

20,000 Acres Wheat Land

In the Famous Goose and Eagle Lake Country, with Homesteads Adjoining.

If you have Western Lands and wish to sell, kindly furnish us with description of it, the price per acre and terms of sale, and we will undertake to find you a purchaser.

C. W. Blackstock & Co.,
BOX 21, REGINA, SASK.



FARMS

Send for our list of Alberta farms for sale.

Benson & Houlton, Calgary, Alta.

FARM LABORERS

Farmers desiring help for the coming season should apply at once to the Government Free Farm Labor Bureau. Write for application form to

Thos. Southworth
Director of Colonization, Toronto.

FARM HELP



IS DEAR, BUT A

Canadian Airmotor

IS DEAD CHEAP.

WILL Cut Straw, Crush Crain, Pump Water, Run Pulper & Grindstone.

FIRST COST ONLY.

Pumps, Grinders, Tanks, Gasoline Engines, etc
ONTARIO WIND ENGINE & PUMP CO., Ltd.
Toronto, Ont.

FARMER'S ADVOCATE "Want and For Sale" Ads. bring good results. Send in your ads and you will soon know all about it. **The Wm. Weld Co. Ltd., London, Ont.**

"Don'ts" for Advertisers.

From an address on advertising, by F. D. Coburn, Secretary of the Kansas State Board of Agriculture, at a banquet given to six hundred advertising men at the Auditorium Hotel, Chicago, we cull the following condensed advertising philosophy, which we commend to livestock as well as commercial advertisers.

Don't expect too much. Advertising may seem to work miracles in some instances, but miracles are exceptions and not the rule.

Don't lie. Live up to your announcements.

Don't indulge in flapdoodle, and don't sleep over.

Don't be stingy in your appropriation.

Don't try to tell too much in a small space. Give your announcement daylight and breathing room. A stuffed advertisement is liable to have a short reach.

Don't overlook the value of well-made, well-printed, convincing illustrations.

Don't fail, if not located at a well-known point, always to announce your direction and distance from some well-known point, and the railroads that reach you.

Don't forget that reading notices and gossip cost the publisher money.

Don't demand something for nothing, especially long-winded puff of yourself and what you have. Pay your way, and pleasantly; the prompt payment is doubly sanctified. The haggler, the skindivert, the knocker and bluffer may carry his point at times, but in the long run he will lose out in standing, if not in money.

Don't, if the publisher makes an error, of commission or omission (and these errors are common of most of us), try to regulate him by rudeness until other means have failed. There are few instances in which a publisher is not glad to rectify in good measure any mistakes for which his office is responsible.

Don't drop out. Keep something doing. Change your copy, and stay alive.

Don't forget to award the other fellow the same square deal you ask for yourself.

When a Scotsman answers a question he settles the matter in dispute once for all. On a certain occasion, the question was asked: "Why was Mary Queen of Scots born at Linlithgow?" Sandy Kerr promptly answered: "Because her mither happened to be laying there at the time," and there a truly seemed to be nothing more to be said on the subject.

Oh, a trouble's a ton, or a trouble's no come.

Or a trouble is what you make it; And it isn't the fact that you're hurt that counts,

But only how you take it. You are beaten to earth? Well, well, what's that?

Come up with a smiling face. It's nothing against you to fall down flat.

But to lie there—that's disgrace.

The story is told of a college professor who was noted for his concentration of mind.

The professor was returning home one night from a scientific meeting, still pondering over the subject. He had reached his room in safety, when he heard a noise.

"Is someone there?" he asked.

"No, professor," answered the intruder under the bed, who knew of the professor's peculiarities.

"That's strange! I was positive someone was under my bed," commented the learned man.

This story is told by the Rev. R. W. Alexander, of North Carolina. "An old colored man stole a pig, and after getting home with the animal, he left to pray before retiring. His wife heard him praying to the Lord to forgive him for stealing the pig. She went to sleep with Uncle Eph still praying. Later in the night she woke up and saw her husband still kneeling in prayer. At daybreak his supplications had not ceased. "Eph, why don't you come to bed?" asked his wife. "Let me alone. 'Riah, de no' I tries to splain to de Lord how I come to steal dat pig, de wasser I gets mixed."

Dairy Talks by the EMPIRE Dairy Maid—No. 6.

It's to Your Interest



It is to your interest to get a cream separator that won't make you more work than it saves.

It's to your interest to get a cream separator that is both easy to turn and easy to clean.

It's to your interest to get a cream separator that does not break down.

