

some. Select good advertising mediums and you are sure of good results.

The man who is afraid to risk money in advertising will never rise above the lowest round of the ladder of business.

Every successful business owes its prosperity to honest and persistent advertising, backed by honest treatment of the customers secured by it.

No great business that has dealt honestly with the public and persistently advertised as ever failed.

The great Canadian business houses, such as the Masseys, Wilkinsons, Maxwells, Eatons, Sims, and the other well-known firms who occupy a great share of public attention and patronage to-day had small beginnings, but their originators had faith in advertising and backed it up with money, courage and persistency.

Treat your customers with courtesy and scrupulous honesty. You can't expect a customer who has once got the worst of a bargain to deal with you again.

Make your advertising interesting. If you secure an interested audience you are sure to get good results. Our column for stock notes affords a splendid opportunity in this direction, and the advertiser who uses it discreetly never fails to obtain satisfactory returns.

Advertise in **FARMING**. It will give you better returns for the money invested than any other Canadian agricultural paper, because the rates charged are less in proportion to circulation than any other, and because it is the only paper devoting its whole space to the business interests of the farmer. It is read therefore only by those who are interested in improving the condition and productiveness of their farms and the quality of their stock—not by boys and girls whose interest is kept alive by the puzzle department or a continued story. It is also the only weekly agricultural paper in Canada, and as such offers to the advertiser many obvious advantages which other papers cannot possibly give.

If you would get the benefit of the spring trade *advertise now*. Delay means loss of business. The man who freely uses advertising space during the next few weeks will secure the trade you will lose by your procrastination.

Watch the advertisements of the great Canadian and American business houses using the columns of **FARMING**. By following their example you will get the benefits of their experience.

The list of the business houses that constantly use the columns of **FARMING** includes all of the most successful manufacturing firms and the most experienced advertisers in Canada and the United States.

Publishers' Desk.

Freeman's Fertilizers.—Attention is called to the advertisement of The W. A. Freeman Co., Limited, of Hamilton, Ont., whose fertilizers have been in use by Canadian farmers, gardeners and horticulturists for a number of years, and have been favorably spoken of by all. Write them for information, prices, terms, etc., if you contemplate purchasing this class of goods.

Power for All Purposes.—Messrs. E. Leonard & Son, of London, Ont., one of the largest as well as one of the oldest manufacturing firms in Canada, are advertising their celebrated engines in this week's **FARMING**. This firm have established a continental reputation in their line of business and the output of their shops is everywhere recognized as being equal to the best productions of the best firms in the world. See their advertisement.

The Pioneer Seed House.—The long-established and reliable firm of seedmen, Messrs. John A. Bruce & Co., of Hamilton, Ont., send us their handsome illustrated catalogue of seeds for the farm and the vegetable and flower garden. It contains an extensive list of everything required by the agricultural and horticultural community with much information of a valuable character gained from an experience of half a century in Canada, theirs being the pioneer seed house of the Dominion. See their advertisement.

A TEST CASE

TO FIND OUT WHETHER FARMERS READ THIS PAPER OR NOT.

FOR ONE WEEK we quote you Redpath's Granulated Sugar \$4.45; No. 2 Granulated, \$4.25; Light Yellow Sugar, \$3.90 per 100 pounds; 300 lbs. in bbl. Granulated, 320 in bbl. Yellow Hops, to hold 100 lbs., 20c. each; 2 gallon pail Honey Drip Syrup, \$1.00; 25 lb. box Boneless Fish, \$1.25; Digby Herring, 100 in box, 10c.; 10 lbs. of our Tea as advertised at \$2.50, this week \$2.25 (either Japan, Black or Blended).

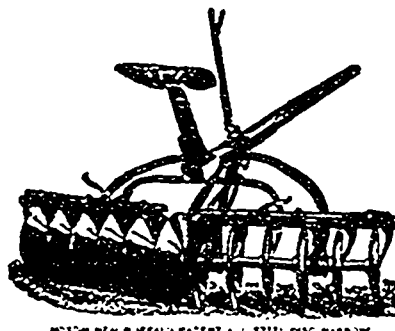
TERMS. Mention this paper and send cash with order F.O.B. Toronto. If you do not receive our Spring Circular and Seed List send for one. The FARMERS' CO-OPERATIVE STORE.

