



Is this sunrise . . . or sunset?

"It might be either. This man sees them both. He's on the job before daylight—he's still on the job when darkness comes. He's always worked hard. He's working harder to-day than ever. He has the biggest job in the world to do and he's doing it well. No war worker—and this man IS a war worker—needs greater skill, greater understanding of his job than does he.

No war worker has a finer record of accomplishment. No bands playing, no crowds cheering him on, no medals pinned on his chest. He's out there alone. He's the New Zealand Farmer, and he deserves our deepest appreciation. He's feeding the Nation and the World.

Arthur Yates & Co. pays this small tribute to its old friend, the Farmer. We've worked together and in harmony for over a century. . . . We'll both go on working . . . and growing . . . and harvesting in the vital effort towards Victory and Peace."

Arthur Yates & Co. Ltd.

The Southern Hemisphere's Largest Seed Growers.
Sow the Best to Grow the Best.
Yates' Reliable Seeds.