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There is a GREAT PRINCIPLE OF SALESMANSHIP of which Patent Medicine advertisers are masters.

We cannot illustrate this instance by concrete example since we do not publish their advertisements in Farm and Dairy.

But look into other papers and note that these shrewd fellows PUT THEIR PROSPECT, HIS NEED, HIS OPPORTUNITY, in the forefront of their talk. The description of the product and assertions about it follow afterward.

W. C. Holman, salesman of the National Cash Register Company, in his book "Ginger Talks," analyses well how this is done. He says:

"Patent Medicine advertisers catch a reader's interest and attention in the forefront of their ads. by talk about THE READER HIMSELF, his pains and symptoms, troubles, worries and weaknesses.

"They warn him that his symptoms are dangerous; that unless he takes immediate steps to escape, he is bound straight for his shroud and coffin.

"He hears the microbes gnawing as he reads. His pitying concern for himself grows deeper and deeper, and by the time he has reached the end of the ad. he is in a frame of mind where he is not only willing to take Golden Dope, but if no remedy were recommended he'd go out on a hunt for Golden Dope, or some other kind of dope himself.

"If the ad. had BEGUN by cracking up the medicine, proving at great length that its ingredients were pure, its taste delightful, and its efficiency certain, its manufacturers established since the time of Noah's celebrated voyage in the ark—would the newspaper reader have hot-footed it to the druggists to buy a trial bottle? The chances are a hundred to one that he would not have had sufficient interest to read the ad.

"Tell a man that you have a wonderful consumption cure, and start to describe it — and he'll yawn and send you away. But convince him that he has consumption, and he'll come to you, and pray for a remedy."

There's a mighty good point in this to remember when you are preparing your advertisements.

Think of your prospect. Get his interest. Give him the right mental pictures in regard to your product.

This is of vital importance as is the selection of mediums in which to advertise.

When it's Dairy Farmers, those monied, progressive, home-loving people you want to reach, prepare ads. built on this great principle of salesmanship, place them in Farm and Dairy, and results will pay you.

'A Paper Farmers Swear By'

splendid farm horses at \$630 a pair. It would have paid for 36,000 eight-foot binders at \$175 each.

It would have provided free school books for every school child in Canada for the next four years.

It would have provided a grant of \$1,000 each to 6,300 rural school districts in Canada.

It would have given relief to every poverty-stricken family in Canada and removed them from actual want.

It might have been used to bring blessings upon the people of Canada. It was taken from their pockets by taxing their sugar, their tea, coffee, clothing and nearly everything they use.

With so many places where it might well be spent it was given to two men, and their associates, who are already rolling in millions of the people's money. It was given to them as a free gift, without the people's permission, and there will be absolutely no return. Not even "thank you." The railway would have been built anyway. Now it will be built with the people's money and the people will have about the same control over it as they have over the Trans-Siberian Railway. And Canada is a land where the people rule! Alas, not yet.

What Was Wrong?

E. C. Drury, Crown Hill, Ont.

Something seems to be wrong with the Canadian farmer. He depends too much on others to do for him those things that he ought to do for himself. Many of our farmers seem unable to start things for themselves. Instead, they wait for some government official to aid them or to get help from some outside source.

Farmers should show more initiative and start things going in their own districts themselves. We should have a little more iron in our blood and a little more steam behind us. I believe in the Ontario farmer, but there is no disguising the fact that the farmers of the west are three times as aggressive as we are in Ontario.

The United Farmers of Alberta have 14,000 members in their organization, having doubled their membership within the past year. The work of organization is not being done by one or two men either as the rank and file of the members are assisting. It is true that in the west the farmers are helped by The Grain Growers' Guide, but in Ontario we have three farm papers, all willing to throw open their columns in our support. Why then do we not use our opportunities more?

Items of Interest

Where they have the Initiative and the Referendum, as they have in Switzerland and in several states of the American Union, they do not vote on public questions from a partisan standpoint.—W. C. Good, Brantford, Ont.

Mr. G. W. McMullen of Pictou found, it is said, that milk can be kept for six or seven days without ice. This is done by smothering the germs, but Mr. McMullen is not willing at present to take the public into his confidence to the extent of explaining his process.

A book on vegetable gardening that covers all phases of the subject from both scientific and practical standpoints has recently been issued by the Orange Judd Company. The author is Ralph L. Watts, of Pennsylvania State College, who is a practical vegetable gardener, and as an experimental worker has made a most thorough study of his subject. The experience of other practical truck farmers and all the literature on the subject available have been drawn on to make this book complete in every respect. Price through Farm and Dairy, \$1.75.

DE LAVAL

CREAM SEPARATORS

MAKE THE BEST BUTTER

The Cream Separator does not actually make the butter, of course, but the quality of butter that can be made depends largely on the condition of the cream, and the condition of the cream depends on the cream separator.

The De Laval Cream Separators are undeniably and indisputably capable of producing a better quality of cream than any other separator or skimming system, thus enabling the production of a better quality of butter.

HIGHEST AWARDS ALWAYS

Year after year, for more than twenty years, all highest butter awards of importance have been made to De Laval exhibits, as was the case at the Paris and St. Louis World's Expositions and has been the case in every annual contest at the National Butter-makers' Association since its organization in 1892.

At the last great National Dairy Show in Chicago, October-November, 1911, all highest cream and butter awards were again made to the De Laval separator produced exhibits.

The production of the best cream and butter is as important as the use of a cream separator at all, and any De Laval agent will be glad to explain WHY the De Laval separator excels in this as in other respects, which a De Laval catalog will likewise help to do and will be gladly sent to anyone for the asking.

DE LAVAL DAIRY SUPPLY CO., LIMITED

173 William St. MONTREAL.

14 Princess St. WINNIPEG

FREE

Save \$30



Freight in Ontario and Eastern Canada. The Catalogue is Free for the asking. Send for it To-day.

STYLE BOOK for 1912, of "QUALITY LINE"

VEHICLES and HARNESS

Eighteenth Year of selling direct to the User. Our Catalogue will help you to choose just the Vehicle or Harness you require, and save you MONEY. It describes and pictures many styles, gives prices, FREIGHT PREPAID, and fully explains our method of Selling Direct, and saving you the Middlemen's profit. Remember we pay the

INTERNATIONAL CARRIAGE CO.

DEPT. "D"

BRIGHTON,

ONT.

OF USE EVERY DAY

Is this favorite

WESTERN STOCK KNIFE



This Busy Farmer's Friend

Known as the Western Stock Knife, is especially made and designed for the use of cattlemen and farmers. It is strongly and perfectly made. It is light to carry in your pocket.

Has two extra fine steel blades and a special castrating blade, brass lining and bolster ends. Choice of buff or stag handles.

This splendid knife, which you will find to be such a constant friend, and which will fill a long felt need, we will send you free and post paid in return for only one New Yearly Subscription to this your favorite farm paper, subscription to be new to us and taken at only \$1.00 a year. See a friend or neighbour first time you have the opportunity. Ask him to take Farm and Dairy for a year. Send us his subscription and we'll send you this useful knife.

FARM AND DAIRY, Peterboro, Ont.