THE PEOPLE'S WHOLESALE SUPPLY CO.

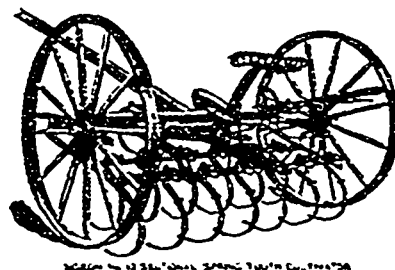
144-146 KING ST. EAST

TORONTO

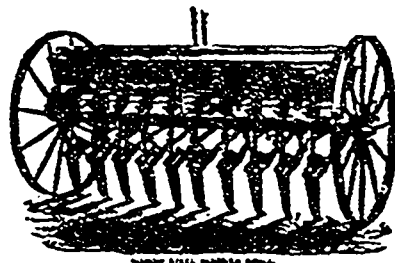
R. Y. MANNING, MANAGER.



NOXON NEW BUFFALO PATENT ALL STEEL DISC HARROW.



NOXON NO. 12 SECTIONAL SPRING TINE CULTIVATOR.



NOXON STEEL DRILL.

The Buffalo All-Steel Disc Harrow.

This is the only Disc Harrow made or sold in Canada, having independent, adjustable spring pressure upon the inner ends of the gang disc, allowing any amount of pressure to be thrown upon the inner ends of the gangs, by the foot of the operator. By this means a perfectly flexible action is secured and the ground can be worked to a uniform depth. Examine this Machine carefully and compare with others.

The No. 12 Cultivator

IS A MARVEL OF SUCCESS. The only Cultivator made that both lines of teeth will cut an even depth in the ground. Examine it and you will see why. The only Cultivator with a movable tooth set so that the angle of the teeth can be regulated to suit any condition of soil. Pressure can be regulated to act differently on every section requiring it. The teeth are carried between the wheels instead of trailing behind, as in other machines, thus securing lighter draft. This machine is furnished with grain and grass seed box when required. It has reversible diamond steel points for the teeth; also extra wide teeth le-cutting points can be furnished. Examine it and you will buy no other.

THE BEST DRILL MADE.

The Hoosier Needs No Introduction.

Over 40,000 Drills and Seeders of our manufacture in use in Canada. The only Drill made with lever for instant and perfect regulation of depth of hoe in all kinds of soil, while team is in motion. Sows absolutely correct to scale; saves seed. As every kernel is deposited at a proper depth to grow. Purchase only the best and you will be satisfied.

We also manufacture Binders, Reapers, Mowers, Rakes, Cultivators and Pulpers, as good as the best. Send for illustrated catalogue.

NOXON BROS. MFG. CO., (Limited)

Ingersoll, Ont., Canada.

FARMERS

There are many different styles of Rollers, weight from 600 to 1,200 lbs. The adjoining cut shows our up-to-date

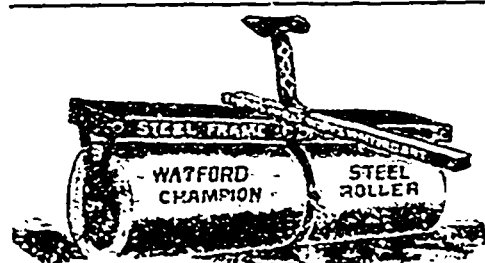
CHAMPION ROLLER

with special pattern of end so constructed as to prevent dirt from falling inside of drums.

All we ask is comparison. Your judgment will do the rest.

THOM'S IMPLEMENT WORKS

WATFORD - ONTARIO.



CHAMPION STEEL ROLLER

Weight about 1,200 lbs. Steel frame, removable bottom. Low hitch to prevent weight on horse's necks.

COLDSRING TAMWORTHS



Boars fit for service; sows in pig and bred to order. Sept., Oct., and Dec. pigs of both sexes of the right bacon type, pairs and trios lowest prices.

NORMAN M. BLAIN

Coldspring Farm, St. George.

JERSEY COWS AND HEIFERS FOR SALE

Rich in St. Lambert blood at reasonable prices. Some heavy with calf. All registered in the A.J.C.C.

FOR FULL PARTICULARS

Address

J. J. KEATOR, Deseronto, Ont.