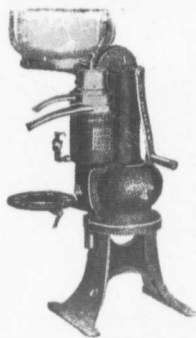


SIX POINTS



When buying a Cream Separator, you want the best you can buy. A poor Separator, instead of making money for you, will lose money. You might as well use the old milk pans as a poor separator. A good separator will not make as much money for you as the best will. Read some of the reasons why the Link Blade Separator is the best on the market:

- 1.—**INCREASED CAPACITY.**—The Link Blade device has an increased capacity of from 30 to 50 per cent. over the most efficient of previous devices, combined with very clean skimming, under a wide range of conditions.
- 2.—**EASY TO CLEAN.**—The blades do not come apart, and so can be washed and handled all in one piece.
- 3.—**NEVER GETS LOOSE.**—The device is expandable and fits the bowl snugly. It can never become loose or shift in the bowl, and throw it out of balance.
- 4.—**NO STRAIN.**—The pressure is distributed through a series of brass rivets, so there is no strain on the blades themselves.
- 5.—**EASY TO TURN.**—Being more efficient, it is lighter and smaller in order to do the same amount of work, and is accordingly easier to handle.
- 6.—**WILL NEVER CLOG.**—When making a long run, the deposit of sediment on the inner wall of the bowl will never clog or choke off the supply of milk. Link Blade machines have run for three or four hours continuously, and the test of the skim milk showed as close skimming at the end as at the beginning of the run.

Write for free booklet, and the name of our nearest Agent.

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Special excursion, in the spring to see these lands. Write now for particulars as to prices and location.

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A Few Good Agents Wanted

It is desirable to mention the name of this publication when writing to advertisers

Cooperative Marketing Increases Production

A. P. Hillhouse, Bromo Co., Que.

Profitable marketing increases production. This rule applies to all lines of business. And the business of farming is no exception to the rule. When the farmer finds that he is marketing any particular line of products more profitably than another he at once sets about to increase his production in that particular line. Cooperation in the marketing of farm products in almost every instance where we have seen it established, brings about this condition of profitable marketing with increased production.

How does cooperation bring better profits in marketing? In the first place it does away with the excessive profits of the middlemen. Cooperation does not do away with ordinary or legitimate profits, which rightfully and honestly belong to some middleman for his labor and enterprise in handling these products. It requires about what the middleman's profits would be in expenses to run a cooperative organization successfully. It places the key of the situation, however, in the hands of the producers, enables them to prevent anyone stepping in between them, and the consumer setting a price on their products, and reaping all the benefit from their hard labor.

COOPERATION IMPROVES QUALITY
The chief factor towards making cooperative marketing more profitable is that it is impossible for a cooperative organization or individual in the organization not to very soon realize the importance and increased value of a superior quality. A cooperative organization run upon the grading system in marketing, proves to be an educational school to every member, since all aim to produce the best of a superior quality. A cooperative organization run upon the grading system in marketing, proves to be an educational school to every member, since all aim to produce the best of a superior quality. A cooperative organization run upon the grading system in marketing, proves to be an educational school to every member, since all aim to produce the best of a superior quality.

A good feature in the system is that while it increases the price and profits to the producers, it does not increase but rather decreases the cost to the consumer. The consumer does not pay for any half spoiled or worthless products, as is the case with the prolonged and slack methods of individual marketing.

INSTANCES OF INCREASED PRODUCTION

We could quote many instances of the increased and more profitable production resulting from the practice of cooperation that has come under our notice in our locality. We will mention just one or two as examples.

A neighboring family was keeping about 12 or 15 hens, that probably were a mixture of almost everything in the chicken line. These hens were not receiving any special care or attention, but practically had to look after and feed themselves. The result was that there was fully five months in the year that our neighbors did not get an egg. They did not raise any chickens worth mentioning, only a brood or two every three or four years to renew the flock.

Finally, through the influence of another neighbor, who was marketing through our society, they bought a few settings of White Wyandotte eggs, and in the fall they killed off all their old stock, keeping only the pure bred pullets. They found that there was a rapid change for the better. Their birds have received the best of care, and they are now keeping a flock of 40 pure bred Wyandottes.

They now never miss a week during the entire year in bringing us a consignment of eggs. They hatch all their chickens early. We sold their surplus cockerels for them (80 in

number) for broilers when weighing one pound each, paying them 40 cents a pound. Their surplus pullets are all sold for breeding purposes at good prices. They now consider the poultry end by far the most profitable branch of their farm.

Another farmer who five years back was only keeping 10 or 12 hens in much the same way as the people before mentioned, now has a flock of 150 laying hens. He brings in all his eggs and chickens weekly. The smallest weekly cheque he has received during the past year was \$5.15; the largest \$25.80. He also now considers the poultry branch the most profitable branch of his farming operations.

Please the Consumer

"But the egg is just as good as any other egg," said an indignant lady in Peterborough Co., Ont., to Mr. J. I. Brown, the organizer of the local egg circles, who had just criticised an egg, which was quite rough shelled. "Yes," said Mr. Brown, "that egg is just as good to eat as any other egg. You know it and I know it, but the consumer does not."

"But these eggs are all going to Montreal, and I will venture to say that half of the eggs that are used in Montreal are used by consumers who were never on the farm, and hardly know how eggs are produced. To them a rough shelled egg is a bad egg, and it is the consumer that we have to please."

In marketing either eggs or poultry, the endeavour should be to put up a class of eggs that will please the consumer. Eggs of all colors and sizes, packed loosely in a basket may be just as fresh and just as good to eat as eggs graded as to color and size and packed attractively in compartment boxes, but as Mr. Brown said, the customer does not look at it in that way. Those of us who are willing to please the customer are the ones who will get the extra price.

Pertinent Poultry Pointers

J.V. Jackson, Westmoreland Co., N.B.

Don't think that you can send one of your children out with a can of corn in the morning and then go out at night and gather a basketful of eggs.

Feed at regular hours.

Don't expect the hens to get all they want to drink out of ditches and wayside puddles. Give them plenty of fresh clean water.

See to it that they have plenty of grit, oyster shell, etc., before them all the time.

Don't think because you don't see any lice running around that your flock is clean. These parasites don't run around showing themselves. They are like some people. They live in darkness rather than light because their deeds are evil. Use insect powder or a good liquid poison once in a while.

Don't leave your dropping box only to be cleaned off every spring and fall; clean them at least two or three times a week.

Don't make the mistake of thinking that all you have to do is buy a few hens and your fortune is assured without any trouble to you.

Don't make the mistake of thinking there is nothing in the poultry business either. There is lots of pleasure in it,—also lots of work; and good money too, if it is properly handled.

Breeding Counts.—A hen at the Ontario Agricultural College has this winter laid 68 eggs consecutively one each day for 68 days. She then rested a few days and started at it again. She was housed in a fresh air house and is an insignificant appearing Barred Plymouth Rock pullet. She is out of a strain that is bred to lay.