

For the business or professional man it is not so much a matter of price as of quality. For the woman an argument of economy has its effect, as well as the value of honey to the children. And then you must bear on the fact that your honey is pure, but it's not this unless she raises the question. It is not advisable to raise doubts when there are none. Explain the difference in flavors, and why there is a difference. Tell her honey will keep well if properly cared for, and then tell her how to keep it. A woman is interested in details, while a business man is too busy to hear them. Working men need but little argument excepting the one of taste and price. He will pay the price, too, if it is worth it.

WHEN DEALING WITH A DEALER

To the man who is buying to resell you must add an argument of sales ability. Not only must you have a good article, but you must have it in such shape that it can be resold at a profit. The same package you use for the consumer trade will not apply for the grocery trade. Neither will the same arguments. Each must be studied and its needs supplied. Even where you are selling to the consumer trade exclusively, you will find that different classes need different sales methods to reach them.

What I have said to you so far are hard and fast laws of salesmanship. They have been

proven to be true in so many cases that we can accept them as facts. What I am going to say to you now in conclusion, however, is a matter of personal opinion, and of course is subject to debate.

Wherever it is possible, I would advise a direct to the consumer trade in honey. Where that is not possible, I would advise as near that as you can. For comb honey uniform grading rules are advisable and if a prediction is in order, I will predict that the time will come when we will have central grading stations, where all the honey of a given locality is sent by the producer there to be intelligently graded and cased. This of course refers to the wholesale trade.

For the consumer trade I would use the 4½ by 4½ slotted section, packed in shipping cases holding 12 pounds. This is about the right amount to sell to an individual for home consumption.

For extracted honey I would recommend the 10 pound friction top pail, and then I would put 10 pounds of honey in it. I must condemn the method of selling extracted honey, and including in the weight the tin which contains it. You don't ask your customer if he wants to buy 10 pounds of honey and tin, and yet that is really what you are selling him. When he believes that he is buying a certain number of pounds of honey, and then finds that part of it is tin, he is apt to feel that he has been taken advantage of, and that does not leave the proper feeling for future sales. It is all right where you tell him he is getting the pail weighed in; but it is not always told, and he has a right to be dissatisfied if he buys 10 pounds of honey and doesn't get it.

Fall plowing produces better crops than spring plowing.

Seed Corn Selection

During the winter months select the necessary number of the best ears to plant in the spring. The rows of kernels should be straight, and not less than 16 nor more than 22 in number. The ear should be from eight to 10½ inches long. The color of grain should be true to variety. White corn should have white cobs, and yellow corn red cobs. The tip should not be too tapering. It should be well covered with straight rows of regular kernels of uniform size and shape. The rows of kernels should extend in regular order over the butt end of the cob, leaving a depression where the shank is removed. The tips of the kernels should be full and strong, leaving no space between them near the cob. The kernels should be about five-sixteenths of an inch wide by five-eighths of an inch long, and about six to the inch in the row.

It is a good plan to have a special seed patch, and plant, say, 25 of the best ears in this patch. Each ear should be planted in a row without mixing with any other ear. Twenty-five rows planted in this way will be sufficient for the average farmer. At maturity, harvest each row separately and weigh the yields. Select the ears for next year's seed patch from the rows that give the highest yields, and the remaining portion of the rows of highest yield are used for

ment he might go from farm to farm, take the grain from the bin, clean, grade, and return it all by the use of machinery. The fanning mill man may easily grade so as to take out five or 10 per cent, or more of the heaviest and plumpest kernels for seed. This would not seriously affect the quality of the market grain.

The man who will put such a plan into operation will be a real blessing to the community. His work will result in the use of the fanning mill where it would not otherwise be used. He will save much hard work on the farms of those who would otherwise run the fanning mill by hand. A gasoline engine costing somewhere between \$50 and \$100 will do the work that might otherwise require hundreds of days of labor at the crank of the fanning mill. It is easy to conceive that he might add greatly to the small grain yield and profit of the community.

Winter Occupation of Labor

By Andrew Boss

The profitable employment of labor during the winter season is one of the difficult problems on many farms. Unless the scheme of farm organization is well balanced the horses needed for summer work, as well as the men, will be idle during a part of the winter. They must be fed and cared for and the money invested is costing interest all the time. Some way should be provided in which they can at least earn a part of their board. The cost of feeding the horses can often be reduced by feeding cheap forage and allowing the horses to rough it in a lot or shed. It is possible in some places to use them in hauling building material, cordwood, or fence posts. So far as possible, bulky farm produce should be marketed during the winter, thus using the horses when the demand for horse labor on the farm is not so pressing.

Many forms of occupation can be devised which will employ the man labor on most farms. Caring for live stock is one of the most common as well as most profitable. What the particular class of stock should be will depend on the food supply, the market facilities, and the kind of labor available. The care of dairy cows may be combined with wood cutting to advantage in many cases. A flock of sheep may be purchased and fed out on cheap, rough food and some grain. A car of feeder cattle may be finished on bundle-corn, thus saving the cost of husking and at the same time providing winter occupation for labor.

The farmer who has a lot of good grain or corn on hand may make good wages by preparing it for sale as seed and putting it on the market as such. A few farmers in Minnesota last winter increased the price of their seed corn from \$3 to \$8 and \$10 a bushel by careful selection and making individual ear tests. One farmer sold \$250 worth of seed corn from a sixteen-acre field in this way without depleting to any appreciable extent his supply of feed. He counted his time well spent. There is a choice market for selected seed in Canada as well.

Many operations usually conducted in open weather can be hastened by attention and preparation during the winter season, such as machinery and harness repairs, fence and building alterations and repairs, manure hauling, feed delivery and storage.

Prize Contest

Hundreds of contestants are going to win the gold watches offered for only twenty five new subscribers. Many will win the larger prizes. Read the "Contest News" in this issue, and learn about the extra prize of a 14K. gold point fountain pen.

The prize contest is arousing the interest it deserves. It is the greatest chance our friends have ever had to help make Farm and Dairy better known, and at the same time to win a gold prize for their trouble.



Roads, Such as This One, are Appreciated at This Season

Country highways such as the one here illustrated are expensive to construct, but the satisfaction that they afford us in spring and fall and the smaller cost of maintenance make them a good investment where settlement is fairly close. This highway is one of the numerous fine macadam roads that are to be found in Quebec province. Similar roads are rapidly becoming common in Ontario. The mileage of improved highways will increase even more rapidly as their value becomes better appreciated.

planting the field crop. And so the work should be continued from year to year.

Another Field for Cooperation

By A. D. Wilson

The fanning mill is certainly practical on any grain growing farm. It should be used to remove lighter kernels, weed seed, and trash. The heavier larger kernels selected by the fanning mill are usually more productive; and all agree on getting rid of the weed seed and trash.

We have said that the fanning mill was practical on the average farm and it ought to be used there. One great obstacle to such use arises from the fact that few men know how to make the fanning mill clean and grade the grain as they want it to. Many have had poor fanning mills. Others do not have the necessary room to make grain cleaning convenient.

Why not clean grain in the same way that we thresh it? Every community has some mechanically inclined farmer who can handle the fanning mill outfit better than anyone else in the community. Let him clean and grade the grain. He can equip a tight bottom, low wagon with two good-sized fanning mills operated with belts by a small gasoline engine. With such an equip-

Concrete

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MIXING THE MOLDING With the for

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