

## Cooperation

It ain't the guns and armaments  
Nor funds that they can pay;  
But the close cooperation  
That makes them win the day.  
It ain't the individual  
Nor the army as a whole  
But the everlasting team work  
Of every bloomin' soul.

The above—Kipling, I believe—certainly puts his finger on the fundamentals of the success of any undertaking, whether it is the winning of the war in Europe or the successful prosecution of business in the more peaceful walks of life. It is cooperation every time that spells success. One must indeed be blind if looking abroad on the world today, he cannot discern the modern tendency of all peoples of the same class and calling to "hang-together" for mutual helplessness and service.

The great movements of the United Grain Growers of the West and the U.G.O. in Ontario are evidences that the farmer realizes the truth that in union there is strength. While cooperation is a mighty weapon of offence and protection, it has also been called the life of trade, and is certainly one of the main springs of successful business organization.

It is the harmonious cooperation of every department, sales, advertising and follow-up, that builds the successful business. No concern that values its prestige would permit the effect of its strong advertising campaign to be nullified by putting out poor letters written in a perfunctory manner and with no particular care to the individual's requirements. It is just here that the farmer may learn something from the successful city business man. Occasionally, one of our live stock advertisers writes us that his advertisement has failed to produce results, i.e., sales. He may have had several enquiries, but no sales. At our request, he may have sent us a specimen of the letter he sent his prospects, and in nine cases out of ten the reason of his "no-sale" was explained. His letter had not been written in a manner calculated to impress the enquirer with the value of the stock he offered and was probably written in a hurry, lack of time doubtless being the excuse. In contrast to this, in another of Farm and Dairy's advertisers who told one of our editors recently that he spent all of one morning answering a letter regarding an animal he had advertised, and in the busy season, too, it was worth it, however, as that letter resulted in a sale of his animal at \$500.00. Not a bad morning's work.

After all, the business of an advertisement is to get enquiries, and enquiries are only opportunities to sell. They are the means to a desired end and not the end in themselves. Five enquiries to your advertisement and five carefully written courteous replies may give better results than fifty enquiries answered in an offhand manner. The farmer who has stock for sale would do well to recognize this. Let him study the needs of his enquirer; let his letters cooperate with his advertising and set forth clearly and intelligently the merits, pedigree, records, etc., of the stock in question, and he has gone a long way towards accomplishing his desired end—the making of a sale.

We shall be glad to assist breeders in every way in solving their selling problems. For rates, suggestions on advertising, etc., write

Live Stock Department,  
FARM AND DAIRY,  
PETERBORO.

Advertising is one of the regular and legitimate expenses of the breeder of pure bred stock. Without advertising it is almost impossible to successfully conduct his business.

## The Charlottetown Exhibition

THE Interprovincial Live Stock and Industrial Exhibition held at Charlottetown, P.E.I., Sept. 25-28, was the most successful from an attendance standpoint that has ever taken place on the island. This was due to the glorious weather during the whole of the fair. Charlottetown has had the name of being unlucky as to weather, but this year the spell of ill luck was broken. Many were present from Nova Scotia and the average daily attendance was \$,000.

The live stock features were not strong. Horses were lighter than last year, owing, no doubt, to the general indifference in horse breeding since the automobile and motor truck are now displacing horses. The principal interest was in trotting horses and the horse trot was the principal attraction. The other attractions were less interesting. It was a horse trot rather than a general exhibition. At Halifax there was no horse trotting this year and if Charlottetown cannot draw a crowd without making the show a trotting park, it had better not hold the next agricultural exhibition at all. Great good a team of these 15 hand 900-lb. horses would be on a grain binder or gang plow.

The cattle show was somewhat larger than last year with largely the same exhibitors. The show of swine fell far below that of last year, which goes to prove that the high cost of feeding has greatly reduced their numbers. Poultry, too, were down and probably for the same reasons.

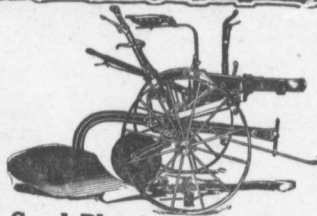
The show of dairy products was large. This was fine dairy year on the island as, owing to the moist summer season, the pastures remained good. The cheese was pronounced excellent. The high cost of krafs has not affected dairymen as it has swine and poultry, as few of our dairymen feed any grain during the pasturing season, depending largely on green crops for supplementary cow feed. Costly feed will affect the creamery business this fall and winter, but the cheese season will then be past.

