

Why Not Retire on the Farm?

By W. C. Palmer.

Retiring from one's work is one of the most serious steps that a man can take. Especially is this true of the farmer. Usually it means moving to town. Life in town is entirely different from life on the farm. One accustomed to farm life can hardly adapt himself of himself to town life at that period of life. This results in being out of touch with one's environment. From being an important factor in the farm community one becomes a negligible one in town, or even worse—a knocker. Why move to town? The reasons given for moving to town are many—educating the children, modern en-

veniences in home, less work, etc., etc. The schools in towns are as a rule better than these in the country, but the reason they are better is that the town people tax themselves so as to have the money necessary to maintain a good school. By consolidating the schools and putting up the school tax as high in the country as in the city just as good schools can be provided in the country as in the town.

IN THE COUNTRY TOO

The modern conveniences can be had in the country now as well as in the town and at a less cost.

Less work in four-lea work of some kinds—but after all no one can be happy and healthy unless the mind is occupied. The one who is used to active, muscular work for a good many years will not remain healthy without some exercise.

A good way for a farmer to retire is to select a lot of five to 15 acres on the farm and build on it the modern house, a small barn, also with modern conveniences, and a poultry house. Here one can live the life that one is used to in the way that has become second nature to one. Here there will be something to hold one's attention and to supply some work to take the place of the accustomed activity.

TAKE THE SCHOOL TO THE COUNTRY

The school problem can be solved by consolidating the schools. In this way as good schools can be had in the rural district as in town. In fact, it will be a better school, as we will be in closer touch and harmony with the farm and farm life.

In most cases it is a sad mistake for the farmer to retire to town, and especially so when the things that he moves to town for can be had on the farm and with all the advantages of the country into the bargain.

Queries re Hydraulic Ram

We have a spring about 350 yards from our house, and are thinking of trying to bring the water from this spring to house. There is quite a hill from spring for some distance, and the spring is on edge of a knoll on a small stream near the house. The spring could be raised by putting in a cement curb. What fall is required from spring to ram? What size of pipe would be required from spring to ram and from ram to house. Any other information on this subject as to cost of a ram and probable cost of job would be appreciated.—Subscriber.

A hydraulic ram will operate on as little as 18 inches of fall, but it is better to have four or five feet, or possibly more. There are several sizes manufactured, the smallest of which requires a flow of two gallons a minute from the spring in order to operate it. This ram will cost \$9 or \$10, and would require a three-quarter inch drive pipe and a three-eighth inch discharge pipe. However, it would not be advisable to install such a small one. Probably a No. 4, which would require eight gallons a minute to operate, would be the best one to buy for ordinary farm use. It would cost from \$14 to \$15, drive pipe one and a half inches and discharge pipe half an inch.

The price of pipe you can learn from your local dealer, and the cost of installation can be estimated at the price of labor for your locality. The whole installation would cost somewhere in the neighborhood of \$75 to \$100. The distance is considerable, and so the cost of piping is large; also the cost of laying the pipe. If your house is on the same level as the spring this ram should deliver in the neighborhood of five gallons a minute.—Prof. Wm. H. Day, O. A. C., Guelph.

I received my camera for securing three new subscribers to Farm and Dairy, and am well pleased with it.—Myrtle B. Fraser, Dundas Co., Ont.

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In this respect again the DE LAVAL excels all other separators by its greater capacity, easier running, greater simplicity, easier cleaning and greater sanitariness. All of these considerations are points which every DE LAVAL agent will be GLAD to DEMONSTRATE and PROVE to the satisfaction of any prospective buyer of a cream separator.

Why not look up the nearest DE LAVAL agent at once, and if you don't know him write us directly, as below.

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How To Paint

You can make it worth a whole lot to yourself to know how to paint. Your buggy, your farm wagons, your farming tools, your barn, your outbuildings and your house, will stand the wear and tear of the weather and last much longer when you keep them properly painted.

We have received a copy of a splendid book on painting. It comes right to the point and is so practical that we felt our people would like to have this book. We have therefore made arrangements to handle it for you.

"Everybody's Paint Book" is the title of this work, which is written by a thoroughly practical painter. It is a complete guide to the art of outdoor and indoor painting. It is designed for the special use of those who wish to do their own painting. It gives practical lessons in plain painting, varnishing, polishing, staining, paper hanging, kalsomining, etc.

It also teaches how to renovate furniture and gives many hints on artistic work for decorating a home. Precise directions are given for mixing paints for all purposes.

By keeping your farming tools and farm vehicles well painted they will last twice as long, and you can do the work of painting yourself when you are aided by the information you can secure from this book. The book is handsomely bound in cloth.

A copy will be sent you postage prepaid on receipt of price \$1.00.

Send us one NEW subscription to Farm and Dairy taken at only \$1.00 and we will send you a copy of this book free and postage paid for your kindness.

FARM AND DAIRY Peterboro, Ont.

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"Take it from us:"

For your advertisement don't write copy to please yourself, or partner, or your wife, or in-jer, or the Literary gentleman upstairs!

Don't even write it to please your prospective customers!

Write it to ATTRACT THEIR ATTENTION, to AROUSE THEIR INTEREST, to WHET THEIR DESIRE for your goods and to INDUCE THEM TO ACT!

Then you are on the right track for getting sales, and it is sales you want.

Advertising is simply a matter of salesmanship—salesmanship in print.

You would not expect your personal salesmen to get much business without talking, talking in the right way to appeal to your customers, to explain your goods, to convince them of their superior value and to create within the customers an overwhelming desire for your goods, such as would lead them to act and sign the orders for the goods.

When you advertise keep these things in mind in preparing your copy.

Make your copy more than a mere placard. Make it talk. Have it of real sales stuff,—talk that will sell the goods.

Space costs money as you well know. If you must limit it, then don't attempt to fill it with a long letter. Pick out your leading sales argument. Write it out as if you were sending a telegram. Then put this telegram in the space for your advertisement.

We have no quarrel with those who favor general publicity copy,—but we believe in "reason-why" copy—good, strong, confidence winning copy, when it comes to "getting it over" and bringing immediate and direct results.

We believe in having the advertisement well displayed; having it attract attention; then interesting, convincing and stirring one to action.

Then we believe in having the advertisement PLACED, like you would have your travellers keep—ONLY AMONGST GOOD COMPANY such it is ALWAYS sure to be in Farm and Dairy, which is "A Paper Farmers Swear By!"