



## What a difference!

—and Dreadnaught Chains will do it—giving you that perfect control and ease of mind under otherwise hazardous conditions.

A similar name will not give you Dreadnaught quality and service. Insist on Dreadnaught—*The Master Chain*.

Made in Canada

**McKinnon-Columbus Chain, Ltd.**  
St. Catharines Ontario

**Messrs. A. J. Hickman & Co.**  
Halse Grange, Brackley, England  
Exporters of all Breeds  
of Pedigree Live Stock

Send for an illustrated catalogue and see what we can do for you. Whether you want show or breeding stock, buy direct from England and save money.

### Horse Vermin

All kinds of vermin—lice, mange, dandruff, scurf—thrive in long hair of horses matted with winter's filth. Clip your horses and avoid such troubles. Horses will be healthier and do better work if clipped in the spring with a Stewart No. 1 Ball Bearing Machine. Insist on a Stewart—the only machine that always satisfies. Write for new catalogue.

**CHICAGO FLEXIBLE SHAFT COMPANY.**  
Dept. A 161, 12th St. and Central Ave., Chicago, Ill.

### Buy Glenfoyle Shorthorns

9 bulls, all ages; 25 heifers and cows. Herd bull 2,400 pound quality kind, which sire's dam and three nearest dam's milk records average over 9,000 pounds; also high-class yearling Clyde stallion. Come and see them.

**Stewart M. Graham - Lindsay, Ont.**

### Mardella Dual-purpose Shorthorns

8 choice young bulls; 30 females, cows and heifers. All of good size, type and breeding. Herd headed by The Duke; dam gave 13,599 lbs. milk, 474 lbs. butter-fat. He is one of the greatest living combinations of beef, milk and Shorthorn character. All priced to sell. Write, call or 'phone.

**THOMAS GRAHAM, Port Perry, R.R. 3, Ont.**

**Scotch Shorthorns**—Herd headed by Master Marquis =123326=, by Gainford Marquis. Stock of either sex for sale. Also Oxford Down ewes.

**GEO. D. FLETCHER, Erin, R.R. 1, Ont.**

### Evergreen Hill Farm—R.O.P. Shorthorns

Present offering: Two 12-month bulls by the R.O.P. bull St. Clare =84578=, also a few heifers and heifer calves.

**S. W. JACKSON, Woodstock, Ont.**

### SHORTHORNS FOR SALE

Nonpareilla 14th =123006, bred to an imp. bull, due to calve April 1st. Also two of her heifers, all bred and registered. Call or write. Farm ¼ mile from station.

**JAC. Z. IUTZE, Box 80, Baden.**

## Shorthorn Bulls for Sale at Bargains for Quick Sale

Having purchased the \$3,100 bull, **Augusta Emblem**, at the Dryden-Miller sale, I am offering my 4-year-old herd bull, **Imp. Marigold King** (108395), sire **British Consul**, dam **Marigold Ruby**, for sale at the low price of \$500. Marigold King is a red, and has type to burn, he is a sure sire and a good producer, as my young **Beaverbrook** 132565, sired by Marigold King, dam Dymont's Missie 131299, at the low price of \$700. He is a grandson of Missie 166th (imported) 34299, and his pedigree contains such great bulls as **Missie Champion**, **Captain Inglewood**, of no mean quality, and will prove himself a bargain to the purchaser, and a show bull alone is worth more than the price asked. I also have 2 young red bulls, 8 months old, a **Missie** and a **Ruth**, that I am offering at exceptionally low prices. Here is sold at once, and the prices quoted are away below the value of the animals offered. Farm 10 minutes' drive from Barrie station. Apply to

**HAROLD M. DYMENT**

Barrie, Ontario

## Burnbrae Shorthorns

Eighty-three years without change we have been breeding Scotch Shorthorns. The foundations of many of the best herds in America were laid from our farms.

I am in a position to furnish you now with the BEST in FORM and in BREEDING that can be found any place. Twenty-five young bulls, from small calves to fifteen months old. Sixty-three cows and heifers, every one of them bred right, not a plain-looking one in the lot. Every animal that I have sold in two years has been satisfied in what you want at a price that will give you a chance, and I will pay the freight to your station. A Grand Champion and the son of a Grand Champion at head of the herd.

