

Glencarnock Stock Farm

We are offering during the months of October and November, 15 choicely bred young

Aberdeen Angus Bulls at \$150 and \$175 each

These bulls are from ten to fourteen months old, are well grown and every one is a good individual. If you are in the market for a herd bull don't miss this opportunity. Write today for a list of our offerings and description.

SHEEP

We are now booking orders for our Suffolk Down Rams for delivery in November. These rams are all well grown, are of the best breeding possible to obtain and will leave you the kind of lambs that always top the market.

PIGS

We still have a few spring Berkshire and Yorkshire boars and sows for sale. They are of the right type and we can furnish pairs or trios not akin.

Price \$20 each

*Get Your Breeding Stock from Glencarnock
where the Champions are Bred*

JAS. D. MCGREGOR, Prop., BRANDON, Man.

Snaps in Stallions

Vanstone and Rogers' Announcement

Our Name is Your Safeguard

We have a new and carefully selected stock of

Clydesdales - Percherons - Belgians

on hand at the present time and would advise intending purchasers to get their horses now. This will give plenty of time to get acquainted with the horse, and, to advertise him; also he can be properly exercised all winter. Nearly every Stallion we have is broken in and all are gentle to handle.

We have several aged horses that we have taken in exchange, which are sound, good stock horses and absolutely sure. We have the record of each, which will speak for itself. These horses will be cleaned out at about one half of what they would earn in a single season.

Write and let us know what you want

North Battleford - Saskatchewan

100 Shropshire and Oxfordshire Rams 200 Shropshire and Oxfordshire Ewes

All pure bred and of highest class now offered for sale

**CLYDESDALES AND SHORTHORNS—Big Selection Always on Hand
GOLDEN WEST BALGREGGAN**

P. M. BREDT - P. O. Box 2089, CALGARY, Alta. - Phone M1003

PERCHERONS

**THE BREED BEST
ADAPTED TO CANADA**

No more imported animals until after the war is over. Native bred stallions and mares are now coming into their own. Buy a team of pure bred Percheron mares safe in foal and get started right. It pays to breed the best.

Breed to Percherons and Get Into the Breed That is Commanding the Market

TAMWORTHS-WHITE LEGHORNS-AYRSHIRES

BACON EGGS CREAM
"In time of war prepare for peace." Now, better than ever, will it pay you to raise good stock. Order your Herd Boar, Herd Bull and Cockerels from HIGH HOW STOCK FARM. I can please you.
THOS. NOBLE - DAYSLAND, ALTA.

Advertisers in The Guide

are in position to give good service to you and your family. The Guide will not knowingly carry the advertising of any unreliable concern. In writing to the advertiser, be sure to mention that you saw his announcement in The Guide, Winnipeg. It will insure good service.

How to Sell Livestock

Continued from Page 9

breeders sell only for cash with order where they are not personally acquainted with the purchaser. This is undoubtedly the safest method and the most satisfactory. It is a good rule to follow, particularly where the sale is not a large one. The sooner the whole business is placed absolutely upon a cash basis the better it will be for all concerned. Some breeders who sell on time adopt the method of writing to the local banker for the standing of the farmer at the same time they answer the enquiry. They will have the reply from the banker about the time they get the order and can then decide whether it is safe to ship without the cash. Some breeders have practically ruined themselves by giving indiscriminate credit and have found that collections were hard to make. It is better to sell less and get paid for it.

Some breeders sell their stock too cheaply. This is a mistake. Good stock in good condition will ordinarily command a good price, particularly if it is well advertised and followed up by real good sales letters. A breeder is entitled to a fair margin of profit on his stock and should fix his prices accordingly.

How to Keep Records

Some successful breeders keep a card index of all their purchasers and also their enquirers. This is done by taking small cards about 2½ inches by 4 inches (or stiff paper will do equally as well) and writing on them the name and address of the purchaser or enquirer and the stock that he has purchased or enquired about, together with the date and any other details that may seem necessary. These cards can then be put in alphabetical order in a pasteboard or wooden box made for the purpose, or a specially constructed file can be purchased if desired. When the breeder has any special stock for sale he can then very often do it cheaply by sending out a descriptive letter to those farmers in his card index who have expressed an interest in that particular kind of stock or have purchased from him previously. This system is very cheap, but very helpful.