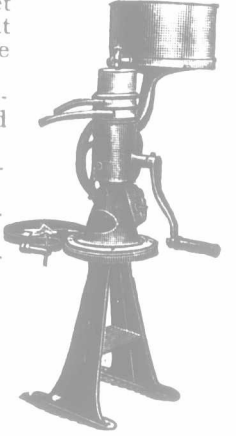
It's to your interest to get a separator that does not wear out.

It's to your interest to get a separator that will get all the cream. Consequently,

It's to your interest first to investigate and then to get an

Improved Frictionless

EMPIRE Easy Running CREAM SEPARATOR



Here is the reason in one word: *Simplicity.* As one of our customers says: "It is simply perfect because it's so perfectly simple."

Its small light bowl with few parts, requires little machinery for turning it, and little labor on your part.

Its smooth surface and few interior parts make it easy to clean.

Its five compartments make it a close skimmer. The milk is given five separate separations. None of the cream can get away.

Its superior construction—the extra materials and workmanship in it—make it extremely durable.

Its few parts make it need few repairs. Its years of reputation and its standing make you perfectly safe in buying it.

It will make more dollars for you than any other separator. No question about it. It is to your interest to investigate.

When I you, then, send your name and get some of the Empire books? They are good reading.

Please tell how many cows you keep and what you do with the milk. Address

EMPIRE CREAM SEPARATOR COMPANY OF CANADA, Ltd.,

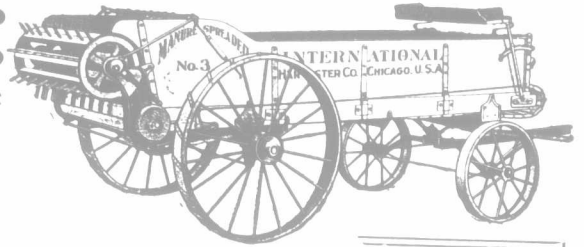
Toronto, Ontario.

Ask for the book you want—

1. Full catalog and price list. 2. Dairy Results—Dollars. 3. Money and the Way to Make It.

The I. H. C. and Other Spreaders

It will pay you to get right down to cases and compare the I. H. C. Spreader with other spreaders before you buy



YOU will find, first of all, that the I. H. C. spreaders handle all kinds of manure satisfactorily, under all conditions.

You will find that by their use you will get just about double value from your manure.

You will find them the best designed and the simplest of all spreaders. And that will mean not only less work and trouble in operating but much less breakage.

Then there is their superb strength—not cumbersome, unnecessary weight but strong where strength is needed and light where there is little or no strain.

There has been nothing overlooked that makes for light draft, easy handling, good work or durability.

Are you disposed favorably toward some feature of another machine? You will find no device or contrivance essential to right spreading of manure but that is employed in its best form on the I. H. C. spreaders.

And you will find features on the I. H. C. spreaders that you will find on no other spreaders.

Look at the vibrating rake which levels your load and brings manure up square to the cylinder. No other spreader has this device and yet you absolutely cannot spread manure uniformly without it.

Examine the superb steel wheels, broad tires, staggered spokes, clutches in both hind wheels, front ones cutting under for short turning.

The one lever, convenient to your right hand, is far more desirable than a different lever for every movement to be made.

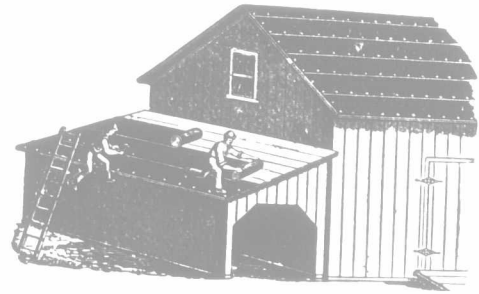
These are but simple suggestions. Are they not worth looking into? There are lots of other points just as important. That's why other spreaders before you buy.

These spreaders are made in three sizes for each of the two types, Clover leaf, endless apron, and Corn King, return apron, and meet requirements of all sections and all classes of work.

Call on the International Agent for information or write nearest branch house for catalog.

CANADIAN BRANCHES: Calgary, London, Montreal, Ottawa, Regina, St. John, Toronto, Winnipeg.

INTERNATIONAL HARVESTER COMPANY OF AMERICA, CHICAGO, U. S. A. (INCORPORATED)



Mica Roofing

For steep or flat roofs, waterproof, fireproof, easily laid, cheaper than other roofing. Send stamp for sample and mention this paper.

Hamilton Mica Roofing Co., 101 Rebecca St. HAMILTON, CANADA



Every Subscriber

should be a member of our Literary Society and wear one of our handsome Rolled and Enamel Stick Pins. These are beauties. Send for only one new subscriber to THE FARMER'S ADVOCATE AND HOME MAGAZINE, at \$1.00 and we will send you a pin, and enter your name as our new membership roll.