

National Live Stock Records

The report of the Record Committee to the Record Board and the Record Associations for the year 1913, has just been issued from Ottawa. The report contains much information of interest and value to all interested in the pure bred live stock industry of the country.

The financial statement shows total receipts of \$29,392.83. Expenditures total \$27,272.58, leaving a balance on hand of \$2,120.25, as compared with

a balance of \$4,135.30, at the beginning of the year. The report of membership in the various associations shows the Clydesdale Breeders' Association in the lead with 2,179 members. Shorthorns make a good second with 2,031 members. Ayrshire breeders number 1,084 members, and so on down the list, to the French Coach with four registered members. The Holstein Association, it may be noted, have not joined their Association with the National Records Board.

This report gives full information on registration and transfers for all the different breeds during the year, and also the record of importations of pure bred stock. A valuable feature is the information given concerning the Live Stock Pedigree Act, transportation of pure bred animals, United States customs regulations, and veterinary inspection.

AD. TALK
CCXXIX

STUDYING THE CATALOGUE

"Every Firm is Known by Its Catalogue"

Have you ever made an estimate of the number of catalogues that reach you during the year? You will be surprised to know of the number that comes your way.

Do you make a practice of reading them—at least, the best of them? If you do not, you are missing a liberal education. For the catalogue of today is an educator of the first kind. In fact, scores of them that I recall now are actually kept as reference or text books in the farmer's library.

The machinery catalogue not only points out the good points of the machine put out by that firm, but it also explains clearly and illustrates the principles upon which that particular machine works. The average man who studies closely the catalogue put out by a number of our firms making gasoline engines cannot but become in a short time an expert with such a machine. The modern catalogue is a strong factor in our educational system.

Two particularly attractive catalogues reached our office the other day (and the up-to-date catalogue is so attractive that it seldom finds its way to the waste paper basket). They are put out by the Massey-Harris Company on the best of book paper, and excellently illustrated. The man who reads carefully their Spray Catalogue will have a much broader knowledge of spraying equipment, and should understand clearly the working of a gasoline engine. The other catalogue, on their Cream Separator, is just as explicit. The clear, cross section view shows the working of every part so clearly that even a young child could understand.

This is the true function of every catalogue. Not alone should it point out the good points of that particular machine, but it should explain clearly, with illustrations, etc., the principles that apply to all machines of the same type. The firm that is taking the best out of its opportunities is putting out a catalogue of this nature. As I said at the beginning of this talk, he who does not study the modern catalogue of machinery in which he is interested is losing a source of valuable information.

In a Public School in Wisconsin, in one of the big dairy districts the older pupils are allowed to use the catalogue of auction sales of dairy animals in order that they may study the breeding, pedigrees and the description of the animals offered.

THE MODERN CATALOGUE IS AN EDUCATOR.

In this and every issue you will find the names of our best manufacturers. If, during the coming season, you are planning to use any of the products these firms put out, you will be to your advantage to secure and study their catalogues. When you write mention Farm and Dairy,

"A Paper Farmers Swear By"

Appreciation of the West

The organization of the United Farmers of Ontario has been a pleasant news to the organized farmers of the West. No sooner had Mr. Rice Shepard of the United Farmers of Alberta heard of the success of the organization meeting in Toronto than he penned the following note to Farm and Dairy:

"I am delighted to hear of the organization of the United Farmers of Ontario. I trust that we shall in the near future have an organization known as the United Farmers of the Dominion of Canada, all working for the good of the cause as a whole. When this time has arrived we shall be a power in the Dominion, and I trust will use that power for the best interest of the whole Dominion. Brighter and better days are in store for the farmers of Canada, if they will cooperate. If one thing pleases me more than another in this matter it is that the East and the West are getting closer together."

The Rural Publishing Company

The annual meeting of The Rural Publishing Company, Ltd., publishers of Farm and Dairy, was held in the head office of the company, Peterboro, on March 27th. The reports presented showed that the company has had the most successful year in its history. Receipts in all departments showed substantial increases, and the net improvement in the operations of the company was of a most satisfactory character. The making of other improvements in Farm and Dairy was authorized.

