

## XXXIV

An interesting story is entwined in the 35 years of growth of what is now one of the largest and best equipped plants of its kind in the world.

It is a Canadian industry we have in mind.—The Cockshutt Plow Co., of Brantford, Ont.

These manufacturers began as a small establishment 35 years ago in Brantford, Ont. From this small shop their plant has grown to its present floor space covering many acres of ground.

Cockshutt plows are favorably known throughout Canada and in every quarter of the globe, including Italy, Palestine, India, Australia, New Zealand, South Africa, Cuba, Argentina and Brazil.

The Cockshutts have recognized that it would profit them little to merely manufacture. They must needs tell the world of their manufactures. Therefore they have been consistent advertisers and have through the farm press made their manufactures known to farmers.

A few years ago in Canada leading farm papers first carried FULL PAGE ADVERTISEMENTS FOR THE COCKSHUTT PLOW CO. These ads. set every farmer talking. They caused all intelligent reading farmers to think "Cockshutt," and naturally to buy a fair share of this line.

While these full-page advertisements compelled and drew much attention their cost was comparatively small. They made known to farmers in the most advantageous way the superior quality of Cockshutt implements. A continuous, liberal campaign since carried on each year in the leading farm papers amply demonstrates that the Cockshutt Plow Company know and cash in on the worth of farm paper advertising.

Farm and Dairy has carried a liberal share of the Cockshutt advertising. Mr. Geo. G. Scott, advertising manager for the Cockshutt Plow Co., in a recent interview with an editor of Farm and Dairy, said:

"WE RECOGNIZE THAT YOU HAVE THE DAIRY FARMERS WITH YOU. WE KNOW THAT GOOD BUSINESS IS TO BE HAD AMONGST THEM FOR US, since they must have plows and cultivating implements."

As Canadians we are proud of the Cockshutt Plow Co. and of Cockshutt Plows.

It is well that they have advertised since otherwise you might not know of them, and their business would not be what it has become to-day.

But success is not alone to the Cockshutt Plow Co. When you are ready to approximate or build greater than a "Cockshutt" success we stand ready to aid you with Farm and Dairy.

"A Paper Farmers Swear By"

## Large or Small Farms?

Jas. Scott, York Co., Ont.

Shall the farms of the future be large or small? Development along this line will have an immense influence on the economic and social conditions of our country. In the light of clear, cold logic, it would seem that the whole tendency must be towards larger farms. Expensive machinery that no small farmer can afford to purchase is taking the place of hand labor. Profitable farming nowadays, if we would compete with others, requires a well-trained business mind as well as a larger knowledge of the sciences that bear directly on agriculture than our grandfathers ever dreamed of. It would seem an incontrovertible fact that the large farm is the profitable farm and the only one under present economic conditions that can continue to exist.

The argument for the small farm is altogether a social question. It would give a great alarm the substitution of a rural population of independent small farmers for a few large landowners. The result would be that a great many well-to-do farmers would be gradually reduced to the position where they were little better than serfs. Such a change would have a most detrimental influence on our democratic system of government. It would be a government of the few for the few even more than is now the case. [If there is any means whereby such development can be avoided, we average farmers who are the ones that will suffer should do our best to bring about these economic conditions that will preserve the small farm.]

## LIGHT FROM NEW ZEALAND

I have been reading lately of economic conditions as they existed and now exist in New Zealand. At one time the land in New Zealand was owned by a few large wealthy landowners. To-day small farmers comprise the larger part of the population. The large landed estates have been broken up into small farms. This change was brought about by measures introduced by a labor Government. They adopted a sliding scale of taxation. Improvements were exempt from taxation. The very small farmer was not taxed at all, and the taxes per acre gradually increased, as did the size of the farm. Vacant and unused land were taxed at the same rate as that under cultivation.

Great landed estates immediately became expensive luxuries, and the landlords could not get rid of their land too fast. From being a comparatively poor country, this change in taxation has made New Zealand agriculturally rich. Wealth is distributed among all the people and the per capita wealth measures up to the per capita of the world. There may be some better system than that adopted in New Zealand, but I throw it out as a suggestion that a similar system of taxation in Canada would overcome a growing tendency towards large farms and a landless people and preserve to us our democratic government.

## New for the Dog

If you have a dog, and if your dog has fleas beyond a reasonable amount, do not muzz yourself and the dog all up with flea powders or other dope, says the Saturday Evening Post. Take your vacuum carpet cleaner. If you have one, to your dog—otherwise take the dog to the cleaner and go over him well with the suction end of the cleaner.

If his hair is not too long and curly the flea will be removed to the bag of the vacuum cleaner, much to their surprise and much to the dog's relief. Civilization certainly is a great thing!

# DE LAVAL

## CREAM SEPARATORS

### Best Time To Buy One

There never was a better, if indeed as good, a time to buy a DE LAVAL Cream Separator than RIGHT NOW.

The hot weather is at hand when the use of the cream separator frequently means most as to quantity and quality of product, while cream and butter prices are so very high that waste of quantity or poorness of quality means even more now than ever before.



This is likewise the season when DE LAVAL superiority is greatest over other separators,—in capacity, ease of running, sanitary cleanliness and every other way.

Cost need not be a consideration because a DE LAVAL cream separator is not only the best of all farm investments but may be bought either for cash or on such liberal terms as to actually pay for itself.

There never was a better time than right now to buy a cream separator and there can be no possible excuse for any man having use for a separator delaying the purchase of one at this time.

Look up the nearest DE LAVAL agent at once, or if you don't know him write us directly.

**DE LAVAL DAIRY SUPPLY CO., LIMITED**  
178 William St. MONTREAL. 14 Princess St. WINNIPEG

### 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 taking 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.

### SPECIAL For One Month

During the past few months we have sent out a great number of Horse Doctor Books to our people who have gotten for us new subscriptions to Farm and Dairy.

These books have proven very popular, as, indeed, they should, since they are handsomely bound, well illustrated, and are illustrated, and are just such books as one would have to pay from \$2.00 up to a book agent.

We have a few of these cloth-bound veterinary books on hand, and we have decided to give them at a Special Bargain to our people who help us during this next month.

#### Our Special Offer

We will give you a cloth-bound edition of Gleason's Veterinary and Horse Training book as a premium in return for only one new subscription to Farm and Dairy taken at only \$1.00 a year.

You will like this book. It is richly bound in red cloth, stiff covers, has 520 pages, it treats with all the diseases of horses, cattle, poultry, sheep and swine, and gives their remedies and full advice as to how to cure the diseases.

Professor Gleason, who wrote this book, is a recognized authority. It may save you much inconvenience and much loss to have this reliable book handy and right in your house where you want it should any of your animals get sick.

Get us only one new subscription to Farm and Dairy at only \$1.00 a year and this cloth-bound Farrier book will be mailed to you postage free.

This offer holds good only till July 20. See your friends or neighbors soon, send in their subscription and we will forward you this book promptly.

Farm and Dairy, Peterboro, Ont.