

**PUBLISHERS' DESK**

You'll be delighted with this issue through and through. We've been right out on the firing line as usual amongst the successful ones, and we have our pages all alive again with the good stuff, which it will pay you well to read, think over and act upon.

This issue is again a double record breaker—going out to more people than ever before and carrying more advertising than our Dairy Annual of a year ago.

We're just a little bit proud of the way that Farm and Dairy is going ahead. When you come to think of it, and know that we refuse absolutely to publish what is oftentimes as much as 22 per cent. of commercial advertising offering, and we do not solicit at all as much as 37½ per cent. of advertising that most papers will carry without objection, it means something to get out issues as big as this one.

For much of this growth we are indebted to you for your loyal support in thinking well of our advertisers and in talking about Farm and Dairy. Our advertisers appreciate the unbounded confidence you have in them when you see their advertisements in our absolutely guaranteed columns.

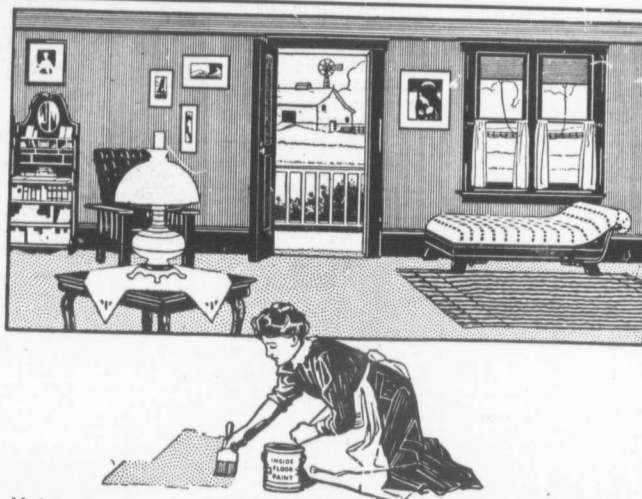
These far-sighted, keen, straightforward business men, who place their ads. in Farm and Dairy, pay well for the privilege of talking to you through their advertisements. They know that you have need of what they manufacture and have to sell. They know, too, that through Farm and Dairy they have the best paying means of reaching you, acquainting you with their goods, and effecting sales to you that are better to them because they have thus assisted sales and cut down greatly their overhead cost of selling. They appreciate the fact that you are a dairy farmer, and represent all which you typify in the way of progress and purchasing power. Moreover, they like the nice clean company their ads. are always with in Farm and Dairy.

We are destined to grow and become more and more useful and helpful to you. Better and better things we are gathering and preparing and planning to give you week by week during the months to come.

You can encourage us greatly in this good work. Would it be asking too much for you to plan right now to see one of your friends or neighbors about taking on Farm and Dairy? It would help us greatly and bring gladness to our hearts that you have thus passed on and shared your good fortune with your neighbors. Perhaps you will step to the phone now or see one of your friends first time you go out, and ask one of your neighbors to join the ranks with you, and become a subscriber to Farm and Dairy! Thank you. Here's a hand-clasp of appreciation of your service.

Our next Special will be a Farm Improvement Number (5th annual), out May 8th. We've a lot of good material already on hand for it. Would you care to help us make it better? A short pointed letter about some improvement you have made, or a photograph, would be acceptable.

Just in conclusion, here's our best wishes for you and assurance of every assistance we can give you in helping you to get your big fat slice of the probable \$125,000,000 Canadian Dairy Industry of 1913.



**Make the interior of your home comfortable, wholesome and cozy**

Not everyone knows how much paints and varnishes help to do this. How old furniture can be made to look like new, sanded, worn floors can be made clean and fresh; sanitary. Here are a few hints, all can be carried out at small expense.

Use S-W FLAT-TONE for your walls. A durable oil paint that dries with a soft velvety finish. Absolutely sanitary. Can be washed with soap and water. Twenty-four beautiful colors. The S-W MAR-NOT on hardwood and hard pine floors. A durable, effect on an old floor. Made in light and dark oak, mahogany etc. Use S-W INSIDE FLOOR PAINT for a painted finish. Use S-W FLOOR-LAC on soft wood floors. Gives a hardwood effect on a painted finish. Use S-W FAMILY PAINT for touch-up around the house. Just the thing to paint woodwork, doors, cupboard, etc. Use S-W ENAMEL for painting and decorating woodwork, doors, furniture, picture frames, etc. Use a Sherwin-Williams Paint, Varnish, Stain or Enamel for every surface that needs finishing around the house. There is a Sherwin-Williams Agent in your town. Ask him for color cards.

**THE SHERWIN-WILLIAMS CO.**  
of Canada, Limited

PAINT, VARNISH & COLOR MAKERS  
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.  
OFFICE & WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER, LONDON, ENG.

FOR SALE—Barred Plymouth Rock, Pekin and Rouen Duck Eggs. Each, \$1.00 a setting—C. R. Wallace, Shanley, Ont.

**GRAND TRUNK RAILWAY SYSTEM**

**HOMESEEKERS' EXCURSIONS**  
To MANITOBA, SASKATCHEWAN AND ALBERTA

each TUESDAY until Oct. 28 inclusive.  
WINNIPEG AND RETURN .... \$35.00  
EDMONTON AND RETURN .... 43.00  
Proportionate low rates to other points  
Return limit two months.

**Settlers' Excursions**

To ALBERTA AND SASKATCHEWAN Every TUESDAY until April 23rd inclusive. From stations in Ontario, Port Hope, Peterboro and West, at very low rates.  
Through coaches and Pullman Tourist Sleeping cars are operated to WINNIPEG without change, leaving Toronto 11.00 p.m., via Chicago and St. Paul on above dates.  
The Grand Trunk Pacific Railway is the shortest and quickest route between Winnipeg-Saskatoon-Edmonton.

Beth Reservations and particulars from Grand Trunk agents.

**It is Most Desirable**

that you say, "I saw your adv. in Farm and Dairy." Do this when you write advertisers and take full advantage of Our Absolute Guarantee!

**CANADIAN PACIFIC**

**EXCURSIONS**  
To Manitoba, Saskatchewan, Alberta

**HOMESEEKERS**

Low Round Trip Rates each Tuesday, March to October inclusive  
Winnipeg and Return - \$35.00  
Edmonton and Return - 43.00  
Other points in proportion  
Return limit two months.

**TOURIST SLEEPING CARS**

on all excursions. Comfortable berths, fully equipped with bedding, can be secured at moderate rates through local agent.

**SETTLERS**

For settlers traveling with live stock and effects should use

**SPECIAL TRAINS**  
Leaving Toronto  
Each TUESDAY  
MARCH AND APRIL  
10.20 p.m.

Settlers and families without live stock should use  
**REGULAR TRAINS**  
Leaving Toronto  
10.20 p.m. Daily  
Through Colonist and Tourist Sleepers

**COLONIST CARS ON ALL TRAINS**  
No charge for berths

Home Seeker's Trains Leave Toronto 10.20 p.m. during March, April, September and October, and at 2 p.m. and 10.20 p.m. during May, June, July and August.

Through Trains Toronto to Winnipeg and West  
Full particulars from any C.P.R. Agent or write M. G. Murphy, District Passenger Agent, Toronto