**ROBERT MILLER**

Stouffville, Ont.

## A NEW IMPORTATION OF FORTY SCOTCH SHORTHORNS

arrived home Dec. 17th. From our herd of 125 head we can offer a large selection in choice-bred bulls and females. Anyone in need of foundation stock may find it to their advantage to look over our offering before making any purchases.

**J. A. & H. M. PETTIT,**

Burlington Jct., G.T.R., only half mile from farm. Freeman, Ontario

### SHORTHORNS

### SHROPSHIRE

### BLAIRGOWRIE STOCK FARM

(Myrtle Stations, C.P.R., G.T.R.)

### COTSWOLDS

**JOHN MILLER**

Cows in calf and calf by side. Also heifers in calf and others ready to breed. Bulls of serviceable age

ASHBURN, ONTARIO

## Advertising on the Farm

EDITOR "THE FARMER'S ADVOCATE":

The statement that "it pays to advertise" is so well known to most of us that it has almost become a household phrase. It is one, also, which requires no further proof, since, on all sides, we have ample concrete evidence of its significance.

In spite of this, however, in the writer's opinion, the farmer has not taken full advantage of the advertising media. The idea prevailing among many farmers is that only business men need to advertise, forgetting, at the same time that they themselves belong to the same class in every sense of the word. If we consider for a moment what other business men are doing along this line, we find that in the case of a reasonably large business, thousands of dollars are expended annually for advertising purposes alone. Where the mail order system is used, also, hundreds of catalogues are published and distributed to prospective purchasers who do not contribute a single farthing towards the business in the form of purchases, all of which plainly shows that advertising must be profitable or it would otherwise be discontinued.

Returning to the subject of farm advertising, if we are agreed that advertising pays, let us consider a few of the ways in which it may be accomplished. Many farmers, of course, use the daily paper or farm journal to some extent, but even this, rather limited. At the present time the amount of advertising is, practically speaking, confined to the exchange of farms and farm lands, live stock, and to some extent, seed grain. There are, however, other ways of accomplishing the same and other purposes. This does not mean, of course, that the use of the press should be displaced, but rather encouraged. A few of the ways which might be mentioned are: the keeping of a clean farm; selling only genuine products; auction sales; fairs and exhibitions; naming of farm; and the use of letter heads. A brief discussion of each of these may be of some interest.

There is, perhaps, no better advertisement in any line of business than the turning out of a genuine product. We are all aware of the various means of adulteration and substitution which are employed by unscrupulous dealers. The goods thus produced will probably continue to be sold to unsuspecting purchasers; but never will they gain a permanent foothold on the public market. Time was when slightly watered milk, underweight butter, or a diseased animal could be disposed of with comparative ease. But with the present knowledge of the composition of dairy and other products, and the presence of disease, it is not such an easy matter. Even if it were, it does not alter the fact that the product which measures up to standard requirements reflects credit to the owner and is one of the best means of advertising. On the farm honesty is the best policy.

In auction sales, also, there lies a splendid opportunity of acquainting the public with the farmer's stock-in-trade. Assuming that a man has a well-kept farm on which is found high-grade, or possibly pure-bred stock, good varieties of seed, and a first-class equipment, we are safe in saying that if the sale is not too small, it will certainly pay to sell by auction. By so doing the farmer is in a position not only to receive higher returns from his sale, but also to attract to the farm those who may not contribute toward the particular sale being held, but are quite likely to become purchasers in the future, because they recognize the merits of a good animal or other product; which is not found on all farms. In this connection it is well to note that in presenting goods for public inspection, the better the condition, the better will be the advantage to which they are sold. For instance, in the case of live stock, it is good practice to train the animals to lead properly, thus giving them a decided advantage over those untrained. It also pays to have them well groomed and in good condition if the best results are to be expected. An hour or more spent daily during the last six weeks previous to the sale will more than repay for the time and labor spent.

Mention should have been made