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Will you take a little trip with us and look into that Exhibition Number (our fifth annual) we gave you last week.

Did you notice how it bristled with new ideas? It would set anyone thinking about farm and home improvement.

That description of how R. R. Ness developed his farm to be considered the best dairy farm in two Provinces ought to inspire hundreds of young farmers with desire to live and do.

Think you any man who takes Farm and Dairy regularly, paying \$1.00 a year for it, will pass by that number lightly? It contains like our regular issues information of real worth to him and it is special and more of it. Being in colors, it is that much more attractive and will be kept so much the longer.

Supposing you turn to the advertisements. Count them over for ideas, and news and having cash value for Mr. Farmer, his wife and family.

An average of 6 to 7 people every week see our copy of Farm and Dairy. Our Ex. Special last week will beat this average by considerable since it will be handed around more amongst the neighbors.

And there were upwards of 17,000 copies of the issue printed and circulated to our people—the Dairy farmers.

These Dairy farmers have unusually attractive purchasing power. Farms average above 145 acres, incomes each above \$2,000 annually.

Most of these Dairy Farmers of ours are in Ontario. Here's the figures for outsiders: Quebec, 1,228; Nova Scotia, 159; New Brunswick, 756; Prince Edw. Island, 66; Newfld., 3; Manitoba, 110; Sask., 134; Alberta, 134; British Columbia, 527; British, 54; United States, 66; Foreign, 6.

You see then what an influence an issue of Farm and Dairy yields each week. Because of special information 'tis so much greater with our Magazine Numbers, like last week's, of which we get out eight each year, all going to our people at no extra cost to them.

Five years now we have issued exhibition numbers. It must be that they create amongst our people a psychological impulse to buy, for last week again was a record breaker: 43% ahead of last year, and 4½% ahead of any previous special in four years in receipts for paid commercial advertising, and then that issue included an illustrated supplement.

We're out to do still better things and make still more worth while this paper,—

"A Paper Farmers Swear By"

Money Saved by Cooperative Buying

Gordon Deneau, Sec'y, Erie Grange, Malden Centre, Ont.

We have been buying cooperatively through our Grange since our organization first started. I will give Farm and Dairy readers an account of what we bought the past year.

Bought of W. E. Currie, McGaw Bldg., Detroit, Mich., 712 car loads of fence posts averaging between 1,000 and 1,100 each shipped to Amherstburg Station, freight paid, costing us 18 cents each. Dealers were asking 23 cents for posts not any better.

Bought of Sarnia Fence Co., 4,000 rods of wire fence shipped to same station, freight paid, at 31 cents a rod, which caused other firms to reduce their prices, thereby not only helping Grangers but all farmers generally.

Bought of Port Huron Salt Co., Detroit, Mich., in January, along with Maple Leaf Grange, a car load of salt shipped to Amherstburg, duty and freight paid, paying one of our members for handling. We got rock salt at 52 cents a cwt., and granulated

IF Ontario follows the course prescribed by the Minister of Agriculture in reference to dairying, we have little to fear from there in the way of competition. According to a recent Canadian exchange we note that "Hon. Jas. Duff, Canadian Minister of Agriculture, will use \$12,000 Federal grant in aid of Ontario Agriculture in establishing a herd of dual-purpose shorthorns in the province."—Butter, Cheese and Egg Journal, Milwaukee.

(300 lbs. to the sack), at 72 cents each. We have part of a car now on the way which has not arrived. The freight on a full car is very little more than on part of a car.

We also buy coal by the car load. There is very little difference in price.

A Jersey Herd Under Test

G. E. Ford, Missisquoi Co., Que.

I began testing my dairy herd in 1904 when our Cow Testing Association at Cowansville was first formed. At that time my herd was composed of native cows of no particular breed. After testing for a short time I found many very good cows, but I also found a great many poor ones. At last I decided to choose one dairy breed and try and build up a profitable herd.

Jerseys appealed very strongly to me because of the richness of their milk, taken as a breed throughout, and also their economical production of butter fat when compared with other dairy breeds. I have taken pains to always get a registered sire from deep rich milk families. If I had not taken up cow testing I would not be able to carefully select the heifers from the best dairy cows, nor could I tell whether our cows were paying their way and making me a fair profit or being kept at a loss.

I am not a heavy feeder at present, but hope shortly to feed more grain than in the past. I feel certain that with better feed I can raise the production of my herd at least 50 pounds of butter fat a cow yearly. Many of my mature cows at present make 250 pounds of fat and more a year. But I am not yet satisfied.

I cannot speak too highly of our Cow Testing Associations. They are the only organizations affording us an opportunity of knowing just what our dairies are doing and whether we are going ahead or backward.

DE LAVAL CREAM SEPARATORS

WIDELY IMITATED NEVER DUPLICATED

So universally recognized as the best that all others are real or pretended imitations, to the extent that expired patents permit, but none was ever anywhere near being a duplication. DeLaval Dairy Separator Co., Ltd. Montreal Winnipeg



Look For The Name The Bissell



Stable Troughs

HERE is a trough always ready for use, a continuous trough, always full, the trough passage of water full length. Won't rust and cannot leak. Long lengths made in sections. Nothing to get out of order. Clean and sanitary. Any one can install it. In use on Goodrich Experimental Farm. Send for catalogue.

Steel Trough & Machine Co., Ltd. 6 James St. TWEED, ONT.

Who is Pontiac Korndyke?

I find there are quite a few people who know something about Holsteins, but yet do not know about the enviable world's records held by Pontiac Korndyke.

He is a wonderfully prepotent bull having four daughters with official 7-day butter records exceeding 37 lbs. He has 12 daughters over 30 lbs. butter in 7 days.

He is the sire of the Great King of the Pontiacs—a bull with two daughters having official records of over 30 lbs. butter in 7 days, these records being made as 3-year-olds.

"King of the Pontiacs" is acknowledged to be the greatest Holstein bull of his age. He is the sire of

Prince Hengerveld of the Pontiacs

the bull that heads my herd at THE MANOR FARM.

Some young stock—a few choice bulls out of splendid dams and by Prince Hengerveld of the Pontiacs—I am offering for sale.

Write for full particulars about them or come and see them and inspect others in my herd, including a young bull and a heifer recently dropped, and by Pontiac Korndyke.

The Manor Farm Holsteins are of popular breeding, the kind the other fellow wants; and I price them reasonable so they will make you money.

GORDON S. GOODERHAM
THE MANOR FARM BEDFORD PARK, ONT.

PROOF OF EXTRAORDINARY VALUE

The following is one of many similar letters The Public is continually receiving from its Canadian and Old Country readers.

135 Hanley Rd., London, S. W., May 25, 1912

THE PUBLIC, Chicago, Ill.

Gentlemen: Herewith please find enclosed postal order for \$5.00 being amount of my subscription and foreign postage to the best paper on the North American Continent, and for the money the best, cleanest and most informative paper in the English speaking world. This is an expression of opinion from a close student of American newspapers for the past twenty-four years and English, Australian, Canadian and other British papers for the past forty years.

Good luck always to Louis F. Post and his associates and more power to his pen. Yours very truly, Howard C. WATKINS

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AGENTS We will pay you well to hustle in your district for new subscriptions to this practical journal. FARM AND DAIRY, Peterboro, Ont.