

coast, Ontario fruit men are at a great disadvantage in disposing of their high grade fruit. The establishment of such box packing courses throughout Ontario would lead to this style of packing being largely adopted for fancy and No. 1 fruit, which at present the most of our packers do not know how to put up. This would be a good line of work for the District Representatives in the fruit producing counties to interest themselves in.

Cooperation, City and Country
C. R. Barns, Minnesota College of Agriculture

Whatever advantages the city may claim over the country, either as a place of residence or as an arena for business enterprise, are mainly due to the fact that in the city the principle of cooperation has found a larger development.

The cooperation may be often involuntary, and in many cases the principle has been perverted to the enrichment of corporate and other

IX

What can be advertised successfully to the farmer?

Look up the index to the catalogue of mail order houses, such as EATON'S or SIMPSON'S!

You probably know what this would mean and you can therefore GRASP the EXTENT OF THE FARMERS' NEEDS.

A prominent mail order man has said:

"The house I represent attends to the needs of a farmer from the hour he is born to the hour of his death. He arises in the morning, disrobes his night dress supplied by our linen department. He washes his face from one of our handy combination wash-stands, he pokes the fire in one of our stoves, he slips his feet into boots from our shoe department and dons our xxx overalls. He goes forth to the barn, feeds his horses and cows, comes after feeding time once more to the barn, throws a set of our harness on his team, hitches them to a plow we sold him and makes a few rounds before breakfast. He is recalled from the barn by the sound of a bell rung by his wife and supplied by us.

He goes through each rotation of his daily duty and we are with him every moment in some manner.

"At night his children play games supplied by us, his wife sings from a song book to the accompaniment of our piano or organ and thus the day ends with contact with our bed, our pillows, our mattress and coverings.

"Every walk, every age of his life we furnish his needs, until at last his heirs order from our catalogue the stone which ultimately marks his resting place. This gentleman, is the possibility of the farm buying, and commerce cannot fail its utmost duty to itself unless it serves the farmer first and always."

The best possible customers are in the country. To reach them right you will need to use the farm papers.

TO GET THE DAIRY FARMERS OF Canada YOU MUST USE THEIR FARM PAPER.—FARM AND DAIRY.

Just at this season as you are about to enter on the New Year, THINK ABOUT this matter.

Resolve to GET THIS PROFITABLE TRADE, which is yours when you use space in Farm and Dairy,—this paper,—

"A Paper Farmers Swear By"

monopolies; but it nevertheless permeates all municipal life as to constitute the largest factor in the making of the city. The improved roadways and sidewalks, the water supply and sewer systems, gas and electric lighting and heating facilities, the trolley lines, telephone service, parks, libraries, picture galleries, hospitals, express deliveries, cheap amusements and superior school advantages—all are the fruits of a varied application of the "cooperative plan."

A SIMPLE DEFINITION

Cooperation is simply an agreement by a number of men to unite in doing or maintaining something which none of them, individually, would be able to do or maintain. The mere fact of a man's taking up his residence in a city makes him, however involuntarily, a cooperator in all its works of public service. Their maintenance is a part of the "cost of living" there.

The growth of cooperation has been more rapid in the cities because of the multiplied contracts among the number of people there brought together, which have practically forced them to join hands for the general advancement, along some lines; and along others, has made it easy for the corporate and monopolistic beneficiaries of cooperation to levy the tribute charged for the use of their several conveniences—conveniences which the multitude was not yet ready to install from its own resources.

WE HAVE IT TOO

But today similar cooperation—stimulated by the presence of the telephone, the trolley, the daily mails, and all that they imply—are as numerous in many a country district as they were in the city of "ye olden time" before the advent there of the agencies named. And the multiplication of contracts stirs the progressive spirit in the country as it has done in the city. And that spirit can find no outlet like that afforded by the development of cooperation.

How many are the avenues of beneficent endeavor which center at Cooperator's door! Yet how few of these avenues have we, until recently, tried to penetrate! We have made some beginnings with cooperative elevators and grain-selling, with creameries and egg-selling associations; with live stock shipping and stock-reeding associations; with fruit-growers' and market-gardeners' unions. But nine-tenths of the business in the several lines named is still handled on a non-cooperative basis; and this in the face of repeated demonstrations of the effectiveness of co-operation in securing larger returns to the farmer.

FIELDS FOR COOPERATION

The extension of cooperation along these lines may well engage a large share of the new spirit now kindling. So, also, may the "Good Roads" movement, than which few cooperative undertakings promise more. Such extension will make effective the application of the cooperative idea to the purchase and use of costly farm machinery; to the creation—where neighbors are sufficiently near—of a permanent supply of running water; to the common raising, for shipment by the carload, of a single kind of vegetable, a single breed of cattle or hogs, a single type of horse; to the establishment of social and civic centers at school houses or churches; to the beautifying of country roads with shade-trees and side-lawns; to the establishment of a free government news service, which shall enable the country daily to compete with the city sheet, and thus restore the independence and dignity of journalism; to the lightening of the burdens of the farmer's wife by the advent of the cooperative laundry. These are but a few of many avenues through which, by cooperation, our people may attain to higher and better living.



THE RIGHT OF WAY

IN THE BOWL OF THE

De Laval

CREAM SEPARATOR

No confusion occurs between the cream and skimming currents.

There is a guarded channel for each, and yet any dilatory fat particles have full opportunity to join the cream current without disturbance in any way. Each has its full right of way entrance into until discharged from the machine. That's why the skimming is so perfect.

GET A CATALOGUE

THE DE LAVAL SEPARATOR CO.

175-177 Williams St.

MONTREAL

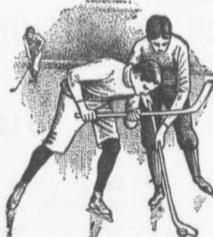
WINNIPEG - - - VANCOUVER

Who Says Skates?

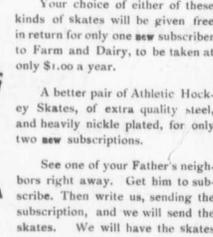
We have Skates for every boy and for every girl. They are good skates. They will delight you.

Do you want Hockey Skates or do you want Spring Skates?

We have both kinds. Every boy and every girl who helps us may have a choice of either of these as shown below.



(Spring Skates)



8 (Hockey Skates)

Your choice of either of these kinds of skates will be given free in return for only one new subscriber to Farm and Dairy, to be taken at only \$1.00 a year.

A better pair of Athletic Hockey Skates, of extra quality steel, and heavily nickel plated, for only two new subscriptions.

See one of your Father's neighbors right away. Get him to subscribe. Then write us, sending the Subscription, and we will send the skates. We will have the skates to you in a few days.

Which of These Two Kinds Do You Want?




In ordering skates send the size of the boot in inches from the extreme heel to the extreme toe.

Farm and Dairy, Peterboro, Ont.