

## PUBLISHERS' DESK

It is really surprising to those who have never tried it, with us, how many replies and how much business they get from even a small advertisement in our columns. An Ayrshire breeder in Carleton County, Ont., who recently had his ad. in one inch space in Farm and Dairy, costing only 98 cents, received over 20 replies, and says he was offered his own price, and could have sold the bull he offered at least five times.

Frank A. Wight, of Theford, Ont., through just one little ad. in our Breeders' Number, sold his six months' old Ayrshire bull to Joseph Storms of Verona, Ont.

Mr. H. R. Nixon, of St. George, Ont., who recently had a 98 cent seed barley ad. in two issues of Farm and Dairy, writes that already he has gotten over 40 enquiries from it, and splendid results.

The beauty of advertising in Farm and Dairy is that our rates are within the reach of even the smallest advertiser. It is really a wonderful institution, that, like Farm and Dairy will take a person's message to over 12,000 possible buyers and do it at a cost of only 98 cents!

If you have anything to sell and want good prices and ready buyers, why not send in your advertisement to Farm and Dairy, Peterboro, Ont.?

We are satisfied you will like this Poultry Magazine Number. We have spared no expense to make it bigger and better than ever. We have seven more big magazines for you this year in addition to our regular weekly numbers. These are as follows: Orchard and Garden Number, March 7; Special Dairy Number, April 4; Farm Improvement Number, May 2; Farm Machinery Number, June 6; Exhibition Number (Our Fifth Annual), Sept. 5; Household Number, Oct. 10; Breeders' and Christmas Number, Dec. 8. These will all go to our people at no extra cost to them.

We would appreciate your kindness very much if you would tell one or two of your friends and neighbors about us and show them this copy of Farm and Dairy. New subscriptions are rolling in to us these days. Last week upwards of 600 new subscriptions, each taken at \$1.00, came in. The more we get the better we can make this paper. The more you do for us the more we can do, and will do, for you.

Don't forget the splendid lot of premiums we will give you in return for New Subscriptions. Our great Veterinary Book, as announced in the large advertisement again last week, is proving to be very popular. This book is not for sale. We bear all the expense of getting it and sending it out in return for only two new subscriptions to Farm and Dairy, taken at only \$1.00 a year. Our own subscribers may have a copy of this book for their own renewal sent now and one new subscription. If you prefer to have the better binding (cloth and better paper) edition send 25 cents additional; otherwise we will send the paper bound volume.

The annual meeting of the National Temperance Congress and Ontario Provincial Convention, now recognized as Ontario's Provincial Parliament of temperance workers, will be held in Massey Hall, Toronto, Feb. 13 to 16. All who are interested in forwarding the cause of temperance are requested to attend this convention. Special rates will be given on all the railways.

## Farm and Dairy's Circulation Now 12,012

The circulation of Farm and Dairy is now 12,012, and growing rapidly. This is an increase of almost 3,000, or nearly 33%, in five months. The best of it is that we have not paid any salaries to agents to secure these new subscriptions. They have been obtained for the most part by our own subscribers, who have won some of our liberal premiums by inducing their friends and neighbors to subscribe—at the same time telling them how much they liked Farm and Dairy themselves—and by a few agents who have worked for us on commission. We have not paid a dollar of salary or expenses to anyone.

Early last fall we asked our readers to help us to increase the circulation of Farm and Dairy from 9,203 to 10,500 by October 15. Our readers responded nobly and rolled in the subscriptions by hundreds. They did not quite reach the mark aimed at with in the time specified, but soon after passed it by a comfortable margin. Ever since then the good work has continued. Here is the record by short periods since up to Monday of this week:

October 15 .....	10,340	December 30 .....	11,282
November 1 .....	10,483	January 6 .....	11,397
November 18 .....	10,697	January 13 .....	11,491
December 2 .....	10,792	January 20 .....	11,538
December 18 .....	10,893	January 29 .....	12,012

The best of it all is our new subscribers, as far as we can ascertain, all like Farm and Dairy, and are now praising Farm and Dairy to their friends. And our advertising rate remains at only 7 cents a line. It is soon going up to 8 cents.

