

interbalanced
per Cow
the Eastern

Ontario the
y diminish
been more
increased
860 lbs. in
It would
n of dairy
Mr. Rud
United States
additional
Canadian

Ontario were
by Mr. G.
Inspector
operation
with 281.
to view of
of this milk
e manufacture
eason
ine Mr.
usually
0 of those
actories in
ilk or
actories
through
e effect of
the indus-
continued
ntirely to
new mar-
y shipped
during the
ingleton's
in opera-
increased
s. of but-

ford Sta-
for the
son has
at dairy
experience
y, and in
association
residency.
as elected
President;
ond Vice-
rath, Mr.
ent. The
commit-
H. Olm-
Thomp

ing the
on Dr.
i was
striving
le, of
ig and
of the
dairy
for the
D. A.

Anderson,
Secretary.

district
the asso-
Glendine,
Orie, Pe-
Madoc;
Nelson
ht, Pic-
no, Jas.
Lug-
ell, Or-
en
ek Hill;
r: J. B.
J.)

FARM AND DAIRY

& RURAL HOME



We Welcome Practical Progressive Ideas



The Recognized Expound of Dairying in Canada

Trade increases the wealth and glory of a country; but its real strength and stamina are to be looked for among the cultivators of the land.—Lord Chatham

Vol. XXXIII.

FOR WEEK ENDING JANUARY 15, 1914

No. 3

ADVERTISING AS A MEANS OF EXTENDING A RETAIL MILK TRADE

Chas. L. Pitts, York Co., Ont.

The Various kinds of Advertising Discussed. How to Write a Good Letter to the Prospective Customer and the Value of Newspaper and Poster Advertising.

The dairyman living within a reasonable distance of his market, the problem of the middleman is easier to solve than it would be if he lived too far from the market to have his own delivery system. Many dairy farmers living near cities have already established milk routes of their own. These routes they wish to extend. Hence to the retail dairyman the need of advertising.

Considering the small dairy in the light of a business the advertising must be effective and at reasonable cost. A simple statement, "John Jones sells milk cheap," won't mean any more to the reader than that any other man sells anything else. A neat blotter with a good business statement, such as the following, will attract more attention:

THE JONES FARM
DIRECT FROM IT TO YOU
PURE MILK RICH CREAM
SEE OUR BOTTLES
Phone for Free Sample
THE JOHN JONES DAIRY FARM
EMERALD, ONT.
Local Depot at

The attention of the reader is attracted. He wants to know what is peculiar about these bottles and he, like most people, is willing to get something for nothing. Such blotters are cheap, and can be made very attractive. This is one of the forms of house advertising which is beyond doubt the best for the dairyman because it reaches the people in the particular district where he already has some customers. The idea in extending trade is not so much to try to cover a little here and there of the entire city as it is to get established in one district, and then branch out. It costs too much to cover too big a territory with only a few customers on each street.

House advertising also takes in the use of hand-bills, little wall ornaments, small note-books, and the personal letter. Hand-bills are cheap but there is little good to be derived from this form of advertising because they usually have a cheap appearance and are found in the front porch badly crushed by being crammed through the letter box; therefore their end is often the garbage can. Wall ornaments are good but their cost is too great for the average dairy. Then there is the personal letter.

THE BEST MEDIUM OF ALL

The personal letter is of the greatest value. It is reasonably cheap and has been known to give excellent results. Such a letter should be brief and should be addressed to the head of the house personally. The envelope had better be address-

ed in hand writing because then it doesn't look so much like a circular. If there are any reports of expert advice they should be included in the letter on separate sheets. The cost of typewritten sheets is not great. The paper should have the name of the farm in neat letters at the top.

THE JONES DAIRY FARM

Mr. J. M. Henwick,
71 Ludlow St., City,
Emerald, Ont., Date.....

Dear Sir:
We enclose herewith the report of D. L. Erwin, Bacteriologist, in re to our milk. The sample submitted to him was taken from the daily output of this farm. We guarantee to supply milk that is as good as this sample.

Absolute cleanliness is observed in the handling of the milk. The greatest care is taken to see

Next in importance to the moderately sized dairy is local advertising. This consists of an attractive delivery system, store advertising, local depot and posters. Milk being an article delivered usually in the early hours of the morning, the care of the wagon is often neglected by the out of town man. There is the sale of tickets, for one thing which most dairies now use, that is sufficient cause to have a good wagon because tickets are sold late enough in the day for all the people on the street to see what kind of a wagon delivers milk to the neighborhood, and the dirty wagon suggests dirty milk. The average customer would rather have a neatly uniformed man at his door with a neatly painted wagon than an individual in dirty overalls, and a wagon even worse with mud and dirt. The name of the dairy in large letters on a good wagon is a good advertisement.

Store advertising is a form of publicity inexpensive, efficient and within the reach of the small dairyman. Often an arrangement can be made with a storekeeper to hang a neat card on the wall advertising the dairy. Grocery stores are to



At the Nucleus of One of Canada's Greatest Milk Producing Enterprises

Some months ago Farm and Dairy gave an account of the experiences of Mr. Pat Clarke and Mr. L. D. Slater, both of Ottawa, with their milking machines. Both of these great dairy farms have since been united along with several others into a great dairy company on the joint stock plan. The buildings seen herewith are the main ones on the farm of Mr. Pat Clarke. Notice the window space in the stables. All of the best dairy stables nowadays have about half the length of the walls in glass. Our dairymen are coming to recognize abundant sunlight as the cheapest germicide.

—Photo by an editor of Farm and Dairy.

that the water that the cows drink is pure. Our stables are as sanitary as it is possible to have them. This cleanliness extends to the delivery of the milk. Our delivery system is prompt and efficient; the milk being in bottles and protected from all dust and dirt in properly covered wagons. Our entire system has been rated by the Government Inspector as A1. We invite you to visit the farm at any time.

Our driver for your district will call within the next few days and leave a small sample free. Should you desire a continuation of the service notify him or phone us and we will deliver milk that is always up to the sample. Rates will be quoted by the driver.

Yours truly,

.....Mgr.

be preferred but are not essential. Sometimes it is possible to give a grocer good enough rates to handle the milk from one dairy exclusively. The writer knows of a small grocery where the milk from a dairy some miles from the city is handled in this way. The grocer delivers the milk to all customers near to his store who want their milk later in the day than the dairyman can call. The grocery phone serves as a phone for the dairy also and in this way the farmer has a local depot at little cost. The grocer advertises the dairy, and the dairy advertises the grocery.

HOW TO USE POSTERS

Posters are not the best form of advertising for the small dairyman because they are too expensive, but it is well to make use of any spare