

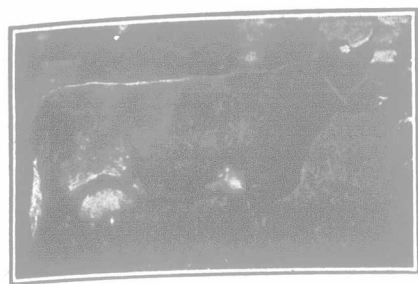
Advertising on the Farm.
The Farmer's Advocate.
statement that "It pays to
ise" is so well known to most of us
has almost become a household
It is one, also, which requires
er proof, since, on all sides, we
ample concrete evidence of its
ance.

ite of this, however, in the writers
the farmer has not taken full
age of the advertising media.
a prevailing among many farmers
only business men need to ad-
forgetting, at the same time that
themselves belong to the same
every sense of the word. If we
for a moment what other busi-
men are doing along this line, we
at in the case of a reasonably
business, thousands of dollars are
ed annually for advertising pur-
alone. Where the mail order
is used, also, hundreds of cat-
are published and distributed
pective purchasers who do not
ate a single farthing towards the
in the form of purchases, all of
plainly shows that advertising
profitable or it would otherwise
continued.

ning to the subject of farm
ing, if we are agreed that ad-
pays, let us consider a few
ays in which it may be accom-
Many farmers, of course, use
y paper or farm journal to some
but even this, rather limited,
present time the amount of
ng is, practically speaking, con-
the exchange of farms and farm
ve stock, and to some extent,
in. There are, however, other
accomplishing the same and
urposes. This does not mean
that the use of the press should
aced, but rather encouraged,
the ways which might be mea-
re: the keeping of a clean farm;
only genuine products; auction
s and exhibitions; naming
and the use of letter heads.
scussion of each of these may be
interest.

is, perhaps, no better advertise-
any line of business than the
out of a genuine product. We
ware of the various means of
ion and substitution which are
by unscrupulous dealers. The
s produced will probably con-
be sold to unsuspecting pur-
but never will they gain a
t foothold on the public market.
s when slightly watered milk
ht butter; or a diseased animal
disposed of with comparative
with a the present knowledge
omposition of dairy and other
and the presence of disease,
such an easy matter. Even
it does not alter the fact that
ct which measures up to stand-
ements reflects credit to the
d is one of the best means of
g. On the farm honesty is the

ion sales, also, there lies a
opportunity of acquainting the
h the farmer's stock-in-trade.
that a man has a well-kept
which is found high-grade, or
ure-bred stock, good varieties
and a first-class equipment,
ife in saying that if the sale
small, it will certainly pay
y auction. By so doing the
a position not only to receive
turns from his sale, but also
to the farm those who may
bute toward the particular
held, but are quite likely to
rchasers in the future, be-
recognize the merits of a good
other product; which is not
all farms. In this connection
note that in presenting goods
inspection, the better the
the better will be the ad-
o which they are sold. For
the case of live stock, it is
nce to train the animals to
y, thus giving them a decided
over those untrained. It
to have them well groomed
d condition if the best results
expected. An hour or more
during the last six weeks
the sale will more than repay
and labor spent.
should have been made



Melody 13, bred by R. W. Hobbs & Sons
A Prize Winner at the London Dairy Show
and a 1,400-gallon cow.

The Kelmscott Herd of
PEDIGREE MILKING
Shorthorns, Flock of
Oxford Down Sheep and
Stud of Shire Horses

THE PROPERTY OF
Robert W. Hobbs & Sons
Kelmscott Lechlade, Gloucestershire
England.

SHORTHORN CATTLE

One of the oldest and largest pedigree herds in
existence. Milk, Flesh and Constitution studied.
Daily milk records kept. Numerous prizes won
for inspection, milking trials and in butter tests.
The Gold Medal Spencer and Shirley Challenge
Cups were won at the London Dairy Show in
1914. The fifty Guinea Challenge Cup for the
best group of Dairy Shorthorns at the Royal Show
was won for the third successive year at the last
exhibition at Manchester in 1916, also two firsts,
one second and one third prize. All cows in milk
and the stock bulls have passed the tuberculin
test. Bulls and bull calves on sale at prices to
suit all buyers.

OXFORD DOWN SHEEP

The flock was established in 1868 and consists
of from 1,000 and 1,250 registered Oxfords. Num-
erous prizes for many years have been won at the
principal Shows. At the last Royal Show, first
prize was taken for a single Ram Lamb and first
prize for pen of Ram Lambs. Rams, Ram Lambs
and Ewes always on sale.

