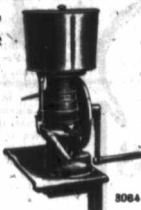


"They're frae Glasgie."

Princess

Made by
Watson, Laidlaw & Co.,
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Exclusively British in design
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**Tried, Tested and
Victorious**
for over a Quarter of a Century.

Separators

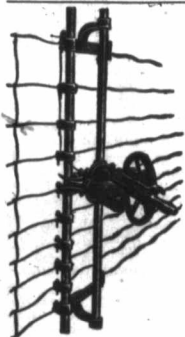
In Princess Cream Separators
the highest products of
Scottish engineering skill
and ability are at your
disposal.

WATCH THIS SPACE

We will tell you something more about Princess Cream Separators every month
We will tell it to you all at once if you write for catalogue.

Sole Agents for
Ontario

Campbell Arnott & Co.,
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WOVEN WIRE FENCING

made from soft wire is perhaps the oldest form of wire fencing.

Modern use of coiled steel spring wire and the improved London field weaving machine to build it to fit the ground, have perfected it.
Coiled spring steel woven wire fence require no extensive patent factory stays or locks.

The London Fence Machine and outfit will enable anyone to build it complete from the coil of wire in 30 to 50 rods per 10 hours, or to weave it at a rate of 40 to 60 rods.

It will build you twice as many rods of a better fence for the same money.

If you want the best coiled wire see that you get London Fence Machine Co.'s tin tags.

Ask your dealer for a London catalogue, or write us.

LONDON FENCE MACHINE CO., Limited
Cleveland, Ohio. and London, Ont.

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ALL EYES ART ON THIS INVENTION

Patented 1895-6 and 1900.



The Genuine Tolton Pea Harvester with New Patent Suncher at Work

1. Harvesting in the most complete manner from eight to ten acres per day.
2. Harvesters to suit all kinds of sowers.
Every Machine Warranted. Our Motto: "Get low Cheap, but good Good."
No drilling holes in Sower line or inside Shovel. A new one. It all that is required to attach it to any mower. Give your orders to any of our local agents, or send direct to

TOLTON BROS., Guelph, Ont.

petition is open to every farmer and his family in Canada, and we hope to have a liberal response to our offer from the readers of The Farming World.

Free Reading Notices

Prof. C. L. C. Morse, at an after-dinner speech a few days ago referred to free reading notices which appear as news in almost every newspaper as follows:

"Those silly, sloppy, incredibly fulsome 'reading notices'! Could anything be more fatuous and more stuffy?"

"John Jones has some chickens for sale and buys ten dollars worth of advertising space in which to set forth the merits of those birds. The space is his to do what he likes with. He pays for it and it is his. So long as he keeps within the bounds of decency, he is at liberty to do what he likes with it. But the editor proceeds to give Jones a write up. Jones is a gentleman and a scholar; Jones' chickens are the most wonderful bipeds that ever came down the pike; readers are advised to buy of Jones who will give ten dollars worth for every dollar invested, etc., etc. The editor never saw Jones' chickens, and perhaps never saw Jones. The whole performance makes an ass out of Jones, an ass out of the editor and an ass out of the reader. The whole thing is superlatively assinine from start to finish. If Jones is an ass, he is tickled; if he is a sensible man, he hangs his head with shame. No reader, except an unmitigated ass and a sucker will be influenced by the silly puff. It is a play for suckers; it is a performance which ought to be discontinued by all self-respecting editors and advertisers."

Right here the editor of The Farming World for himself pleads not guilty. No doubt the reading notice may be made of value both to the advertiser and to the reader, when strictly used to convey information (not puffs) that will enable one to estimate the merits or demerits of any article offered for sale. Otherwise it becomes as "sounding brass and a tinkling cymbal." While The Farming World stands ready in the general interest of its readers to, at all times, second the efforts of deserving advertisers, the editor is never blind to the fact that the free "reading notice" is an effort on the part of the advertiser to get something for nothing. When all has been said, this kind of thing is largely sugar-coated advertising and intended to deceive the reader, who never under any circumstances takes it as news. He resents this attempt to play domino with his common sense; however, this is the advertiser's look out—his funeral.

Doing a Great Work

The Farming World is doing a great educational work among the farmers and I hope to see its circulation much extended in this province.
Geo. Haggie, British Columbia.