

Production is limited to half the year. Our cold storage men, by standing over against the period of necessity, are rendering a service to the public. We might improve on our cold storage regulations, but attacks such as the one mentioned appearing in the daily press are dangerous in that they might stir up an agitation that would lead to such unreasonable cold storage legislation as has come into force in parts of the United States. Such legislation, with unequal production and uniform consumption, would be a public calamity.

XXXV

The idea brought out in the following represents A BIG FACTOR OF VITAL INTEREST TO YOU:

St. Thomas, May 21st, 1912
Farm and Dairy, Peterboro.

Dear Sirs,—We have a good opinion of your method of giving space to advertisers and we heartily feel that we can place considerable confidence in those who are permitted to advertise in Farm and Dairy.

It is very largely that confidence that led us to reply to the advertisement we saw in Farm and Dairy of the Harper's Milling Machine we now have installed. As soon as we have been able to give it a proper test we will be pleased to acquaint you of the results.

Yours truly,

(Signed) R. A. Penhale.

At the great advertising convention at Dallas, Texas, Mr. H. D. Robbins, of New York, speaker of "the square deal" between publishers and advertisers, said in part:

"I regard a publication as a complete salesman. You would not keep a general salesman in the road who did not travel in good company. Such a man, even though he sold goods, would ruin your general reputation and would scare away more business than he secured."

The most of you cheerfully place your advertising in publications carrying objectionable and deceptive advertising. When you do that you make a mistake.

The question of the company in which the publisher compels your copy to travel is of great importance."

Mr. Robbins complimented some publishers on what they had been doing to advertise advertising, and urged them to keep on doing it and to back it up with the rejection of dishonest and "unclean" copy. It will not be a human being in the length and breadth of this part land can doubt that what he reads in an advertisement is the gospel truth.

This all simmers down to the question of the mental attitude of the subscriber, which is of vital importance to all advertisers.

It has been abundantly evident that the mental attitude of FARM AND DAIRY SUBSCRIBERS is right. THEY BELIEVE IN FARM AND DAIRY ADVERTISEMENTS.

We have maintained consistent policy seeking ever to develop confidence amongst our readers in our advertisers. As a result

ADVERTISING HAS COME INTO ITS OWN IN FARM AND DAIRY, which is "A Paper Farmers Speak By"

To Keep Boys on the Farm

C. W. Gurney, Brant Co., Ont.
We hear much about boys leaving the farm. I believe that in most cases their migration is caused by unpleasant surroundings at home rather than dislike for farm life. I have three boys myself and two of them could not be driven off the farm.

Good horses do it. My boys have been fed up on horse flesh from early in life. Ever since they were young steers they have had a good team of their own.

When any of us go into town with a good spanking team we take the front street and feel proud of our selves. If we have a poor team we take the back street and do not want to meet anybody, either stranger or neighbor. And the boy with a poor team is apt to take the back street right for the station and leave for the city.

Better Farm Homes

(Breeder's Gazette.)

Great as the economic and inspirational need is for improved farm stock, modern methods of tillage and a comprehensive advance in the arts of agriculture, scarcely second in importance is the requirement of country people as a whole for sunnier, more convenient and healthy homes in which to live. Thousands of pure-bred animals are better housed and more intelligently fed than hundreds of owners and renters of land. Some men, hardened by the rigors of physical labor and fierce competitive struggles to the silent appeals of their wives and children for better shelter, food and raiment, are guilty, without intent, of lamentable neglect of more vital things than stock, crops and profits.

Increased returns for labor and capital invested in every ambitious farmer desires and ought not gently to seek; but success, if he achieves it, should be a means to greater ends. And one of the great ends is a sanitary, comfortable farm residence, with a modern heating plant, a bath-room and cleanly lighting.

If a man is indifferent to these practical luxuries—they are in the long run, nevertheless, necessities—the attitude of his wife and children to them is altogether different, whether it be expressed or not. Agriculture as a profession is invested with a dignity and a cultural power which demand that farmers should have a large respect for and a deep pride in their residences. And farm laborers, no less than farm owners, should have multiplying opportunities to live in comfortable cottages, instead of unhealthy hovels which breed ill of body and mind.

The Corn Sheller

J. O. Duke, Essex Co., Ont.

The corn sheller is one of the machines that the average farmer can use very easily do without. Corn should be kept on the cob till it is ready to be fed or planted, and no matter how dry it may appear will quickly spoil if shelled and stored in large quantities unless it is moved frequently. Farmers who have stock to feed and wish to feed corn meal should shell and grind their grain only as it is required for immediate use.

If the grain is wanted for planting it should be held in the cob till the field is ready to plant, when it is best to shell carefully by hand. This operation will make one's hands sore if there is a very large quantity to be shelled, and in this case a small sheller may be used advantageously. One that permits of the inspection of each ear as it is being shelled is the best to use.

Renew your subscription now.

DE LAVAL

CREAM SEPARATORS

Are In a Class By Themselves

They cost but a little more than the cheapest, while they save twice as much and last five times as long as other separators.



They save their cost every six months over gravity setting systems and every year over other separators, while they may be bought for cash or on such liberal terms that they will actually pay for themselves.

Every assertion thus briefly made is subject to demonstrative proof to your own satisfaction by the nearest DE LAVAL local agent, or by your writing to the Company direct.

Why then, in the name of simple common sense, should anyone who has use for a Cream

Separator go without one, buy other than a DE LAVAL, or continue the use of an inferior separator?

DE LAVAL DAIRY SUPPLY CO., LIMITED

173 WILLIAM ST., MONTREAL

14 PRINCESS ST., WINNIPEG

Pigs, Pigs

GIVEN FREE TO YOU
Full particulars of this popular offer are given on page 11 of Farm and Dairy last week, June 26th. Look it up now and start out to win your pig free of cost and with little effort to you. You may win one in an evening. Try!

Pigs, Pigs

So Light to Carry



This Busy Farmer's Friend

Will please and satisfy you every time you have occasion to use it.

We Give It Free

It is known as the Western Stock Knife, and is especially made and designed for the use of cattleman and farmers.

It is strongly and perfectly made. It is light to carry in your pocket. Has two extra fine steel blades and a special cratting blade, brass lining and holder ends. Choice of buff or stag handles.

We send one to you free and postage paid in return for only one new yearly subscription to this your favorite farm paper; subscription to be new and taken at only \$1.00 a year. This knife will be fine for Father just now with haying and harvest coming on, and so much use for it in making repairs.

Five for Boys too, when Holidays are here!

Get us one new subscriber and have this knife sent to you free.

Farm and Dairy, Peterboro, Ont.

Extra Pay for Workers!

¶ We have a special opportunity for a person in your locality

¶ A person who can during the next month or six weeks devote some time to seeing friends and neighbors about talking FARM AND DAIRY.

¶ If you are the person and want to grasp this opportunity, and make good pay for your time and effort, write FARM AND DAIRY to-night for full particulars.

Farm and Dairy, Peterboro, Ont.