

an inquiry in response to your advertisement it should become your positive duty to treat that inquiry just as you would a new friend. It may have cost you to receive that inquiry fifty cents or a dollar; it is worth your while to put as much more, if need be, with it to make the sale. I would treat that individual inquiry just as if there were no others and as though the success of my business depended upon making a sale to that particular individual. A careful following up of that new acquaintance may lead to a business friendship, profitable not only with him but with his friends and his friends' friends. Thus you see the cumulative or continued effect of good advertising. If you were to call at my office and state that you wanted to do some advertising, and I were to hand you out a cold, illy-gotten-up circular, and tell you to read it, and pay no further attention to you, you would think me a poor business man and your conclusion would be just, but no more so would I be than would you if you were to receive an inquiry and not give the careful attention to it that it deserves. I know that some of the large poultry breeders expend considerable money in newspaper advertising. Some of it pays; some of it does not pay. The mystery to me has been that it pays at all when I have investigated the methods employed in the handling of it.

Anecdotal.

Behold the fool saith, "Put not all thine eggs in the one basket," which is but a manner of saying, "Scatter your money and your attention." But the wise man saith, "Put all your eggs in one basket and—watch that basket."

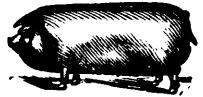
James was always under the impression that he was a born humorist, and his friends never succeeded in convincing him to the contrary. But he has given up trying to be funny now; he says his humor was the means of losing a girl with a lot of money, and he has never got over the blow. He explains it this way: He was courting a broker's daughter. One day he called upon her, and she happened to be at home; he considered himself fortunate, as she had been out every time he had called for a week, and he determined to make the best of his opportunity and pop the question. He found her in a room busily engaged with small bundles of dried grasses which she had collected. "What a quantity of dried grass you have collected, Miss Ritchie," he said. Then his humor burst forth. "Nice room for a donkey to get into —" "Make yourself at home, Mr. James," she said, sweetly, before he could finish the joke. He went home, and all the humor was crushed out of him for ever.

A pilot on one of the Mississippi river boats, on being asked if he knew where all the shoals and rocks in the river were, replied: "Faith, I don't; but I know where they ain't."

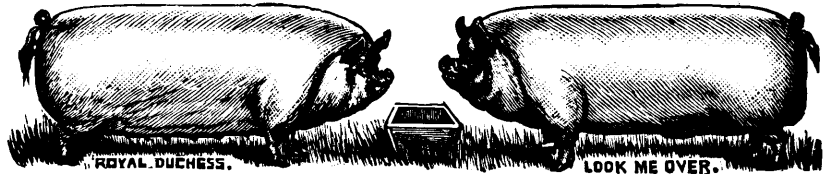
Wm. Butler & Son

Dereham Centre, Ont.

Importers and exporters of Pure-bred Live Stock. Breeders of Guernsey cattle, Chester White and Duroc Jersey Swine. Stock delivered free in carload lots to any part of Canada. Write for circulars, calendars, etc. tf



SUMMERHILL HERD OF YORKSHIRES



The Lengthy English Type

The largest herd of Imported and Canadian-bred Yorkshires of the large English type in Canada. 25 matured imported sows, among them being several royal winners. Six imported sows sired by Buddington Lad, Royal winner and gold medal boar for the best pig of the white breed. Have those imported stock boars bred by such breeders as Sanders Spencer and Philo L. Mills. 25 April pigs (imp.) of both sexes for sale. Also a number (imp.) in dam. 200 Canadian-bred pigs of all ages for sale. Write for prices. Personal inspection preferred. Prepay express charges and guarantee stock as described.

D. C. FLATT, Millgrove, Ont.

Oak Lodge Herd of Large Yorkshires



J. E. BRETHOUR,

The Oldest Established and Largest Herd in America..

This herd has a uniform and fixed type, acknowledged by the best judges to be what the market demands.

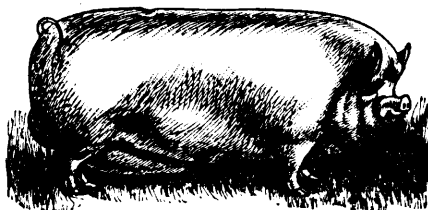
It has made a record of its own in the show rings, winning more prizes at the largest Canadian and American shows than all other herds combined.

Parties wishing high class stock should examine this celebrated herd at the leading shows.

ALL STOCK FULLY GUARANTEED

BURFORD, Brant Co., Ontario

Golden Link Herd of Berkshires



BRANTFORD, ONT.

T. A. COX

Are of the long bacon type. Intending purchasers would be well repaid to call and inspect my herd at Toronto. Have a grand lot of young pigs for sale. Three extra fine October sows, two good aged sows, and about forty head four and five month old boars and sows of bacon type.

Also first-class poultry of all the leading varieties. Prices right.

Food for the gods

Good Butter is a delight; the sweetest, purest Butter is made with

WINDSOR SALT

which makes a delight to the taste and enhances market price.

Ask for the celebrated

WINDSOR SALT

The Windsor Salt Co., Limited
Windsor, Ont.

CHAMPION FRUIT EVAPORATOR



Dries all kinds of Fruits and Vegetables, producing a superior quality of clean white fruit. It is made of Galvanized Iron, is fireproof and portable.

Also a Perfect Evaporator for use on the Kitchen Stove.

CATALOGUE FREE

THE G. H. GRIMM MFG CO.
87 Wellington Street, MONTREAL, Que.

Read our

PREMIUM OFFERS

on pages 5, 6 and 7