

Giving Money Away

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—this one has a Cream Separator that never would and never will skim clean; he is **Losing His Money** twice a day through the skim milk spout. Now which is the worst form of insanity? This is the way the small losses count up. The average loss on each cow each day in the year will be at least one cent.

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WE WANT AGENTS FOR A FEW UNREPRESENTED DISTRICTS

Our New Name Will Be—FARM AND DAIRY

The new name of The Canadian Dairyman and Farming World, commencing the first of January, will be **FARM AND DAIRY**. The first person among those who took part in our competition for a new name, to suggest this name, was Henry Rouse, Norfolk Co., Ont., whose letter was the eighth received in the competition and the first to suggest the name **Farm and Dairy**. The next to suggest this name was Mrs. Richard Allen, Grey Co., Ont., whose letter was the sixteenth to be received. Then came the same suggestion from the following parties whose letters were received in the order indicated: Maggie Dykeman, Waterloo Co., Ont., 18; Henry T. Ward, Victoria, B. C., 25; Thomas Butt, Lincoln Co., Ont., 27; Lyman C. Smith, Ontario Co., Ont., 34; Belle A. Judson, Queen's Co., P. E. I., 48; Wm. Houston, York Co., Ont., 51; and J. D. Crawford, Hochelaga Co., Que., 50. It will be noticed that among the competitors who suggested the winning name was one living as far west as British Columbia, and another living as far east as Prince Edward Island. We are sending Mr. Rouse the first prize of three dollars. The other competitors who suggested the same name are having their subscriptions extended in accordance with the terms of the competition.

WHY NAME WAS CHOSEN

In choosing the name, **Farm and Dairy** from among the many excellent names submitted, the committee who made the choice took into consideration the points called for in the announcement of the competition, namely, that the new name, 1st, must be short; 2nd, that it must stand for something; 3rd, that it must show that the paper is devoted to the great farming interests; and 4th, that it must show that the paper is devoted to Canada's leading branch of agriculture, dairying. The committee decided that the name they selected covered all these points better than any other. They recommended that the words, "and Rural Home," should be added in smaller type. This recommendation has been adopted.

Nine competitors suggested the similar name, "The **Farm and Dairy**." Being one word longer than "Farm and Dairy," the latter name was preferred on that account. Those who suggested this name were: W. W. Gray, Perth Co., Ont.; G. de W. Green, York Co., Ont.; C. N. Brown, Peterboro Co., Ont.; C. E. Weeks, Yale and Caribou, B. C.; Estella Waterman, Peterboro Co., Ont.; O. W. Foster, Prince Edward Co., Ont.; Belle Melvor, Bruce Co., Ont.; John A. Macdonald, York Co., Ont.; and A. B. Webster.

REASONS FOR THE NAME

In suggesting the name, "Farm and Dairy," Mr. Rouse wrote: "The present name of your paper is too long. The name 'Farm and Dairy,' applies both to the dairy and to general farming." Mr. Rich. Allen wrote: "The name 'Farm and Dairy' would be very suitable. It is so much like the old name." The reasons given by Miss Maggie Dykeman were because the name was short and yet conveyed an idea of the contents of the paper." She added: "We have taken The Canadian Dairyman and Farming World for eight years, and could not farm without it."

Mr. Ward was the successful competitor in a similar competition held a number of years ago by "Farm and Home," and as a prize for suggesting that name he was given a life subscription to the paper. Had he been living in the east where he could have seen the announcement of our competition at an earlier date, he might have won this second competi-

tion also. His reasons for his choice were given by him in his letter as follows: "The name, 'Farm and Dairy,' is short; it indicates concisely that the paper considers the interests of both farmers and dairymen, and is easily remembered, and it comes tripping from the tongue."

Mr. Butler pointed out in his letter that the name "Farm and Dairy," is short, handy and to the point, and that it is appropriate; because the paper is devoted both to farming and dairying. "Brevity is the soul of wit," was the terse manner in which Mr. Lyman C. Smith, the principal of the high school at Oshawa, explained his reason for choosing the name, "Farm and Dairy." Miss Bell A. Judson, in her letter wrote, "The name I send you is, 'Farm and Dairy,' because the paper is a great help to the farmer and also to the dairy woman, in as much as it gives important information for everybody who cares to learn."

WHEN FIRST SUGGESTED

The name "Farm and Dairy," which has been selected, was really suggested first by Mr. C. E. James, the Deputy Minister of Agriculture for Ontario. Early last summer a member of the staff of The Canadian Dairyman and Farming World happened to mention to Mr. James that it was the intention of the management of the paper to adopt a new name about the first of next year. Mr. James immediately suggested the name "Farm and Dairy." At first we did not approve of this suggestion, but the more we thought about it, the greater appeared the merit of the name. We, therefore, had practically made up our minds to adopt that name anyway, before the competition was started but thought that we would give our readers a chance to suggest a better name than they could think of. This explanation does not detract in any way from the credit due those competitors who suggested the same name, as, had they known earlier in the year of our intention to change the name of the paper, they probably would have been as prompt with their suggestion as was Mr. James.

MR DRYDEN CHOSE IT ALSO

After the competition had closed and shortly after the list of names suggested had been published in the paper, our editor-in-chief received a private letter from Hon. John Dryden, Toronto, who, in referring to the names that had been suggested, wrote as follows: "My judgment would be in favor of 'Farm and Dairy.' It expresses all that is contained in any of the names suggested. It is clear, clean and neat; easily spoken, easily written, very comprehensive. You are turning out some papers."

Other prominent men who were prompt to approve of the selection of this name were Senator D. Derbyshire, of Brockville, Mr. R. G. Murphy, of Brockville, the secretary of the Eastern Ontario Dairymen's Association, and Mr. G. G. Publow, of Kingston, the chief dairy instructor for Eastern Ontario. It is interesting to note in this connection that one of the competitors who suggested the name, namely, Mr. Houston, is one of the editors of The Toronto Globe.

We hope that our readers will like the new name that we have chosen, and that they will help us in making it popular with the farmers and dairymen of Canada. We desire to thank our readers also, for the interest they have taken in the competition and for their many excellent suggestions, there having been over 200 competitors and over 150 names suggested.

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