## Just About Geese

Geese can be kept on the farm at less expense than any other class of poultry. They are hardy and prefer the open air to buildings. A partially open shed for stormy or extreme weather is the most desirable shelter.

are larger and the young more vigorous.

If geese are given good pasture from spring to fall they will live almost exclusively on the green grass and thrive well.

Mixed grains are to be preferred to



## The Most Easily Kept Animals on the Farm

If provided with good pasture the breeding flock of geese will live with very little additional feed from spring to fall. Market geese should be fed somewhat more liberally, but they too require comparatively little feed and less attention. Our illustration shows a fine pen of young geese. The sale of these birds will be almost found money.

Have their shed well bedded with dry litter. This will save their feet from frost bites.

Females are profitable up to 10 or 12 years old and males to six or seven years.

Females two or three years old make the best breeders. Their eggs

such fattening feeds as corn for feeding to geese in winter.

Plucking the ducks may add to the immediate income, but it is not advisable with the breeding stock as it depletes their strength and lessens the number and fertility of the eggs.

THIS BOOK READ IN FEBRUARY  
MEA'S PROFITS IN SEPTEMBER.

**Vanco** Spray Chemicals and Fertilizers.

## Vanco Lead Arsenate

will destroy all leaf-eating insects—neverburns—sticks longer. The largest order ever placed for Spray Chemicals by any Canadian Fruit Growing Co., was for "Vanco" Lead Arsenate.

## Vanco Lime Sulphur Solution

is strong, uniform, clear, efficient—the strongest perfect solution that can be made. Government Bulletin proves this. Specific Gravity on every barrel, to protect you.

## Fertilizers

Muriate of Potash—Sulphate of Potash—Acid Phosphate—Nitrate of Soda. We are the only house in Canada selling only straight chemical fertilizers—analysis guaranteed.

BUY WHERE YOU CAN BUY EVERYTHING AND SAVE FREIGHT.

SEND FOR THE "VANCO" BOOK NOW—study it at your leisure, and spray for future profits.

CHEMICAL LABORATORIES, LIMITED,

Van Borne Street, TORONTO, 32



## Incubator and Brooder

The Metal Hen  
To Mother Your Chicks

This is the Philo System, the latest and most improved method of Raising Poultry. Hatch your own eggs, grow your own chicks.

This is by far the most economical machine on the market, the one lamp doing double duty—broods the chicks, below while hatching out another batch above. One gallon of oil runs it for the 21 days.

It is so simple a child can run it. Being metal it is fireproof, supplies its own moisture; egg chamber and heater are patterned after the hen and her nest; holds 20 eggs. Being hygienic it can be placed in any room in the house, cellar, attic, shed or stable. Turn the eggs twice a day in all you have to do.

This is no experiment; the experimental stage is over.

Easy to get up to 95% of the hatch where the eggs are good and fertile.

We have two machines, one is the Cycle Hatcher, hatches the chickens only, price \$2.00 each. The other is the Brooder Hatcher, hatches the chickens above and broods them below, as above cut, price \$10.00 each, includes lamp, thermometer and regulator and thermometer.

For further particulars required send for free catalogue.

## THE COLLINS MFG. CO.

Canadian Branch of the Cycle Hatcher Co.

413-415 Symington Ave., TORONTO

SEED Have You Any For Sale?  
GRAIN

If it is good seed and you are prepared to stand back of it with your guarantee, it will pay you well to advertise it in Farm and Dairy.

Good Seed is very scarce this year. Many of our readers will want your seed and will pay a good price for it. Your advertisement in Farm and Dairy will be read by over 12,000 farmers. It will cost you only one inch \$1.00 for two inches. The beauty of advertising in Farm and Dairy is that our rates are within your means and will take your message to nearly 12,000 possible buyers. Better prepare and send your ad. today.

Farm and Dairy, Peterboro, Ont.

## ALFALFA

For \$2.00, Farm & Dairy, Peterboro, Ont.

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