



A Thing of Beauty is a Joy For Ever

This Dainty Tea Set

in

Semi Porcelain

for

One Hour's Work

The next time You are in a China Store Price Their

40 PIECE TEA SETS IN SEMI PORCELAIN

You will find that they will cost you from \$4.50 up. By following OUR PLAN you may secure one without any cash outlay whatever. Hundreds of Our Women Folks, realizing the value of this opportunity, now have the tea set in their homes and a great many of them have written us telling how attractive their dainty tea set is, and how proud they are to show it to their friends.

Those who desire this 40-piece tea set, should act promptly. The war has interfered with the trade and the supply will soon be exhausted. To show how the matter stands we might state that we know of two firms with branch houses in Winnipeg, who have had shipments of semi-porcelain consigned back to their Eastern houses. The trade has been so dull out there that it has paid them to do this. They needed the dishes to supply the Eastern trade. This shows how nearly exhausted the supply is and once it is exhausted it may be years before you can again secure this dainty, attractive, serviceable tea set on such easy terms.

Remember we are offering them on the same terms as before the war. There has been a sharp advance in porcelain ware and they cost us considerably more now than they formerly did. However, we have decided to pay the difference and to offer them on the terms which have been so attractive in the past. The only way to avoid paying the increased price is to secure the set according to OUR PLAN.

Even this will be impossible in a short time. We have secured a number of the sets from a large firm at the increased price. When they are exhausted we will have to abandon this premium. We shall be sorry to do this, as it has proved to be the most popular premium which we have ever offered to our Women Folk. It is now nearly two years since we discovered what a delightful premium it was, and since that we have sent out so many sets that it has come to seem part of our business. It is with regret, therefore, that we announce that this is the last consignment of goods of this quality which we shall be able to secure at such reasonable prices and to offer on such attractive terms.

The set consists of 40 pieces, is in semi-porcelain, and is nicely decorated with Roses. It consists of 12 cups and saucers, 12 tea plates, 2 cake plates, 1 cream jug and slop bowl. It is a set that any woman would be glad to have on her table when her friends drop in for tea. Read what some women have to say about it:

Mrs. N. H. Wentworth Co.,

"I received the beautiful set of dishes which has been offered in FARM AND DAIRY and am certainly delighted with it."

Mrs. N. Grey Co.,

"I received my dishes all O.K. and am highly pleased with them. They are all you advertised them to be and more."

Mary S., Simcoe Co.,

"I received the dishes in good condition and must say that I was more than delighted with them. I think they are a lovely set, and so does everyone who sees them."

Hilda D., Perth Co.,

"I received the tea set O.K. and am very much pleased with it. I had no trouble in getting the subscriptions."

Mrs. S., Perth Co.,

"Please accept my sincere thanks for the tea set, which is much prettier and more substantial than I expected for so small a club of subscribers."

Do you wish to become the delighted owner of one of the Tea Sets? Call your neighbors up over the telephone, get four of them to subscribe to Farm and Dairy at \$1.00 each and we shall order one of the tea sets shipped to you as soon as we receive the subscriptions.

Circulation Department

FARM AND DAIRY

PETERBORO, ONT.