THE OLD SUMMER HILL FARM

The home of the highest priced Canadian bred Oxford ram ever sold in Canada, sold to a Missouri man for $300. We have for sale 8,250 Oxford ewes from 1 to 5 years old, 50 selected yr. to 2 yr. rams for show or breeding purposes, 100 rams and 100 ewe lambs of superior quality and a limited supply of ewes fitted for show purposes. Just sold a show flock to H. S. Currie, of Castor, Alta., which won 1st on aged ewe, 1st on yr. ews, 1st on ewe lamb, Champion ewe and Reserve, 1st on flock competing against two flocks from Ontario. They were bred and raised by this firm. Also we have for sale 40 Shrop. ewes and a stud ram, 1, 2, 3 yr. old, and 40 Shrop. lambs all recorded, Duroc Jersey swine of the best breeding, and recorded, young boars and sows ready to wean at moderate prices.

Address all Correspondence to

Peter Arkell, Bus. Mg., Box 454, Teeswater, Ont.

THE EDGELEY CHAMPION HERD OF JERSEYS.

Write us about your next herd sire. We now have sons of our present herd sire, Edgeley's Bright Prince, who is a son of Canada's champion butter cow, Sunbeam of Edgeley. Pay us a visit. Sunbeam of Edgeley is not the only high-record cow we have. We are pleased to show our herd at all times.

JAMES BAGG & SONS (Woodbridge, C.P.R., Concord, G.T.R.) EDGELEY, ONT.

THE NOTED DON HERD

are at present offering a few young bulls of service age and from R.O.P. dams. Also a few females, from eight to fourteen months old.

For particulars and prices write

D. DUNCAN & SON, - R. R. No. 1, - TODMORDEN, ONTARIO.

CHOICE YORKSHIRE HOGS AT RIGHT PRICES

Boars and sows, all ages, from best prize-winning strains—a few good bred sows, also younger stock. S. C. White Leghorn eggs for hatching from prize-winning stock. S. S. Brown Leghorns, Barred Rocks, R. I. Reds, $3 per 15; $10 per 100. Fawn and White I. R. Duck eggs, $3 per 11. Chinese goose eggs, 50c each.

T. A. KING - - - - - - MILTON, ONTARIO.

AYRSHIRES

If you want Ayrshires of the right kind, write us. Possibly we have what you want.

PALMER BROTHERS - - - - - NORWICH, ONTARIO

PLEASANT VIEW AYRSHIRES

Young calves, either sex; several from R. O. P. cows. It will pay to come and see or write for prices if wanting anything in choice Ayrshires.

A. HENDERSON - - R. R. No. 4 - - ATHENS, ONTARIO

ELMCREST AYRSHIRES

Herd Sire—Glenhurst Torrs Master, sired by Lessnessnock Comet. Young stock for sale, all ages, at reasonable prices. One exceptionally good yearling bull. Write for prices.

SANDILAND BROTHERS, : : WILLIAMSTOWN, ONTARIO

FOR SALE

Three Pure-bred Registered Ayrshire Bulls, nine months old, of fine quality. We are also open to buy 200 Rhode Island pullets, April or May hatch. Apply

FARM SUPERINTENDENT, PRICE FARM, KENOGAMI, QUE.

PEACH BLOW AYRSHIRES

Young Stock for sale, always on hand (both sexes), from high-testing heavy producers. Good udders and large teat a special feature of my herd. Three fine young Sires ready for service. Get particulars of these if you need a sire. R. T. BROWNLEE, Peach Blow Farm, HEMMINGFORD, Que.

TANGLEWYLD AYRSHIRES

The Leading R. O. P. Herd
Large Cows, Large Teats, Large Records, High Testers. Choice Young Bulls and Bull Calves and a few Cows for sale.

WOODHOUSE BROS., - - - MOORETFIELD, ONT.

REGISTERED HOLSTEINS

and the

$106,000 BULL

is a brother as well as a grandson of

OUR SENIOR HERD SIRE

for the past two years.

AVONDALE PONTIAC ECHO

We have only one of his sons left, the price is reasonable. Write to-day

LYNN RIVER STOCK FARM
Alex Wallace SIMCOE ONT.

TYPEWRITTEN PEDIGREES

with records up to date. $1.00 a piece, including 2 extra carbon copies. Ten or more pedigrees in one order for catalogue work, including one copy only of each. 75c a piece.

Catalogues

$2.00 per page, complete, including making out of pedigrees.

