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Naturally we refused to give
other than our low FLAT rate.

In adopting the FLAT rate,
which we have followed now
four years, we are in line with
the policy of the great farm
weeklies in the United States.

The Orange Jud publications,
Pierce's Weeklies, The Farm
Journal, The Breeders' Gazette

—yes, and several of our leading
Canadian publications, including
the Montreal Weekly Star, take
business on the FLAT RATE,
and on the FLAT rate ONLY.

Our surely is progressive.
Ours will continue to be the
FLAT rate.

We will continue this progres-
sive policy and take business on
the SAME-PRICE-TO-YOU-AS-
TO THE OTHER FELLOW
basis.

And we will continue our pro-
gressive result-bringing editorial
policy, which will make Farm
and Dairy continue to be

Does business on the "open
and above board" appeal to
you?

Do you favor THE PRINCIPLE
OF THE SQUARE DEAL?

Progressive publishing houses
emulate this ideal when they
adopt the FLAT rate for advertis-
ing.

The intricacies of the old time
rate card charging various rates
for varying amounts of space has
always bred suspicion in the
minds of advertisers. They fear
that the other fellow is getting
an advantage; getting a better
rate, by which he obtains adver-
tising at a lower cost.

Another disadvantage: To get
the advantage of the lowest rate
an advertiser must tie himself
up to use a large amount of space
within a specified time.

Sometimes this extra space—
signed for in order to get the
lower rate—represents sheer
waste.

Most decidedly this is not in
the interest of the advertiser.

To place our business right out
in the open: To put it on a plane
where all can understand: To
guarantee a square deal to all,
Farm and Dairy has for some
years followed the flat rate basis
of charging for its advertising
space.

To a few advertisers, it would
seem, require to be educated up
to THE SOUNDNESS OF THE
FLAT RATE PRINCIPLE.

Last week we were "called"
unprogressive by an advertiser.
who asked us to give consideration
if he placed a 5000 line con-
tract.

Naturally we refused to give
other than our low FLAT rate.

In adopting the FLAT rate,
which we have followed now
four years, we are in line with
the policy of the great farm
weeklies in the United States.
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Journal, The Breeders' Gazette
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"A Paper Farmers Swear By"

With every ton of grain sold on the
market the farmer sells from \$5 to \$10
worth of soil fertility. When the
grain is fed on the farm and the pro-
duce is sold in butter, less than five
cents worth of fertility is sold.

PUBLISHERS' DESK

Good Things for You This Year

Now that we have begun the New
Year, a great many of our people may
be interested to know of some of the
special things we will have for them in
Farm and Dairy during this year of
1912.

More attention will be given to
horses in Farm and Dairy this year
than hitherto. We have engaged the
services of two prominent and well-
known veterinarians who will write a
special series of articles dealing with
subjects pertaining to horses, giving
information not generally known, or
available to farmers.

HORSE ARTICLES
The articles for one of these series
are already written and are in our
office. They deal with such subjects
as "Corn Silage as a Food for
Horses," "Fattening Drafts,"
"How to go about Sizing up a Horse
when you go to Buy One," "How to
Administer a Ball," "How to Give a
Drench," "A number of the articles
will deal with various vices of horses
and how to control them, these in-
cluding balking, cribbing, kicking,
halter pulling, etc. Later on, articles
will appear on that dread disease of
foals, Navel-ill, and How to Hand-
raise foals that have lost their moth-
ers.

PRIZE FARMERS DESCRIBED
Twenty-five of the descriptive ar-
ticles, illustrated, about the prize-
winning farmers in the Inter-Provin-
cial Prize Farms Contest of last year,
will be published in Farm and Dairy
during the next few months. Each of
thirty-one prize winning farmers have
written or will write for us three
essays each on some phase of their
farm work with which they have been
unusually successful. These articles
are required of these successful farm-
ers by the rules of the competition.
They will shortly appear in these col-
umns, ninety-three articles in all, be-
ing published from week to week as
space permits.