R. W. HOBBS & SONS are breeders of high-class
Shires. Sound active colls and fillies
always on sale.

TELEGRAM HOBBS, LECHLADE
Inspection cordially invited

Maple Shade SHORTHORNS

A dozen young bulls
imported and my own
breeding at moderate
prices.

W. A. DRYDEN
Brooklin - - Ontario

IMPORTED DUAL-PURPOSE Shorthorns

If you require a bull bred on the English
system for milk and beef, we can sell
you one of choice breeding, and in
every way a good individual—one
which will add value to your herd.
We have a fine selection of
young bulls at present, also
English Large Black pigs.
CALL OR WRITE.

LYNNORE STOCK FARM
F. W. COCKSHUTT, Brantford Ont.

DUAL-PURPOSE SHORTHORNS

Present offering: Six young bulls, Reds and
Roans, also a number of females. They have
size, quality and breeding from good milking dams.
Prices moderate. Satisfaction guaranteed.

CHAS. GRAHAM - Port Perry, Ontario

LABELS
Live-stock Labels
for cattle, sheep
and hogs. Manu-
factured by the
Ketchum Manu-
facturing Co., Ltd., Box
501 Ottawa, Ont. Write for samples and prices

DUAL-PURPOSE SHORTHORNS
Herd headed by Darlington Major Maude 101212,
son of Darlington Major 91279—114994. For
sale: a number of young bulls and females. Choice
reds and roans. R. H. & WALTER S. SCOTT.
Tillsonburg, Ont. - Box 231

earlier regarding the keeping of the
farm itself in a respectable condition.
Nothing does more, perhaps, to create
an unfavorable impression upon a visitor
than to see an ill-kept farm. If the
farmer wishes to gain the respect of the
neighborhood, and especially prospective
buyers, it is almost essential that he
have the farm in the best condition
possible. For instance, the leaving of
old rails, stumps, tree tops along the
roadside, a dilapidated milk stand; a
rough, unkept lane, neglected orchard,
hingeless gates and a chip-strewn yard—
all tend to unsightliness, and should not
be tolerated. Even if the land is first-
class, and the farmer apparently prosper-
ous, the conditions just mentioned are
decidedly unfavorable and greatly lessen
the value of the farm in the eyes of the
prospective purchaser. A clean, well-
kept property will be found to be con-
siderably in favor of the farmer even
if the land and other factors are not in
the first rank.

Most agriculturists are too well acquaint-
ed with the value of fall fairs, to require
much discussion here. They have come
to be recognized as a permanent rural
institution and from the standpoint
of advertisement, it is to be ranked among
the most important factors. This, it
should be remembered, applies as well
to those who exhibit the inferior class
of products as to those who show the best.
So, it is greatly to the farmer's interest to
have his products in the best condition
possible. The fact that a first-prize
animal commands more than double
the price it otherwise would have, is
sufficient evidence in favor of the fall
fair and the larger exhibitions as an
advertising medium.

Of lesser importance, perhaps, but
nevertheless valuable in advertising the
farm is giving it a name, an appropriate
name, well chosen, certainly adds to the
value of the property. A suitable tablet
placed at the farm entrance would
claim some attention. If the owner
specialized in a certain line of stock, this
fact might also be included on such a
tablet, making it a quiet but effective
means of advertisement.

Still another way in which the farmer
may more effectively bring his products
to the attention of the business world
is through the use of letter heads. As
in the case just mentioned, the use of
a well-designed letter head, including
the name of the farm, the class of live-
stock, etc., kept is much more desirable
and forceful, than the use of plain writing
material. It adds some dignity to the
business and gives to the farmer's clientele
the impression that he offers for sale
something worth while.

These are some of the ways, then,
by which the farmer may enhance his
opportunities of disposing of his
saleable products. In these days of
keen competition, the agriculturists, can
afford as well as other lines of business to
use every means of promoting his interest
in an honest, legitimate manner.

Wellington Co., Ont. W. J. L.

Gossip.

Bryant's Holstein Sale.

All interested in Holsteins should not
forget the dispersion sale at Meadow Park
Stock Farm, on March 11. The offering
consists of the entire herd of forty-two
females and one male. The latter is a
grandson of that great cow Lulu Keyes,
which has a butter record of 36.05 lbs.,
and is a son of a 16.35-lb. two-year-old.
This breeding should appeal to anyone
interested in high-producing stock. The
cows and heifers which are old enough
have either freshened recently or are in
calf to the same sire. There will be ten
cows and heifers freshen before sale time,
thirteen more during the next two months,
and several in the fall. There is a splendid
bunch of ten yearling heifers, nearly all
being granddaughters of Francy King
Ormsby, a 29.10-lb. bull. Very little
testing has been done in this herd, owing
to the shortage of labor, but the in-
dividuals are all from high-testing stock
and undoubtedly many of them would
make high records. Not only has the
herd good breeding, but it has splendid
individuality. For further particulars
see the advertisement in another column
of this issue, and write Russell Bryant,
R. R. No. 3, Strathroy, Ontario, for a
catalogue, mentioning "The Farmer's
Advocate."