Orders should be sent in early.

The Canadian Holstein Sales Co., Simcoe Ont.
Bell Phone 130.

HEAVES SURELY CURED

with the old reliable Fleming's Tonic Heave Remedy. Cures both old and new cases, tones up animal's whole system. Full price refunded if it ever fails. Write for Free Copy of Fleming's Vest Pocket Vet. Adviser.

FLEMING BROS., CHEMISTS
83 CHURCH ST., TORONTO, ONT.

BOOKS

Write for our catalogue of farm books. It is sent free on request. Ask us for information on any books you require.

BOOK DEPT., FARM AND DAIRY
PETERBORO, ONT.

U.S. AND CANADIAN HOLSTEIN MEN CONFER.

EDITOR, Farm and Dairy,—I beg to acknowledge receipt of your favor of July 24th, regarding the meeting between the representatives of the Canadian and American Holstein-Friesian Associations.

I may explain that practically ever since the establishment of the Canadian Holstein-Friesian Herd Book in 1891, we have been endeavoring to persuade the American Holstein-Friesian Association to recognize our certificates of registry in the same way that we do theirs, viz., by simple transfer from one Herd Book to the other. All the cattle recorded in our Herd Book trace to every line to the American Herd Book, but in spite of that fact the Americans have always required the registration of Canadian ancestors of any animal sold to go to the United States, straight back to the American Herd Book. This has been a very expensive procedure, costing as high as $100 to record a single animal in the United States.

Some seven or eight years ago committees representing the two Associations met and threshed out this question, but failed to come to an agreement owing to differences regarding membership and registration fees. It was after this failure that the Canadian fee for transfer certificates was raised to $25 for males and $10 for females.

On July 23rd, on invitation of Hon. D. D. Aitken, President of the American Association, a Canadian committee comprising our President, Dr. S. F. Tolmie, M.P., Mr. R. W. E. Burnsby and myself, attended the meeting of the Board of Directors of the American Association at Detroit. We met with a very cordial reception and had no difficulty in arriving at an understanding. President Aitken took the ground that the membership and registration fees to be charged in each country should be left to the judgment of the members of the Association concerned, and that any disparity between those charged would be nullified by requiring that in future all animals born in Canada should be registered first in the Canadian Herd Book before being eligible to registry in the American Herd Book, and that all animals born in the United States should be registered first in the American Herd Book before being eligible to registry in the Canadian Herd Book.

This position was entirely satisfactory to us and met with the unanimous approval of the American Board of Directors, who passed a resolution recommending the recognition by their Association of the Canadian Herd Book. In view of this recognition, our committee expect that the Canadian Association will be willing to reduce our fee for import certificates to a nominal sum, so that the charges for registration on animals crossing the boundary line in either direction will be practically the same.

The whole arrangement is, of course, subject to the approval of the Annual Meetings of the two Associations. Both Associations are fortunate in having big, broad-minded, tactful men as president, and great credit is due to these gentlemen for the amicable understanding which has now been arrived at.

Secretary Houghton and myself are arranging to harmonize office procedure as far as possible, to supply free of charge to each other progeny records of breeding females sold from one country to the other and minor details of that sort.—W. A. Clemons, Secreary.

NEIDPATH FARM HERD SIRE.

"WE think we have a pretty good bull here," remarked W. W. Ballantyne when we dropped in to inspect the Neidpath herd of Ayrshires recently. The bull in question is a two-year-old, a son of Toora Daisy Bell 3rd, a cow owned by the Ontario Agricultural College and imported from Scotland by R. R. Ness. She has a two-year-old record in R.O.P. of over 12,000 lbs. of milk. The backing of this bull on both sides is of the best producing strains of the breed. As an individual he carries lots of size, splendid evidence of constitution, as well as the straight lines which are so pleasing to the Ayrshire fancier.

Neidpath Farm has probably bred more sires of Record of Performance producers than any other Ayrshire herd in Canada. The cows are of the type that go with production. They are good sized animals with large shapely udders, and in the whole herd there is only one milking animal that could have been criticised for small teats; and even in this case the teats were not extreme. Unfortunately, lack of labor has made it impossible for the Ballantynes to follow up semi-official test work as they would like to do.

MR. KELLY'S HERD SIRE.

