

THE FARMER'S ADVOCATE AND HOME MAGAZINE.

THE LEADING AGRICULTURAL JOURNAL
IN THE DOMINION.

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JOHN WELD, MANAGER.

Agents for "The Farmer's Advocate and Home Journal,"
Winnipeg, Man.

1. THE FARMER'S ADVOCATE AND HOME MAGAZINE is published every Thursday. It is impartial and independent of all cliques or parties, handsomely illustrated with original engravings, and furnishes the most practical, reliable and profitable information for farmers, dairymen, gardeners, stockmen and home-makers, of any publication in Canada.
2. TERMS OF SUBSCRIPTION.—In Canada, England, Ireland, Scotland, Newfoundland and New Zealand, \$1.50 per year, in advance; \$2.00 per year when not paid in advance. United States, \$2.50 per year; all other countries 12s.; in advance.
3. ADVERTISING RATES.—Single Insertion, 25 cents per line, agate. Contract rates furnished on application.
4. THE FARMER'S ADVOCATE is sent to subscribers until an explicit order is received for its discontinuance. All payments of arrears must be made as required by law.
5. THE LAW IS, that all subscribers to newspapers are held responsible until all arrears are paid and their paper ordered to be discontinued.
6. REMITTANCES should be made direct to us, either by Money Order or Registered Letter, which will be at our risk. When made otherwise we will not be responsible.
7. THE DATE ON YOUR LABEL shows to what time your subscription is paid.
8. ANONYMOUS communications will receive no attention. In every case the "Full Name and Post-office Address Must be Given."
9. WHEN A REPLY BY MAIL IS REQUIRED to Urgent Veterinary or Legal Enquiries, \$1 must be enclosed.
10. LETTERS intended for publication should be written on one side of the paper only.
11. CHANGE OF ADDRESS.—Subscribers when ordering a change of address should give the old as well as the new P.O. address.
12. WE INVITE FARMERS to write us on any agricultural topic. We are always pleased to receive practical articles. For such as we consider valuable we will pay ten cents per inch printed matter. Criticisms of Articles, Suggestions How to Improve "The Farmer's Advocate and Home Magazine," Descriptions of New Grains, Roots or Vegetables not generally known, Particulars of Experiments Tried, or Improved Methods of Cultivation, are each and all welcome. Contributions sent us must not be furnished other papers until after they have appeared in our columns. Rejected matter will be returned on receipt of postage.
13. ALL COMMUNICATIONS in reference to any matter connected with this paper should be addressed as below, and not to any individual connected with the paper.

Address—THE FARMER'S ADVOCATE, or
THE WILLIAM WELD COMPANY (LIMITED),
LONDON, CANADA.

Government regulation and supervision. The movement has spread into Austria and Italy.

As already hinted, the co-operative principle has spread in Germany from rural banks to societies for sale and purchase, dairy work, stock-breeding, storage of corn, wine-growers, electric light and power, and others. But not to dwell upon these, let mention be made of co-operative institutions whose object is to obtain for their members the credit they require on their land, by means of bonds guaranteed by the land-owners of the Province collectively. These are large concerns, whose operations extend over a Province, usually. There are in all twenty-five of them in Germany. This form of co-operation furnished German agriculturists in 1906 with a total of loans on mortgage of practically \$800,000,000, from which some estimate can be formed of their importance. These societies exist not to make money, but to serve their members, and but 3½ to 4 per cent. interest rates are charged.

From the foregoing, it will be seen that one part of the world can learn much from another, and that the publication of this Bulletin on Economics, a part of which only we have touched upon, will tend to stimulate thought and experiment on such subjects everywhere.

Hustle for the New Names.

Many thousand subscribers are taking advantage of our special offer, viz., \$2.00 for one new yearly subscription, with one's own renewal. Hundreds of new names have already been received, and they are coming faster all the time. See your neighbor to-day, before someone else has secured his name.

Advice that Pans Out in Practice.

My appreciation for "The Farmer's Advocate" continues to grow, as by experience I am steadily proving the sound and impartial stand it takes on all subjects to be right, and it seldom changes its mind.

Dundas Co., Ont.

CLARK HAMILTON.

Special Renewal Offer.

It is a simple problem in multiplication, but if every present subscriber to "The Farmer's Advocate and Home Magazine" were to send us with his renewal one new yearly subscription, our circulation would be doubled and a much larger and better paper than the present high standard could be produced. To encourage our friends to work, and to reward them for so doing, we have made a special renewal offer, good until DECEMBER 31st, 1910:

For one new yearly subscription and your own renewal for 12 months, we will accept \$2.00. For each new name in addition to the first one we will accept from you \$1.00, the balance of 50 cents being retained by you as a commission. Or, if preferred, you may send in the new names, accompanied by the full subscription price of \$1.50 each (United States subscriptions \$2.50 per year), and take your choice of one of our splendid premiums. These, like the paper, are astonishingly good value.

