

### Why Country Boys Excel

The proposal of the American Society for Thrift to have school all the year in order to "keep the city boys from three months' contamination in the streets" again emphasizes the advantages of rearing children in the country. Warm endorsement has been given the proposed plan by P. P. Claxton, commissioner of the United States Bureau of Education. Whether its advocates believe it or not; it seems to be designed essentially to keep town boys and

girls, particularly boys, out of mischief in summer.

It is not proposed to have regular school work in the vacation months, but to give vocational training, especially in gardening and horticulture. Both idle boys and idle lots, it is believed, may in this way be put to productive use, and at the same time give the boys valuable training. The city boy out of school is a disturbing factor in the neighborhood and a source of constant worry to his parents. Modern conveniences in the city have left the boys without anything to do—no wood to chop, no fuel or water to carry and no errands to run. Their fathers either cannot or do not make use of them, and have very little time to look after their welfare. We suspect that many city parents would welcome outdoor summer schools, even though it meant the further abandonment of the training of their children to the public school system.

What a contrast to rearing boys and girls in the country! In the country there is more home life, more association of parents with children, and the training of the youth is not so much abandoned to the schools. Country boys and girls in vacation time may be profitably employed at tasks that not only keep them out of mischief, but which give them responsibility and train their minds and hands. It is small wonder that the world must look to the country for the majority of its leaders.

Idleness and irresponsibility are the worst possible things for boys and girls. That so many youths in the city are growing up without anything to do is a serious situation. This problem affects us all, whether or not we live in the city. Having the year around would help to keep city boys out of mischief, but it would not be comparable to the schooling the farm boy receives when he proudly takes a team to the field and helps to produce a crop. We trust that educators will not venture to suggest the ill-year school for rural districts. The school of farm experience is a good enough summer school.—Nebraska Farmer.

### Corn Show at Amherstburg

The corn show held at Amherstburg on January 23rd was a grand success. Over 3,000 people attended and 100 bushels of choice corn was on exhibition in the town hall. This corn came from the two townships of Malden and Anderson. In addition to corn, there were potatoes, ladies' work, baking, pets, such as cats, dogs, chickens, pigeons and rabbits. These latter classes bring for the children.

Awards in the classes for corn went as follows: Variety, Bailey—J. James Martin; 2. Wm. Squires; 3. Chas. Mickle; 4. Walter Anderson. Wisconsin No. 7—1. F. J. Shenley; 2. Jas. Martin; 3. Chas. Mickle; 4. Walter Anderson. Leamington—1. James Martin; 2. F. G. Brush; 3. R. H. McGreger; 4. Walter Anderson. Any variety Dent Corn—1. James Martin; 2. Jas. A. Gibb; 3. Ed. Deneau; 4. Howard Campbell.

A school house of corn built by the children of school No. 6, was a special feature of the show. The children spent their spare evenings for four weeks and occasionally their noon hours, working on this exhibit. The side of the building were of kernels of white corn stoned with yellow corn trimmings.

The front page of Farm and Dairy is an improvement. You are certainly keeping the paper, in all departments, right up to the front rank. We wish you continued success.—W. K. MacLeod, New Westminster Dist., B.C.

### AD. TALK CXXIX

### "ADVERTISING IS LIKE SOWING SEED"

**"You Can Reap the Harvest if  
You Sow the Seed Right and  
give it the Right Attention"**

This coming from one of the largest advertisers on the American Continent can be taken to heart by us Canadian advertisers with special emphasis. Practically every advertising man has heard the story of the remarkable growth of the William Galloway Company of Waterloo, Iowa, but the lessons of his experience will never be exhausted.

William Galloway started in the advertising business with fear and trembling, even as many of us to-day are doing. And he started in a small way, too. His first contract was for \$89 worth of space and even then he deemed it quite a large order. The first advertisement on this contract was also small, but it carried a spark of fire that has grown into one of the largest implement businesses in the world. From this first \$89 expended on advertising he obtained approximately \$800 worth of business. He figured from this that an expenditure of \$800 would bring \$8,000 worth of business, and proceeded to advertise on that basis.

The most striking thing about his advertising is its directness. He talks right at his consumer, and hands out straight common sense the average man can't get around. His copy, moreover, is educational. He tells exactly the how, the why, and the wherefore of every line of implement he sells, and how he learned the wisdom of selling direct from his factory to the farmer. Here, for instance, is an extract from one of the pieces of copy: "I want you—the man who is holding this paper in his hands right now—to write to me right away. I'm making a special appeal to readers of Farmer and Stockman. I've got something special to offer every one of you. I know what kind of farmers read this great paper. They're my kind—the up-to-date, wide-awake kind—the kind I like to do business with."

Such business success, built on the two fundamental foundations—a reliable product and good advertising—is indeed a stimulus to our younger firms here in Canada.

Human nature is the same the world over, and the same business methods which have induced our American farmers to purchase from, and thus build up the Wm. Galloway Company can be applied here in the Dominion. Our farm field is now ready for such, and particularly so the wealthy dairy farmers reached by FARM AND DAIRY.

**"A Paper Farmers Swear By"**

# DE LAVAL

## CREAM SEPARATORS

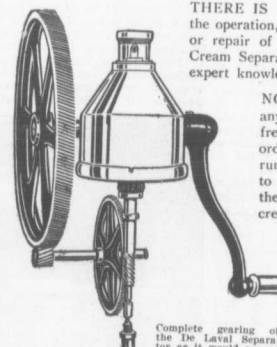
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THERE IS NOTHING ABOUT the operation, cleaning, adjustment or repair of a modern De Laval Cream Separator which requires expert knowledge or special tools.

NOR ARE THERE any parts which require frequent adjustment in order to maintain good running or to conform to varying conditions in the every-day use of a cream separator.

THERE IS Nothing about the machine that cannot be taken apart, removed or replaced by anyone who can use a wrench or screw driver. In fact, the only tool



Complete gearing of the De Laval Separator as it would appear if removed intact from the frame of the machine. Note the remarkable simplicity of construction.

which is needed in the use or operation of a De Laval Cream Separator is the combination wrench and screw driver illustrated below, which is furnished free with every machine. Visit the local De Laval agent and see for yourself its simplicity of construction.

A DE LAVAL CATALOG — TO BE HAD FOR THE ASKING—completely illustrates and explains every detail of cream separator construction.



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