

PUBLISHER'S DESK

Farm and Dairy's circulation campaign is off to a good start. Although the last issue of Farm and Dairy, containing the announcement that we desired to increase the circulation of Farm and Dairy from 9,203 to 10,000 by October 15, was hardly in the hands of our subscribers before this issue of Farm and Dairy went to press, our circulation had already started to grow. As will be seen by the announcement on Page 4, in this issue, it had increased by Monday of this week, to 9,267. Each week we will keep you posted as to how the campaign is going.

The first of our subscribers to take advantage of our offer to send Farm and Dairy free for a few weeks to any parties whose names and addresses any of our subscribers might send us, was Mr. W. G. Karr, of Rockway Valley, Que. Mr. Karr filled in the names of two of his friends who were not taking Farm and Dairy, and sample copies are being sent to them to aid Mr. Karr in obtaining their subscriptions. Mr. Karr has previously sent us subscriptions of friends, and we expect that he will help us materially in this contest.

OUR GREATEST OFFER

From time to time Farm and Dairy has made a unique offer to give \$1.50 in cash to any person who subscribes.

FARM FOR SALE.

15 Acres. West half of lot 16, Con. 2, 15th township, adjoining the town of dairy farm for 30 years good state of cultivation. For price and terms apply JAMES STOTHART.
R. R. No. 4. Peterboro, Ont.

ed 1,000 new subscriptions for Farm and Dairy within a year. A number of readers of our paper have endeavored to win this prize, but so far no one has succeeded, although all that have tried and who have sent us any subscriptions at all have been given handsome premiums for the work they did. Mr. M. Morrison, of Brookville, has set to work to win this prize, and so far has made good progress. At the Cobourg Horse Show and at the Belleville Saturday market he obtained in three days 28 new subscriptions. Mr. Morrison is arranging to attend the Toronto Exhibition where he expects to obtain a large list of new subscribers for Farm and Dairy. He is a hustler, and seems to stand a good chance of winning our prize.

WIN A PRIZE

One of the first of our readers to send in a new subscription since our contest was announced was Mr. Henry Wright, of Holland Landing. Mr. Wright may not have heard about the contest at the time he sent us the subscription, but it enabled him to receive a handsome fountain pen, which has been forwarded to him.

OUR PETERBORO CIRCULATION

In Peterborough County a special contest is being conducted to increase the circulation of Farm and Dairy to over 1,000 by October 15. At present the circulation of Farm and Dairy in Peterborough County is only a little over 500. Farm and Dairy has more subscribers in Oxford County, in Western Ontario, than it has in its home county of Peterboro. It is felt that the farmers of Peterboro county should not let this condition continue, and a great effort is being made to have twice as large a circulation in Peterboro county for Farm and Dairy as it has in any other

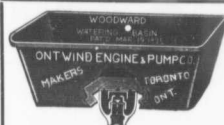
county in the province, and it seems as though the effort will be successful. To show the interest they are taking in the campaign, Mr. G. A. Gillespie, proprietor of the Peterboro Creamery, Mr. J. J. Hogan, the proprietor of the Shearer Cheese Factory and Creamery, Mr. A. H. Campbell, the manager of the Central Smith Cheese Factory and Creamery, and Mr. W. A. Anderson of the Keene Cheese Factory, have sent lists of all their patrons who are not now taking our paper. Sample copies are being sent to these patrons, and later each of them will be seen individually in order that their subscriptions may be obtained.

YOUR HELP REQUESTED

We hope that each of our readers will help us in this contest. We feel that Farm and Dairy should have a much larger circulation than even 10,500. If each of our readers would help us by sending a subscription it would give us a circulation of almost 20,000. Won't you do your part? Read the special premium offers that appear on the Household page. We never made such liberal offers before and we only make them now because we want your help. Watch our circulation announcement from week to week.

Well Pleased with Calif.—I received the pure bred Holstein heifer calf sent me by Farm and Dairy for securing 45 new subscribers. This heifer was bred by Mr. R. A. Wilson of Sutton, and I think it is a beauty. I am so well pleased with the calf that I think I will try for another one later on.—H. H. Scott, Iron Hill, Que.

Mr. J. E. Howitt has been appointed professor of botany to succeed Prof. F. D. McCready at the Ontario Agricultural College.



Woodward Water Basins

Will increase the flow of milk from your cows and at the same time keep them healthier. The water is always uniform in temperature. There is no swelling of cold water once a day and a resultant checking of the natural flow of milk.

They are not expensive to install, and the extra profit will pay for it in a very short time.

Send your name and address to-day for a copy of our free Catalogue.

ONTARIO WIND ENGINE & PUMP CO.
LIMITED
TORONTO

WHERE WILL YOU GO THIS SUMMER?

If you desire rest and recreation, why not try

"THE RIVER ST. LAWRENCE TRIP!"

Folders descriptive of the Thousand Islands, Rapids, Montreal, Quebec, Murray Bay, Tadoussac, the far famed Saguenay River, etc., on application to any Railway or Steamboat Ticket Agent.

For illustrated guide, "Niagara to the Sea," send 5c in postage stamps to H. Foster Chaffee, A.G.P.A., Toronto, or Thos. Henry, Traffic Mgr., Montreal, R. & O. Navigation Co.



OUR LOUDEN JUNIOR CAR

Whether for steel or wood track, has no equal as a fork car. Thousands of satisfied customers prove its superiority over all other makes. It is very strong, has a perfect locking device, occupies very little space below the track, and gives perfect satisfaction. When equipping your barn by a LOUDEN JUNIOR and take no other.

Our Balance Grapple Fork is not so well known as the Louden Junior car, but its steadily increasing sales show that it is finding its way into public favor. For handling all kinds of hay, whether long or short, and for loose grain or straw, it gives perfect satisfaction wherever used.

Steel stalls and stanchions are no longer considered as a luxury to be enjoyed by a few wealthy farmers, but they are now regarded as being quite indispensable for the modern dairy stable. They retain no foul odors, permit of

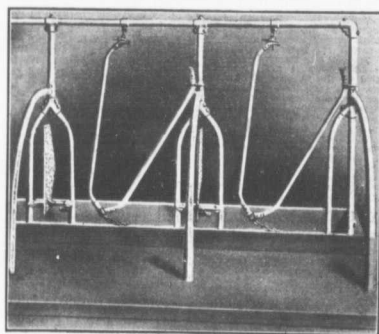
perfect ventilation, and with ordinary care are practically indestructible. Louden's stalls and stanchions are made of tubular steel firmly fastened together with malleable iron couplings. There are no threaded joints to come loose and no holes through piping to weaken it. They are easily fitted in place, and being finished in aluminum give the stable a bright and cheerful appearance.

See our Exhibits at the Fall Exhibitions—Canadian National, Toronto; Western Fair, London, Ont.; Central Fair, Ottawa, Ont.; and ask our representatives to explain to you the many special features of Louden's Goods.

LOUDEN MACHINERY CO.
GUELPH

Manufacturers of Hay Carriers, Feed and Litter Carriers, Barn Door Hangers, Cow Stalls and Stanchions, Pumps, Hardware Specialties, Etc.

A free catalogue and circulars for the asking



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LOUDEN LITTER CARRIER

BALANCE GRAPPLE FORKS