Second Annual Sale Caledonia Shorthorn Club

ATTRACTIVE 57 Breeding Cattle 57

Carefully selected from the leading herds of
the district and selling without reserve at

Caledonia, Ont., Wednesday, March 10, 1920

Forty Young Bulls. Seventeen Females.

The largest offering of young bulls ever offered in an Ontario
sale ring. There is herd sire material here, and breeders who are
looking for a herd sire should attend this sale. The females,
too, will please.

Consignors: J. B. Calder, Glanford; D. B. Campbell,
Cainsville; E. W. Gowan, Jarvis; Peart Bros., Caledonia;
Hugh Scott, Caledonia; Ross Martindale, Caledonia; Jno.
Senn, Caledonia, and others.

For catalogues, address:

HUGH SCOTT, Caledonia, Ontario

Sales Managers: W. A. Douglas, D. Z. Gibson

Auctioneer: T. E. Robson

PLASTER HILL STOCK FARM The Home of Dual-Purpose Shorthorns

I have now a large number of cows running in the Record of Performance, and have a few bull
calves for sale from these. Can also spare a limited number of females.
Herd sires:—Green Leaf Record 96115 and Commodore 130056. The two nearest dams of the
latter average 12,112 lbs.

ROSS MARTINDALE - Caledonia, Ont.

GRAND RIVER DUAL-PURPOSE SHORTHORNS

Herd headed by Prince Lavender whose dam gave 16,596 lbs. of milk as a four-year-old.
A real choice red bull, 11 months old, for sale now—his dam
is a splendid milker. Also have a few good
bull calves coming on.

HUGH A. SCOTT, - CALEDONIA, ONT.

Irvin Scotch Shorthorns —Herd Sire Marquis Su-
preme—by Gainford Mar-
quis (imp.). We have at
present three young bulls of serviceable age and one younger, all sired by our herd sire and from
Scotch bred dams. Good individuals and the best of pedigrees. Also pricing a few females.
J. WATT & SON, ELORA, ONT.

Spruce Glen Shorthorns —When in want of Shorthorns visit our herd. We
have 80 head to select from—Minas, Fames, Flor-
ences, Emils, Red Roses and Elizas—good milkers;
a few heifers for sale; also several young bulls of breeding age, thick, level, mellow fellows and bred
just right.
JAMES McPHERSON & SONS, Dundalk, Ont.

Shorthorn Females—Shorthorn Bulls—We are now offering a number of choice heifers, good
families and good individuals. Many are well forward
in calf to our Roan Lady-bred sire, Meadow Lawn Laird. We also have bulls ready for service.
Prices right. Satisfaction guaranteed.
J. K. CAMPBELL & SONS, Palmerston, Ont.

GLENGOW SCOTCH TOPPED SHORTHORNS

We have several thick, growthy bulls about a year old and sired by Prince Sultan; our present herd
sire—a Roan Lady, by Lavender Sultan. The families represented are Golden Drop,
Crimson Flower, Wedding Gift, Wimple and Kilblean Beautys. Also pricing females.
WM. SMITH, M.P., Columbus, Ont. Brooklin, G.T.R.; Myrtle C.P.R.; Oshawa, C.N.R.

MANOR FARM SHORTHORNS

Five bulls from six to fourteen months. A Rosemary, Beauties and a Martha. I seldom, if ever,
owned such a good lot.

J. T. GIBSON, Denfield, Ont.

PUSLINCH PLAINS SHORTHORNS

Five bulls for sale by Burnbrae Sultan -80325-

A. G. AULD, - R. R. 2, - GUELPH, ONT.

ROWAN RIVER STOCK FARM

At present we have 3 bulls of serviceable age, sired by a 31-lb. sire from R. O. M. and R. O. P. dams.
Younger ones sired by a grandson of May Echo Sylvia; his two nearest dams average
832 lbs. milk, 33½ lbs. butter for 7 days. Priced to sell.
PETER B. FICK, - PORT ROWAN, ONT.

CLOVERLEA HOLSTEIN FRIESIANS

We are offering this week two choice bulls, one ready for service, from a 25-lb. dam.
Priced right for a quick sale. For price and particulars, apply to
GRIESBACH BROS., R. R. No. 1, COLLINGWOOD, ONTARIO.