

Sydney Basic Slag

\$20 a ton may seem a low price for a fertilizer as compared with what you have been paying, and may create the impression that it cannot be of much value. Put away such an idea. Do not be prejudiced. We are spending thousands of dollars in introducing Sydney Basic Slag into Ontario, and since our start in 1913 we have not made one cent on the business, but on the contrary are heavily out of pocket. We are not philanthropists, but we have got the best value in fertilizers on the market, and once our goods are known farmers will be looking for them and we will then begin to make money. Here are the figures of consumption in Ontario since our start:

1913	230 tons
1914	1,028 "
1915	1,642 "
1916	3,108 "

We want you to use a ton this season. Send us your name and let our representative call on you.

The Cross Fertilizer Co.
 Limited
 Sydney - Nova Scotia



What they all think about Farm and Dairy



Farm and Dairy, Peterboro:
 Gentlemen,—Your Christmas Number 64 is a gem for the Dairy Farmer. Each number is ahead of the other. I have put mine on file for future reading, as there is always something new to find in reading it over.
 The farmer who has a dairy farm cannot be ahead and do without Farm and Dairy. Its advertisements are always of interest to me as it lets one know what the other fellow is doing.

Hastings County,

Yours, etc.,
 D. MacDONALD.

This is one of the many letters we have received regarding Farm and Dairy, and for every letter written us, there are scores of readers who think the same, but do not write us.
 This proves the value Farm and Dairy is to every dairy farmer. It also shows how comparatively easy it should be for you to get new readers among the dairy farmers in your district.

Read our offer showing you

What You Can Do About Farm and Dairy

During the past year we have sent real live premiums in the shape of Pure Bred Holstein or Ayrshire Bull Calves. They make the best kind of premium and are very popular with Farm and Dairy agents. We know this because they keep us busy filling orders. Premiums of this kind grow more valuable as the months go by, and are a source of constant revenue to you.

Pure Bred HOLSTEIN Ayrshire Bull Calves

You can get one of these calves, absolutely free of cost to you by sending us only 25 new subscriptions to Farm and Dairy. Take each subscription at the regular price of \$1.00 per year—no more, no less. Just as soon as we receive the names and money from you we will send you the calf.

A good plan is to send us the names of 20 or 40 dairy farmers you know and want to canvass. We will check over the list, indicating thereon those who are subscribers and those who are not, and return it to you. This saves you wasting time calling on men who already get the paper. Also we will send a sample copy of Farm and Dairy to your prospects. This will help you when you call on them for the subscription.

Get Busy To-day

there is a calf here for you. If you want further information do not hesitate to write us. We want to help you to win that calf.

IMPORTANT—On account of the excessive cost of shipping calves to the western provinces we cannot extend this offer to readers living west of North Bay.

FARM AND DAIRY
PETERBORO



A Message of Goodwill--

It has been particularly gratifying to the members of the Ayrshire Breeders' Association to learn of the splendid stand for fair play taken by the Western Ontario Dairyman's Association, when at Woodstock last week they unanimously carried the following resolutions for the Dairy Standards Act:

"That this Association is in sympathy with the plan outlined by the officials of the Dairy Branch of the Ontario Department of Agriculture to stimulate and encourage a grading system for creamery products; also the support of this organization may be counted upon to encourage the methods which may be adopted from time to time by the Agricultural Department to successfully put into operation the new Dairy Standards Act. That this Association appreciated the efforts of the Ontario Government to benefit the dairy interest through the operation of this legislation."

"That this Association believes it would be in the best interests for the successful operation of the Dairy Standards Act if a clause was incorporated in the Act dealing with the payment by test of all milk sold for any purpose, and respectfully suggest that an amendment to the Act be made which will include this provision."

Milk and its products are valued almost solely on their worth as human food. It is only fair and fair then to all that it should be sold for on the basis of this food value, i.e., by test instead of being "pooled" as in the past. By the test, the man who has labored to keep a "good testing herd," whether Holsteins, Jerseys, Ayrshires or dual purpose, will be justly rewarded for his efforts.

AYRSHIRE BLOOD WILL RAISE THE TEST

In improving the quality of your herd you'll find Ayrshires maintain their great reputation as high testers—thriftily and productive. See that your first pure-bred is an Ayrshire. We shall be pleased to send you the names of your nearest Ayrshire breeders. Send for our free booklet, "The Breed for the Dairy."

Canadian Ayrshire Breeders' Association

W. F. STEPHEN, Secretary, Huntingdon, Que.