity of wood, the front section of the evaporator should be six or eight feet long and corrugated from four to six inches deep, the spaces for sap being only $\frac{1}{4}$ inch wide and the fire spaces from $\frac{1}{4}$ to 2 inches wide.

Manitoba Conventions.—The Short Course, consisting of lectures and demonstrations in Animal Husbandry, Field Husbandry, Agricultural Engineering, and Veterinary Science at the Manitoba Agricultural College, will begin on Monday, Feb. 13th, and will continue for one week. The annual convention of the agricultural societies of the Province, which will occupy two days, will be opened on the afternoon of Feb. 14th. The annual meeting of the Manitoba Dairymen's Association will be held on Feb. 15th and 16th and the Manitoba Horticultural and Forestry Association will hold their meeting on Feb. 16th and 17th. Special sessions on Feb. 15th and 16th will be held for the discussion of questions of particular interest to women. The Provincial Seed Grain Fair will also be held during the week. As in other years these gatherings are being held at the time of the annual Bouspiel, so that parties wishing to attend the convention may take advantage of the reduced railway rates.

Renew your subscription now.



SUPREME

When it comes to cream-taking, thoroughness, and all points of superiority

De Laval

Cream Separators

ARE WITHOUT A PEER.

Catalogue Free

Agents Everywhere

THE DE LAVAL SEPARATOR CO.

175-177 William St.

MONTREAL

WINNIPEG

VANCOUVER

PURE BRED AYRSHIRE CALF FREE

In addition to our popular offer to give a pure bred pig for a club of nine new subscribers to Farm and Dairy, we are able to **Offer a Pure-Bred Young Ayrshire Heifer Calf** in return for a club of **Sixteen** new yearly subscribers to Farm and Dairy. Subscriptions taken for this club now will continue until January 1, 1912.

Here is a chance to win a fine animal free of cost. This animal is bred by one of the best breeders in Canada. Send in your subscriptions to Farm and Dairy at once, as this offer will be taken up in a short time. Sample copies sent on application to:

Circulation Manager

FARM AND DAIRY

PETERBORO, ONT.