Supplying Pedigree Transfers

Some breeders in Western Canada have acquired a bad reputation among farmers by not supplying promptly pedigree transfers on registered stock. No breeder should advertise registered stock unless it is actually registered or eligible for register. Registered stock will bring a higher price than equally good stock which is not registered, and it costs comparatively little to register. Whenever registered stock is sold the pedigree transfer should be made at once. Some breeders do it by sending the transfer papers and the fee direct to Ottawa and having the new papers made out and mailed at once to the purchaser. Others supply the transfer papers to the purchaser, properly filled out, and allow him to make his own registration. Either way is satisfactory, provided it is done promptly. Where a farmer, however, purchases registered stock and fails to get his certificate of registration from the breeder, even after he writes several letters for it, he is justified in having a poor opinion of the breeder and he naturally will decline to purchase any more stock from him and it will become a subject of conversation when he meets with his neighbors. Carelessness in supplying pedigree transfers is one of the best methods of killing business, and the breeder who follows this method is very likely to have the bailiff call on him sooner or later.

Time to Advertise

The matter of timeliness in advertising is an important one. The largest breeders find it valuable to keep their advertisements in the farm papers regularly, either every week or every other week throughout the year. In this way their names become familiar to farmers and they become recognized as leading breeders. When the farmer decides to purchase, no matter what time of the year it may be, he will naturally remember the advertisements that he has seen most frequently and is most likely to enquire from those breeders regarding the stock he wants. To the small breeder, however, who cannot afford to spend so much money in advertising, it is necessary to consider the season and conditions. By keeping in touch with the livestock situation through his own farm papers and in meeting with other breeders, he can generally decide the best time to

Sell Your Experience

Books as Prizes Contributions Wanted

Would you like to add to your library? Just glance over the titles of these books:

1. Farm Management
2. Agricultural Engineering
3. Audel's Automobile Guide
4. Farm Blacksmithing
5. Gasoline Engines and Installation
6. Farm Conveniences
7. Gas, Oil and Steam Engines

For the benefit of all our readers we want to publish articles on CONVENIENCES FOR THE FARM HOME. We know that a great many farmers employ different ways to save time, labor and money and we want to help pass this information on. In order to get practical information, we are offering the above books to be competed for by our readers.

PRIZES

For the best article received on either of the subjects mentioned below, we will give any two of the books 1, 2 or 3. For the second best article we will give either one of the first three books or any two of books 4, 5, 6 or 7. For each third best article we will give either one of the last four books (Nos. 4, 5, 6 or 7).

SUBJECT 1

The Mechanical Hired Man

Articles on this subject should describe the various uses to which the small gasoline engine has been put on the farm. Drawings, sketches of the layout of line shafting, etc., or photographs showing the arrangement of the engine and power machines will all help to make the article more interesting and will be considered when awarding the prizes. Articles should contain the cost of the engine and the installation of the various labor-saving devices, the cost of operation, full details of installation and a short note on the advantages of the layout.

SUBJECT 2

Water Works on the Farm

This subject will include the manner of locating the source of water, its position, the manner in which it is laid on in the house and buildings, whether it is a gravity or pressure system, how the outside pipes are insulated to keep them from freezing, how much the installation cost.

SUBJECT 3

The Farm Automobile

What uses can it be put to? Do you use it as a power plant? Is it cheaper than a pair of drivers? How long during the year can you use it? How much does it cost in gasoline and repairs? What kind of car is most satisfactory in your district?

RULES—Read Carefully

No article should exceed 600 words in length. Write plainly on one side of the paper only. Commence each subject on a separate piece of paper and sign name and address in full on each article. Do not attempt to fill out the articles with unnecessary words. The prizes will be awarded on the facts which each article contains. Any photographs which are available should accompany articles. All articles for competition must reach this office on or before November 17, 1915. The result will be published in the November 17 issue of The Guide.

ADDRESS ALL LETTERS TO

**Grain Growers' Guide
Winnipeg, Man.**