CARTOONS ON A GREAT QUESTION
We have arranged for a special se-
ries of cartoons and have a number
of these on hand already, which will
appear from week to week, illustrat-
ing the points brought out in the spe-
cial articles now appearing weekly in
Farm and Dairy on that great ques-
tion of "Why Boys Leave the Farm."
These articles and cartoons are the
result of several years of study of a
great economic question in which our
farmers are vitally concerned and be-
cause of which our farmers and work-
ing people are being sadly crushed
and kept from their rightful own.
Probably many of your neighbors
would be glad to know about these
articles and to read them. We would
greatly appreciate your kindness if
you would draw these articles to the
attention of some of your friends and
neighbors.

ILLUSTRATIONS AND ARTICLES
Our illustrations will be of our
usual high quality; reproduced on the
fine calendar paper we use, they
show up almost as good as original
photographs. Our articles will con-
tinue to be of that short, condensed,
timely, practical nature for which
Farm and Dairy is noted, and will be
contributed by the most successful
farmers in this country.

Space will not permit us to tell you
of the many good things we will have
for you this year at this writing. We
will tell you of more at another time.

1912 Specials—Beginning with
February 1, we will again publish a
series of Eight Special Magazine
Numbers of Farm and Dairy. The
list of these is as follows: "Poultry
Number, Feb. 1; Orchard and Gar-
dening, Feb. 8; (Continued on page 14)

DE LAVAL Cream and Butter Triumphs Usual At National Dairy Show

Cream and butter produced through the use of DE LAVAL CREAM SEPARATORS made the usual clean sweep of all Highest Awards at the great 1911 National Dairy Show (including the annual convention of the National Buttermakers Association) held in Chicago October 26th—November 4th, just as has al ways been the case since the organization of the National Association in 1892.

WHOLE MILK CREAMERY BUTTER

The sweepstakes or highest award in this case was won by A. J. Anderson, Otisco, Minn., with a score of 97-50, who says: "I have been using De Laval separators for ten years and would not think of using any other."

FARM SEPARATOR BUTTER

The sweepstakes in the gathered cream factory made butter class was won by R. O. Bryce, of the Readstown Creamery Co., Readstown, Wis., with a score of 98-33, this prize winning butter being made from the cream of farm patrons using De Laval separators exclusively.

Mr. Bryce says: "I was raised on a dairy farm, where my father used a De Laval separator, and my own separator experience covers a period of twenty years. I have found the De Laval machines everything that is claimed for them."

HIGHEST PRIZE CREAM EXHIBIT

The highest award for cream was made to Nichols Bros., Bloomfield, Ky., with a score of 98-80, who say: "If I didn't use the best separator we could not have made this record. Our experience has proved the De Laval the only separator that 'delivered the goods.'"

DE LAVAL PRODUCTS ALWAYS SUPERIOR

Would-be competitors are naturally forced to make many claims for their separators. But the superiority of De Laval cream and butter, as evidenced by the winning of all highest prize awards the world over for twenty years, is something so overwhelming as to be indisputable and unanswerable even by the most reckless would-be competitor.

THE DE LAVAL SEPARATOR CO.

173 William St. Montreal, Can.

14 Princess St. Winnipeg, Can.

SKATES Given Away Free

to every boy and every girl and every other person too who reads this advertisement and would like to have right now a brand new pair of skates. HOCKEY SKATES OR SPRING SKATES, which do you want? Take your choice of either kind. We will give one pair to you FREE in return for only one new subscription to Farm and Dairy taken at \$1.00 a year.

A better pair of Athletic Skates of extra quality steel and beautifully nickel-plated— for only two new subscriptions.

These are elegant skates. You will be proud to own them.

See a friend or a neighbor get him to take Farm and Dairy for one year (including all our Special Magazine Numbers and Illustrated Supplements), send us his subscription and we will send your skates at once. You can have them in a few days.

We'll do our part. Send in the new subscription and get ready to enjoy the fun of having a brand new pair of bright shining skates right now while the skating is good.

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

FARM AND DAIRY - Peterboro, Ont.