There was the usual show of machinery and, for the first time here, of automobiles also. The management has reason to congratulate themselves on the big financial success of their show.—J. A. M.

## Fall Protection for the Cow

"HOW would you like to sleep out of doors during cold, stormy fall nights, yourself?"

This is the question that Dairy Commissioner Gibson is asking the dairy folks of Manitoba just now, in his anxiety to impress upon every cow owner the necessity of shelter for milking cows during bad fall storms and cold nights. His claim is that really good dairymen have found that cows will keep up their milk flow right through the fall if they are given protection from extreme dips in the weather. Just at present there is a good fall feed in the fields, and this promises to be true throughout October. But a good milch cow is a sensitive creature—very much more so than a beef steer, for the reason that while the steer has been piling fat upon his ribs to protect himself from the cold, the maternal instinct of the cow has caused her to give up her surplus fat in the form of cream. This sacrifice of fat-covering for the benefit of her owner, demands that the owner, in turn, give her special care when the weather is bad. If he does not do so, the cow will rapidly fall off in her milk flow, and it will be very difficult to bring her up again later on.



## Good Plowing Done Here

TAKE a simple type of two-wheeled sulky plow like the Oliver 26, equip it with a suitable bottom, and put it into the hands of an Eastern Canadian plowman. There is an unfailing recipe for good plowing. The Oliver 26 sulky handles changes instantly the landing of the beam, making it as easy as for the operator to straighten crooked furrows, to turn short corners or to plow side hills. The land wheel has a range of lift that insures good work on rough ground, around dead frowns, and in finishing out a land. No plow man works better on rough, uneven land or can be backed more easily. It has a horse lift that eases the work of the plowman without tiring the horses. There is no handier plow than this sturdy Oliver 26.

Other Oliver plows from engine and riding gangs down to walking plows, complete a line in which you can find any particular plow you may happen to need—a plow that will help your reputation as a good plowman and good farmer—at a price you can afford to pay. May we send you our folders telling all about Oliver plows for Eastern Canada? Write to the nearest branch house.

## International Harvester Company of Canada, Limited

## BRANCH HOUSES

WEST—Brandon, Man., Calgary, Alta., Edmonton, Alta., Estevan, Sask., Lethbridge, Alta., N. Battleford, Sask., Regina, Sask., Saskatoon, Sask., Winnipeg, Man., Yorkton, Sask.  
EAST—Hamilton, Ont., London, Ont., Montreal, Que., Ottawa, Ont., Quebec, Que., St. John, N. B.

There is  
**BIG MONEY**

**FREE**

Hallam's Trappers' Guide—66 pages; illustrated; English or French; tells how and where to trap; what bait and traps to use; is full of useful information.

Hallam's Trappers' Supply Catalog—66 pages; illustrated; lists traps, animal bait, headlights, fish nets, and all necessary trappers' and sportsmen's supplies at low prices.

Hallam's Raw Fur News—gives latest prices and advance information on the raw fur market.

Write to-day.  
Address giving name and address below.

**when you ship your**

**RAW FURS**

**John Hallam**

Limited 14 HALLAM BUILDING, TORONTO.

**This Stump Puller Sent FREE**

Writol Don't endure stumps any longer. Get them out with a

**Kirstin One-Man**

**Stump Puller**

Send for FREE BOOK

Think of it! To prove the wonderfulness of the Kirstin One-Man Stump Puller, we ship it anywhere without one cent in advance, on thirty days' obligation to pay after trial. If you don't like it, return it at our expense and keep your money. Write for this

**No Money In Advance**

offer. Get a Puller and clear your land—FREE! The Kirstin One-Man Stump Puller is the only one of its kind in the world. It is the only one that will pull any size stump, no matter how large, and it will pull it out of the ground in less than a day. It is the only one that will pull any size stump, no matter how large, and it will pull it out of the ground in less than a day. It is the only one that will pull any size stump, no matter how large, and it will pull it out of the ground in less than a day.

A. J. KIRSTIN CANADIAN COMPANY  
Dennis Street  
Sault Ste. Marie, Ontario

When You Write---Mention Farm and Dairy