NOTE.—This is a special offer, good only till the end of the year. Speak to your neighbor to-day. Get his name before he has signed for other papers. Roll in the new names now.



Best Christmas Present.

As a Christmas gift for a friend interested in farming, what could be happier than a year's subscription to "The Farmer's Advocate and Home Magazine," commencing with the handsome and fascinating 1910 holiday issue, renewing the remembrance weekly throughout the year? By taking advantage of our special December renewal offer, you may give your friend this treat, and also have the date on your own label extended, for two dollars. A card will be sent, notifying him of the gift as coming from you, with the season's greetings. Immediate remittance will insure his receiving the Christmas Number before Christmas Eve.

What Every Farmer Needs.

Every farmer in Canada should be a regular subscriber to "The Farmer's Advocate and Home Magazine." Its weekly pages are packed with practical information and food for thought. It fights the farmer's battles, and advocates discerningly his true interests. Letters from men who write of what they practice are a strong feature. Three thousand questions a year are answered through its inquiry columns. The recommendations advocated by the editors are progressive, practical and sound. The Home Magazine is a treasure-store of good reading for the wife and children, far outclassing similar departments in other journals. The paper is famous everywhere for its elevating tone, high-class illustrations, practical character and common sense. And over 2,000 pages a year of this matter, fully indexed, for less than three cents a week! What book offers anything like the value?

Yet, there are tens of thousands of intelligent farmer in Eastern Canada unaware of the rare

value presented. We cannot reach them all with canvassers. We must ask our friends to help spread the leaven of a better agriculture. We want every present subscriber to send us this year with his renewal at least one new yearly subscription, and to this end have made a most extraordinary special renewal offer, good till the end of 1910. See this special announcement.

The Truth, the Whole Truth.

Surprise has been expressed that we should have presented in the Christmas Number as full an account of our demonstration orchard work as we gave in 1909, seeing that this year the balance sheet showed a loss of \$14.88, instead of a profit of \$300. As a matter of fact, we consider the results of the second year's operations not less notable than those of the previous year considering the very unfavorable season, aggravated in one case by the devastations of an exceptionally severe local hail-storm, plus hard frost at Thanksgiving, which alone knocked \$50 or more off the value of the Spies. Under these circumstances, it is remarkable that we made up \$85.12 of the rent, or equal to over 5½ per cent. interest on five hundred dollars an acre, whereas few farmers in the locality had enough winter apples for their own use.

But even had the showing been wholly disappointing, we should have published it just the same. We announced when undertaking this orchard demonstration work in the spring of 1909 that we would publish the exact results, and we mean to keep our word. It is largely because of our candor in stating the truth, the whole truth, and nothing but the truth, that such great and widespread interest has been manifested in our experiments. There have been altogether too many exaggerations demonstrated (?) to the public in so-called experiments, especially in some of the State institutions across the international boundary line. The consequence is that when farmers, in their every-day experience, do not realize the expectations suggested by these exaggerated results, they lose faith, and condemn such work to polite indifference. This is too bad, for even exaggerated results are better than none. And, moreover, there are, too, a great many honorable investigators seeking the simple truth, and conducting experiments of immense value to men needing light on the problems of commercial practice.

As a rule, the errors alluded to occur in this wise: In every experiment there are elements of chance, such as individuality of the animals or plants, soil variations, variety in seasons and other conditions. Sometimes the sum total of these chance factors will go to magnify the results of the experiment, and then they will be published abroad with much oratory and blare of trumpets. On other occasions the chances will minify the results, and then the experiment will be merely whispered, with apologies and explanations. The net result is to overemphasize the lessons supposed to be taught by experiments, raise false hopes in the breasts of enthusiastic men, and incredulity in the hearts of skeptics. We maintain that this is all wrong, and that absolute candor is the bed-rock of real progress and confidence. Last year we made an extraordinary showing with our orchard, but the season was exceptionally favorable, and we said so. This year we did not do so well, owing to an unusual combination of adverse circumstances. But we give this year's results equal prominence. The fact is, neither season has been a fair criterion of orchard profits. The average of the two years' results is nearer the truth, and the average of three or five years' work will be better still. At all events, frankness is our policy, and we shall give the facts as we find them.

Exchange Gifts.

Our annual Christmas present is already in your hands. We trust you are enjoying it. If you wish to return the compliment, kindly send us a new name with your renewal. We would like to have it before Christmas Eve. Help make our Christmas glad with a bumper December mail. Others are doing it. Do not forget your part.