

Their Horseless Carriage.

Dear Hans and Fritz decided that
To be right up-to-date
A horseless carriage they should have
To ride about in state.

They bought one of the latest style,
And started out one day,
With clanging bell and oily smell
That quickly cleared the way.
"I'll steer," said Fritz, "while you, dear
Hans,
Shall ring the bell to warn
Each deaf old gentleman, lest we,
Should ride on his pet corn."
They came unto a steep, steep hill,
And quickly down they flew,
But right before them was a sight
Which nearly scared them blue.

A monstrous bull stood in the road,
With red, expectant eye,
"Oh, dear!" cried Fritz. "Dear me!"
cried Hans,
"Oh, how shall we get by?"
The bull put down his head until
His two horns hit the ground,
And towards him sped the carriage with
A mighty bounce and bound.

And then occurred the strangest thing,
As though upon a track
The carriage wheels rolled up his horns
Onto the bull's broad back!

And down his stiff old tail they rode
Onto the ground once more.
The bull was so surprised that he
Could only stand and roar.

Just then they struck a sleeping dog,
Who had no time to wake
Before they flattened him right out
As flat as any cake.

"I'm sad to think we killed that pup!"
Cried Hans most tearfully;
But Fritz replied, "Just think instead
How glad the cats will be!"

Then came a great catastrophe—
In other words a smash,
The carriage ran into a wall,
And then, ker-plunk, ker-splash!
The two were sent a-flying o'er
The wall into a brook,
That soaked them through and through, and
then
How funny they did look!

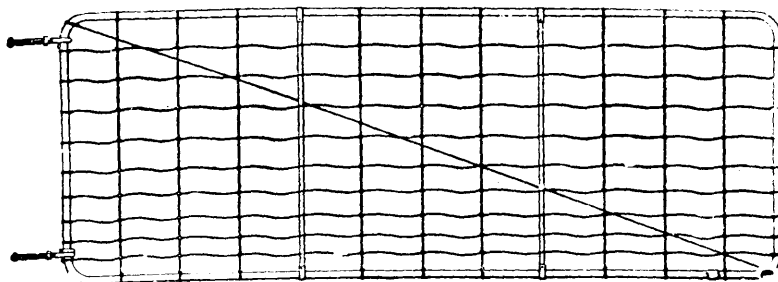
And how the little trout did squirm,
When Fritz said, with a grin,
"Dear fish, we thought you'd be at home,
And so we just dropped in."
—*St. Louis Star.*

Successful Advertising.

By Frank B. White.

To advertise successfully there are several things that should be taken into consideration, and the more essential are these: The careful preparation of advertisements, attractive, argumentative, forceful, truthful, and do not try to advertise others—advertise yourself, placing these advertisements in papers of worth—papers that go into the homes of the buying class—those most likely to be interested in what you have to say. There is the shotgun sort of advertising and there is the rifle-ball style. I recommend both, but it depends upon conditions as to when and where either or both should be used.

Your advertising in the newspaper will not be complete unless you follow it up with attractive and well prepared auxiliary advertising literature—neat circular, booklet or catalogue, and good stationery. When you receive



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THE FROST WIRE FENCE CO., WELLAND, ONTARIO.

Manufacturers of High Grade, Coiled Spring Wire, Frost Fence, and the cheapest and best **ALL STEEL GATE** ever made.

ALEXANDRA AND MÉLOTTE CREAM SEPARATORS

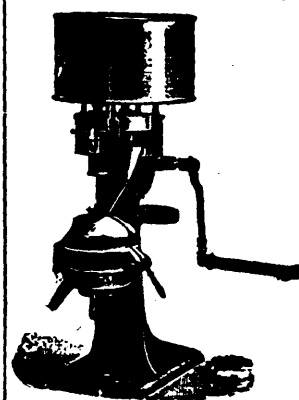
Have beaten the "Alpha Laval" eight times and all other competitors in public working trials. Sent out on free trial and guaranteed to give perfect satisfaction. Come and see these machines working at the **TORONTO EXPOSITION.**

For full particulars apply to

R. A. LISTER & CO., Limited

579 & 581 St. Paul St. MONTREAL, QUE.

SENT ON FREE TRIAL



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FARMERS!

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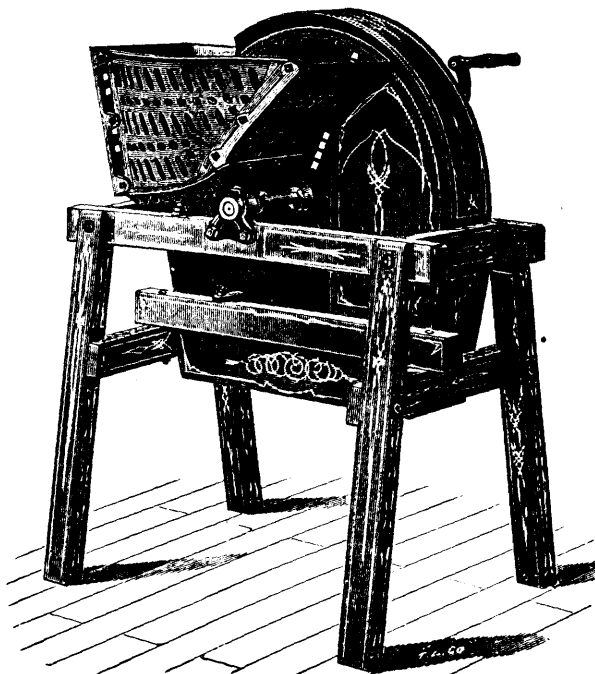
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for yourselves, by using thirty bushels to an acre on your summer fallow as a top dressing. Harrow it in with the seed.

The increase in yield and improvement of quality is astonishing.

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BUY FROM THE NEAREST LIME MERCHANT.



New Root Cutter (Pulper and Slicer combined).

**THE
NOXON
CO.**

(LIMITED)

Ingersoll, Ont.

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**HIGH - CLASS
FARM
IMPLEMENTS**

(For large descriptive cut see inside back cover page of this issue of FARMING.)