

"Just teach us farmers that there is money in poultry—the rest will come." Surely, read reader of this Farm and Dairy paper, you have been taught in our great Fifth Annual Poultry Number! It is packed full of ideas, tried and true, and full of profitableness for you. Taste and see that Poultry, bar none, will pay you better than any other of the common lines of domesticated farm stock. It's for you to try and do. With Poultry the reward will be ample and sure.

Parcels Post Advocated

The introduction of a parcels post system in Canada was strongly advocated at the recent session in Toron-

**AD. TALK
LXVI.**

Which is better, to have one large advertisement or several smaller ones?

Both are good. Both have their places.

The large advertisement can command attention. It is sure to be seen. If interesting, and it makes the right connection, it is sure to be read.

True, it costs much more. And it is soon gone, and may be forgotten.

But there is something about the large ad.—a certain "punch" that makes it get results. It is like unto a bullet in a gun compared to a load of buck or smaller shot. The bullet gets the bigger game, and gets it quick.

The small advertisement, like the small shot, may scatter. It lacks the driving force. You can hardly expect it to bring down the larger game.

Of course the small ad. like the small shot has its place. And it is a very important one. It is often the only thing for the smaller advertiser. It is of greatest importance for following up the larger ad., keeping in remembrance the larger ad. and its owner in the minds of readers.

Recall the impression that the larger ads. in Farm and Dairy have made upon you. Note them in this issue. Size them up in comparison with the smaller ones.

Keep in mind that the big ads. are not alone for the Commercial Advertiser as you ordinarily think of him. Breeders of live stock often can use a big advertisement to splendid advantage.

Last week at Toronto, Mr. F. R. Mallory, of Frankford, Ont., a Holstein breeder, told us that his recent special full-page reading ad. in Farm and Dairy, costing him \$50.00, brought him sales exceeding \$2,000.00, and more orders than he could fill.

Be not deceived! Space is not the only thing. You must have the right story in the space. Then have it in a good medium—a guaranteed medium, if possible, like Farm and Dairy.—

"A Paper Farmers Swear By"

to of the Dominion Grange. In this connection it was pointed out that because the people of England and the United States now enjoy the benefit of a parcels post system, including exchange mailing privileges which Canada, parcels mailed in England and the United States to points in Canada will be carried and delivered by the Dominion Government although the Dominion Government as yet does not permit Canadian citizens to mail similar parcels to points in the United States and Great Britain.

"My hired man," said Mr. J. J. Morrison, of Arthur, "recently had a suit of clothes delivered to him from England at a cost of about a dollar. Our government delivered this parcel to him, but none of us could mail such a parcel here."

"A parcel was recently delivered to me in Toronto," said Mr. F. M. Chapman, of Toronto, "which had been mailed in England at a postal charge of 5c. I found up our postal rates and found that I could not mail such a parcel from Toronto to Pickering, about 20 miles, without paying \$1.50 postage on them."

The report of the resolutions committee, which favored the introduction of the establishment of a parcels post system in Canada, pointed out that it would have a bearing in the elimination of the middleman, in bringing producer and consumer closer together and in cheapening the cost of transportation as it would furnish farmers and others with a method of escape from the extortionate charges of the express companies. This led one of the farmers present to ask if the parcels that would be carried would be large large enough to be of any material benefit. In reply to this question it was pointed out by Mr. W. L. Smith, of the Weekly Sun, that an 11-pound parcel would make possible the shipment of a small ham, a small turkey, a pair of chickens, ten pounds of butter, eight dozen eggs, baskets of fruit and many other products of the farm.

The report of the resolutions committee urging the Postmaster-General to establish a parcels post system in Canada was carried unanimously.

Tuberculosis Eradication in B.C.

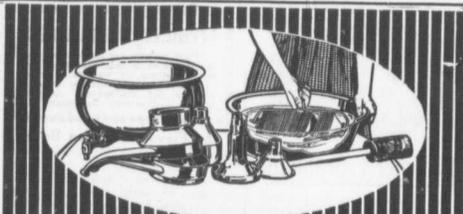
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restriction of the movement of diseased animals is desirable.

"In addition to tuberculin testing, the Provincial Department of Agriculture has had in operation for several years, a very complete system of inspection of cattle stables. All premises are graded according to the existing sanitary conditions, and our inspectors give instructions as to how the sanitary conditions may be improved.

"In conclusion, we would venture the opinion that, in addition to giving protection to the British Columbia farmer, the new regulation will stimulate trade between this province and the other provinces of the Dominion. Furthermore, it will lend encouragement to the breeders in other provinces who have been keeping their herds free from the disease, and, in general, should encourage the fight against bovine tuberculosis. We are convinced that the new regulation will be welcomed by all progressive cattle breeders as an important step in the right direction, and trust that what British Columbia has been able to accomplish may serve of value to the other provinces, indicating as it does, that bovine tuberculosis may be successfully combated."

Plan your order for garden and other seeds now.



DE LAVAL Cream Separators ARE EASIEST TO WASH

The construction of the De Laval bowl is such that it can be completely taken apart for washing.

The discs, bowl parts and tinware have no tubes, crevices, holes or corrugated surfaces such as are found in other machines and which are very hard to clean.

The De Laval discs are washed as a single piece and the whole machine can be thoroughly

CLEANED IN FIVE MINUTES

There is no part of the De Laval bowl which cannot be easily reached and seen, so that the operator can always tell whether or not every part has been properly cleaned.

The ease with which the De Laval can be thoroughly washed and kept in a sanitary condition is one reason why creamerymen prefer De Laval to other separator cream, and is likewise one of the reasons why butter made from De Laval cream has scored highest at the National Dairy Show for over 20 years.

DE LAVAL DAIRY SUPPLY CO., LTD.

173 William St., MONTREAL 128 James St., WINNIPEG

BEGINNER'S COURSE

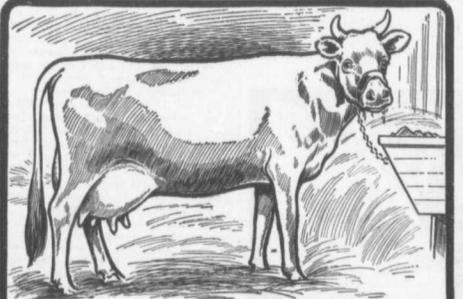
Is your education poor? This course was specially prepared FOR YOU. Starts at the beginning in Arithmetic, Penmanship, Composition, Grammar, Geography. So plain that you can't help understanding it. Learn it at home in your SPARE TIME. Write for circular.

Canadian Correspondence College Limited
Dept. J. TORONTO, Canada.

CRUMB'S IMPROVED WARRIOR STANCHION



WALLACE B. CRUMB, 225, Forestville, Que., C. S. A. Canadian orders filled from Canadian factory. All correspondence should be addressed to the home office. State in inquiry if you prefer booklet in French or English.



The Feed That Makes The Cream

Livingston's Oil Cake is the cheapest feed for cows—cheaper than corn, shorts or even hay. Because it actually increases the richness of cream—and also increases the amount of butter that you get out of the milk.

Test your cows before and after feeding Livingston's Oil Cake for a month—and your "butter money" will show its economy.

Livingston's Oil Cake contains from 8 to 12% of pure Limes Oil—are soft enough to break into small bits—and are completely and easily digested. Write us for sample and prices if your dealer cannot supply you. Dominion Limes Oil Co., Limited, Bross, Toronto, Montreal.

Livingston's Dairy Oil Cake