

THE TRIPLE ENTENTE

of FARM AND DAIRY

Control Contents Confidence

Control—the Men behind Farm and Dairy

In these days, it is desirable that farmers should know who are behind the publications they receive, as some farm papers are owned by interests that at times exploit the farmers.

As a reader of Farm and Dairy, you will be interested to know who the men are that control Farm and Dairy and direct its policy. Farm and Dairy is published by the Rural Publishing Company, Limited, a joint stock company, the majority of whose shareholders are farmers. The company is managed by a board of nine directors, composed as follows:

The President—Mr. W. W. Ballantyne, of Stratford, Ont., is a dairy farmer. He is also the President of the Canadian Ayrshire Cattle Breeders' Association, and of the Guelph Winter Fair, and a director of the Canadian National Exhibition.

Vice-President—Mr. Geo. A. Gillespie, M.L.A., of Peterboro, is a creamery proprietor who, until recently, has had a dairy farm in Peterboro county. He is a director and past president of the Eastern Ontario Dairymen's Association.

Mr. A. C. Hallman, Breslau, Ont., is a dairy farmer in Waterloo county, a past president of the Canadian Holstein-Friesian Cattle Breeders' Association, and is well-known as a Farmers' Institute speaker and an exhibitor and judge of dairy cattle.

Mr. Henry Glendinning, Manilla, Ont., is the well-known dairy farmer and Farmers' Institute speaker; a successful breeder of Jersey cattle; a pioneer and enthusiastic advocate of alfalfa.

Mr. John R. Dargavel, M.L.A., Elgin, Ont., is a general merchant and owner of one or two dairy farms in Leeds county. He is a past

A paper controlled by men so prominent and in such close touch with agricultural work, is one that may well be depended upon to have the farmers' viewpoint, and to enjoy their confidence as well as to support their interests wisely, tactfully and forcefully. It is because Farm and Dairy has been doing this that its circulation has more than trebled during the past eight years.

Contents—the real reason why Farm and Dairy Trebled in circulation in the past eight years

The farm paper is the greatest power we have for spreading information on better agriculture. This is the finding of the U. S. Department of Agriculture. Possibly you have never thought of the many subjects covered by most farm papers every week. Here is a summary of the leading features in Farm and Dairy, most of them appearing in every issue.

Editorial—Leading issues, as they relate to the farmer discussed and explained. The viewpoint of different leaders of thought submitted and commented upon.

Articles—Illustrated descriptions of high-grade farms, special articles on dairying, feeds and feed growing, etc.

Farm Management—A general exchange of ideas, on simpler, cheaper and better ways of running the farm.

Feeders' Corner—What to feed and how to feed it.

News—Events of particular importance and value to the farmers; especially dairy farmers, who comprise the bulk of our 23,000 readers.

United Farmers' Page—Cooperation among farmers and what the Farmers' Clubs are doing—a weekly feature.

Makers' Corner—Weekly resume of the cheese and butter situation.

City Milk Supply—Specially interesting to the thousands of farmers who sell milk for city consumption.

Market Review and Forecast—A weekly guide to the man on the farm.

Breeders' Section—Something each week of primary interest to breeders of dairy cattle.

Farm Chats—The viewpoint of practical farmers, interestingly told.

Queries and Answers—Technical, legal and practical advice given free in reply to questions submitted by readers.

Horticulture—Helpful hints each week on the orchard and garden.

Apiculture—Useful information about beekeeping and honey production.

Poultry—"Biddy," the hen, is remembered in each issue. Properly handled, she is a money-maker.

Household Department—Hints on home-making, recipes, easier and better ways of doing routine work; talks on health and hygiene for young or old folk; fashions and patterns; (1,850 patterns went out to our readers in the two past months). Then there is the serial story which alone sells for more than the price of the paper, besides many suggestions for the social life of our young folks.

president of the Eastern Ontario Dairymen's Association, and at present is the chairman of the Committee on Agriculture of the Ontario Legislature.

Mr. A. J. Reynolds, Hampton, Ont., has been Vice-President of the United Farmers of Ontario, and is the auditor of the United Farmers' Cooperative Company, Limited. He is also secretary of the Toronto Milk Producers' Association.

Mr. J. N. Paget, Canboro, Ont., is the proprietor of a couple of cheese factories in Haldimand county, a director and past president of the Western Ontario Dairymen's Association, and well known as a Farmers' Institute speaker.

Mr. R. M. Glover, Peterboro, is the Managing Director of the Examiner Printing Company, of Peterboro.

Mr. H. Bronson Cowan, is the Managing Director of the Rural Publishing Company, Limited, and Editor-in-Chief of Farm and Dairy. Mr. Cowan was formerly the Superintendent of Agricultural and Horticultural Societies for the Province of Ontario.

Confidence that counts—the judgment of our readers

The motive and confidence of a paper determines its worth both to its readers and to its advertisers. Farm and Dairy enjoys a unique position in this respect. It was organized, and is owned and controlled by dairy farmers and dairymen who desire to have a farm publication in closest touch and harmony with the needs of the dairy farmer. That Farm and Dairy has accomplished this and holds "first place" in Canadian dairy farm homes is indicated by the following from among hundreds of such letters:

February 27, 1917.

"I believe you have in Farm and Dairy the best dairy paper in the Dominion."—W. H. Mills, Sparta, Ont.

February 17, 1917.

"Farm and Dairy is making a splendid effort to help the farmers of Canada, and I would like to see 200,000 names on the mailing list instead of 25,000. Keep my own name on your list, as every one helps."—O. D. Tibbits, R.R. Steveston, B.C.

March 28, 1916.

"I have always read your paper with interest. I would have none other than Farm and Dairy for it deals so completely with Farm interests from the beginning of the year until the finish. We have profited by your advertisements several times."—S. H. Seavoy, Jr., Matheson Stn., Ont.

December 12, 1916.

"Your paper I consider the best of the four journals that come here. All the family takes great pleasure in reading every number. We are all helped by it."—John G. Prout, Dorland, Ont.

December 20, 1916.

"I would not want to be without a single copy of your paper, even if you charged \$2.00 for one year. Nearly everybody around here takes Farm and Dairy now."—Chas. T. Hayward, Emsdale, Ont.

April 10, 1917.

"Enclosed please find renewal for Farm and Dairy. It's my first choice to look over on receiving my mail. I cannot speak too highly of your paper."—Asa A. Johnston, Sweetestown, Que.

April, 1917.

"I like the Farm and Dairy fine and enjoy the discussion on the different topics."—Egbert Avison, R.M.D., Barrie, Ont.

April 10, 1917.

"I do not know Farm and Dairy, but if it is helping in uniting farmers into some kind of a Union, I am with you to a finish."—E. F. Campbell, R.R. No. 3, Waterloo, Que. (a new subscriber).

May 7, 1917.

"I would certainly have missed Farm and Dairy if you had discontinued it. It is worth the price for the auction sales alone."—T. Merritt Moore, Springfield, Ont.

May 28, 1917.

"We find Farm and Dairy very helpful. It always sticks up for farmers' rights."—S. Critchfield, Huntingdon, Que.

May 25, 1917.

"I take several farm papers, but like Farm and Dairy much better than any of the others."—W. L. Ester, Shubenacadie, Hants Co., N.S.

Farm and Dairy is becoming the voice of the men on the farms.

To be a reader of Farm and Dairy is the sign of a progressive, independently thinking man