The following officers were elected: President, W. W. Ballantyne, Stratford, ex-President and a Director of the Canadian Ayrshire Cattle Breeders' Association; Vice-President, G. A. Gillespie, Peterboro, a Director and Past President of the Eastern Ontario Dairymen's Association; Managing Director and Secretary-Treasurer, H. B. Cowan, Peterboro, formerly Provincial Superintendent of Agriculture; Directors: John R. Dargavel, M.L.A., Elgin, Past President of the Eastern Ontario Dairymen's Association; John H. Scott, Exeter, a Director and Past President of the Western Ontario Dairymen's Association; A. C. Hallman, Breslau, Past President of the Holstein-Friesian Cattle Breeders' Association; Henry Glendinning, Manilla, Past President of the Eastern Ontario Dairymen's Association and ex-Master of the Dominion League; Harold Jones, Prescott, a Director of the Ontario Fruit Growers' Association; A. J. Reynolds, Solina, Secretary, Toronto Milk Producers' Association.

DE LAVAL

CREAM SEPARATORS

are the cheapest as well as the best

LOOK AHEAD!

DON'T TRY TO SAVE \$10.00 TO-DAY IF IT MEANS A LOSS of 25 cents a day for all the years a cream separator may last you. THAT'S JUST WHAT YOU WILL DO IF YOU BUY A CHEAP inferior separator simply because its first price is a little less than that of the De Laval.

WHEN A PRUDENT MAN BUYS A CREAM SEPARATOR HE knows that what he is really paying for is not just so much iron, brass and tin, whether it is called a separator or not.

WHAT HE WANTS IS A MACHINE TO PERFORM A CERTAIN service, and he must be sure of the machine doing the work for which it is intended as thoroughly and with as little effort and care as possible on his part.

THOUSANDS OF BABCOCK AND other tests have proved that the De Laval skims closer than any other cream separator under any conditions and particularly under the hardest conditions always experienced at times.

JUST THINK WHAT A LOSS OF as little as 10 cents worth of cream at each skimming means to you in a year—twice a year for 365 days—over \$70.00, and with as many as ten cows the cream losses alone from an inferior separator usually amount to more than this.

CREAMERYMEN, WHO are dependent on their separators for business success, have long since found out the difference between De Laval and other separators with the result that De Laval factory separators are almost universally used the world over to-day.

DE LAVAL SEPARATORS are identical in all sizes, for one cow or a thousand, and the difference between them is the difference in the capacity of the machine and the largest. They mean as much relatively to the

ferences between separators are just the same with the smallest machine and the largest. They mean as much relatively to the machine and the largest. They mean as much relatively to the machine and the largest.

THEN THERE IS A SAVING IN LABOR BECAUSE OF THE easier running and greater capacity of the De Laval over other machines and the less care required in cleaning and adjustment, worth at least 20 cents a day.

AND THERE IS THE INDISPUTABLE FACT THAT A DE Laval machine lasts from ten to twenty years as against an average of from two to five years in the case of other separators, or five times the average life of competitive machines.

THESE ARE THE REASONS WHY DE LAVAL SEPARATORS are cheapest as well as best, why thousands of other machines are yearly being replaced with De Laval and why their use is rapidly becoming as universal on the farm as in the creamery. IT SHOULD BE REMEMBERED, MOREOVER, THAT IF first cost is a serious consideration a De Laval Separator may be bought on such liberal terms that it will actually save and pay for itself, as many thousands of them have done.

These are all facts every De Laval local agent is glad of the opportunity to prove to any prospective buyer.

If you don't know the nearest De Laval agent, simply write the nearest main office, as below.

De Laval Dairy Supply Co.

MONTREAL PETERBORO WINNIPEG VANCOUVER LIMITED

50,000 Branches and Local Agencies the World Over

