

Christmas Presents

That Do Not End
with Xmas

But go right on during the
entire year

At this Xmas season we wish to extend our good will to our people who read Farm and Dairy. We extend it in this tangible, practical way that you can appreciate.

Your own renewal subscription for 12 months and one new yearly subscription to Farm and Dairy—for both we will accept the low Xmas rate of only \$1.50.

Because of our greatly increased circulation we will have greater value for you than ever in Farm and Dairy next year.

At our Christmas Gift Rates we will allow you to send Farm and Dairy to friends.

3 NEW SUBSCRIPTIONS \$2.00

5 NEW SUBSCRIPTIONS \$3.00

(United States Subscriptions each 50c extra)

Why not settle all your Christmas gift obligations to your farmer friends and neighbors and your hired men by sending gift subscriptions to Farm and Dairy?

The gift will please, instruct and help-to-make-more-money and live a better life every time Farm and Dairy is issued—52 times throughout the year.

An attractive Christmas Card, announcing the gift and giver will be mailed to arrive on Christmas morning, as directed, with each Christmas gift subscription.

Why not send us many names on your gift list and avoid the worry of shopping and the dissatisfaction with gifts purchased?

Farm and Dairy is sure to please everyone interested in farming, and if a name is already on our subscription list, you will be notified at once to send another, so there is no chance of duplication.

SPECIAL NOTE.—Order now before Christmas rush to make sure the gift will be received on Christmas Day. Orders for the far East or West to be in time must reach us by December 15th, others by December 20th. Give full names, or initials, and full addresses of both subscriber and sender.

Farm & Dairy

PETERBORO, ONT.

'A Paper Farmers Swear By'

Something New

A Xmas Offer

Recently Farm and Dairy completed arrangements with a Canadian firm of manufacturers for a supply of fountain pens of a new model which we are going to give away to our people who help us.

These pens are a new model, the first of which have just been made in Canada.

It is called the "WRITE-AWAY" pen.

It is one of the most perfect working pens, and most simple in construction that we have ever used or seen.

We secured these pens at a price that enables us to make an heretofore unheard of liberal offer.

This "Write-away" pen, a model of one sewed in two is here shown, is guaranteed by the makers.

The manufacturers guarantee that:

IT WON'T BLOT—the Patent feed plunger regulates the flow of ink.

IT WON'T CLOG and IT WON'T LEAK.

It will write as long as there is a drop of ink in it.



For 2 More Weeks

We are going to give these pens away on a SPECIAL XMAS PRESENT OFFER to our people who help us to get new subscribers for Farm and Dairy.

Every person who during the next two weeks will send Farm and Dairy one NEW Subscription from a friend or neighbor taken at only \$1.00 a year WILL BE GIVEN THREE OF THESE PENS. Every member of your family can now have a CANADIAN-MADE guaranteed fountain pen. Every school child can have one. The pens will be sent postage paid.

The pen is a marvel. We have used it and it is very satisfactory.

It is an excellent fountain pen for STUDENTS, BOOKKEEPERS, SALESMEN and PROFESSIONAL MEN. It's an ideal pen for anybody.

See one of your friends at once. Get them to subscribe to Farm and Dairy. Send us his subscription, and we will send you three of these perfect "write-away" fountain pens. Remember this Xmas offer is open only for two weeks more. Get busy to-day. Show your friends our December 7th issue.

FARM AND DAIRY PETERBORO ONTARIO

SAY! WE'VE GOT AN EXCELLENT PROPOSITION HERE FOR YOU

Every reader of this paper who will before Monday, December 25th send us one new subscription to Farm & Dairy will be given at OUR EXPENSE a whole year's subscription to



The Canadian Horticulturist

Fluit Growing, Amateur Gardening, Market Gardening, and the Culture of Flowers are dealt with each month in The Canadian Horticulturist.

It will be a boon to you in your Orchard and Garden work.

Your wife will especially delight in it because of the practical nature of the flower culture department.

Your boys will obtain from it an education in all things pertaining to Horticulture.

Get us only one NEW subscription to Farm and Dairy, taken at only \$1.00 a year, and we'll send you The Canadian Horticulturist for a year. You can send it as a Christmas present to a friend, if you wish.

Circulation Department **FARM & DAIRY** Peterboro Ontario.

Take Notice That

We will Publish Eight Special Magazine Numbers

For 1912

They will be the Fourth Annual Series. We know how to make them good. Our people are looking for them.

Advertisers It'll be your loss if our people—the **Monied Dairy Farmers of Canada**—do not come face to face with your proposition in every one of these special issues.

THESE SPECIAL MAGAZINES

will be:

POULTRY NUMBER

Out February 1st—Our people are enthusiastic Poultry keepers. Over 95 per cent. of them keep Poultry.

ORCHARD AND GARDEN NUMBER

Out March 7th—it is worthy of your notice that amongst our people there has been a great awakening about making money out of orchards.

SPECIAL DAIRY NUMBER

Out April 4th—At dairying our people specialize. It is in this line they make their ready money—lots of money.

FARM IMPROVEMENT NUMBER

Out May 2nd—The desire to improve farms and homes is an attribute of Dairy Farmers. They are a "home" people. Their land is the most valuable.

FARM MACHINERY NUMBER

Out June 6th—Work—manual labor—that's the most expensive thing on dairy farms. Dairy farmers are eager for labor-saving machinery.

EXHIBITION NUMBER (Our Fifth Annual)

Out September 5th—Not a man with a proposition worthy of notice will miss this great annual. It will appeal and appeal strongly to all our readers.

HOUSEHOLD NUMBER

Out October 9th—The women! They buy or have the say in buying over 50 per cent. of all merchandise. You can't afford to overlook them.

BREEDERS' NUMBER

Out December 5th—Not least—if last. Our Breeders' interests are paramount. This number is out just at the most opportune time for Xmas advertising.

Plan Now to come into these issues with your brightest and most effective copy.

Our circulation is increasing so rapidly our flat rate of 7c a line is likely to go up after January 1st, 1912. Reserve now the space you want.

Page 847.04; Half page, \$23.52; Quarter page, \$11.76.

FARM AND DAIRY PETERBORO ONTARIO

'A Paper Farmers swear by'