DURING a recent visit to the farm of R. J. Kelly, Cullodon, Ont., an editor of Farm and Dairy had the opportunity of seeing his new herd sire, King Alcartra Korndyke. This bull is a son of King Segis Alcartra Spofford, owned by Leavens and Purtelle, Bloomfield, Ont. His dam is Korndyke Segis Hartog, a 31 lb. three-year-old. Mr. Kelly's sire has both the individuality and the backing to merit the place he holds at the head of this big Oxford County herd.

STANDARD CATTLE AND HOG FEEDS.

A good deal of interest is being shown by Ontario farmers in an announcement of the Department of our last issue in connection with "Standard Dairy Cattle and Hog Feeds for Ontario Farmers," which the Ontario Department of Agriculture is projecting with the assistance of the agricultural section of the Organization of Resources Committee. In order to avoid confusion farmers should take note that the proper party to write in regard to prices, delivery, etc., is Mr. F. C. Hart, Director of Co-Operation and Markets Branch, Ontario Department of Agriculture, Toronto.

NEW U. S. AYRSHIRE SECRETARY.

AT a meeting of the Board of Directors of the United States Ayrshire Breeders' Association, held at Manhattan Hotel, New York, July 8, 1918, James G. Watson in charge of the Extension Activities of the Association, was elected Secretary and Treasurer of the Ayrshire Breeders' Association as successor to the late C. M. Winslow.

Mr. Watson is a Scotchman by birth. He is a graduate of the Iowa State College of Agriculture and was Extension Dairyman at that institution for two years. He also was for a time in partnership with the University of Missouri. He was manager of the Southwestern Dairy Show at Kansas City, 1916. Since October, 1916, he has been in charge of the Association's Extension Activities and now becomes its Secretary and Treasurer.

AD. TALK.

DESIRABLE PUBLICITY AND HOW TO OBTAIN IT.

THE successful business man, no matter in what line of business, intentionally or otherwise, counts his advertising results in two classes, namely, direct and indirect, and prepares his copy with a view to meeting the demands of each of these two objectives, and what works with one works with the other.

The whole campaign works for a desirable familiarity on the part of possible buyers with the advertiser's name and this renders quick satisfactory sales possible. The advertiser who confines this effort to one class of advertising at the expense of the other, cannot expect the success which would be his if he carried on a properly balanced advertising campaign.

In business life these two classes of advertising are known as sale advertising, and publicity advertising. No firm can make satisfactory sales unless they have satisfactory publicity, and no firm, no matter how much publicity they may have, will make sales if they confine their attention wholly to publicity.

Consequently an ad. in which an unknown man merely states—"I have gub and such for sale at such and such a price," will naturally receive little attention.

But if combined in the ad. or for weeks previous to the appearing of this selling ad. there had been appearing a publicity campaign, the buying public would be on the alert for anything which he might have to offer.

In the case of live stock advertising, the average breeder believes in the selling ads., but fails to see the necessity for the general publicity campaign. The average breeder, providing he has not by experience learned otherwise, has an idea that when he has something to sell he can jump into prominence like some jack-in-the-box, run a small ad. for a few weeks, and then finally collapse and remain in retirement till the next spasm comes on. They fail to realize that the human race are apt to soon forget, and that their memory must be kept brushed up.

Take a look at the advertising campaign of any large company and see what a large percentage of their advertising is taken up with this publicity advertising. Call it hot air, if you like, but at any rate it melts the stony heart of the buying public, and see what comparatively small part of their space is devoted to actually trying to sell something.

This shows the importance of the former class of advertising. But the average livestock breeder does not look at things this way. Some of them do, and they are the ones who get satisfactory sales when they want to sell.

It is to counteract this tendency on the part of livestock advertisers that we run our gossip column. We do nothing of this sort for our Commercial advertisers. They have to pay for their publicity. Even in the case of our livestock advertisers, the information we can give in our gossip column is but "a drop in a bucket" compared with what can be done during the course of a year by judicious advertising, and additional advertising means that we can devote still more space in the gossip columns.

So now if you are planning to make sales, why not start right now to prepare the public mind for what is to follow. Start now a publicity campaign among your fellow breeders, and then watch results.

C. G. McKILLICAN,
Livestock Department,
FARM AND DAIRY.

August 8, 1918.

MARKET

TORONTO, Monday, A
Lenten heat of the
has hastened the ris
grains, in some instanc
ile too quickly
ports made by Agricultu
tives of the Ontario Depa
culture comments as follo
situation:

Hay is practically all c
The crop is barely an av
the quality is generally
weather was favorable f
second crop of clover ha
but the fields now need
reported to be yielding
Many farmers have alre
second crop of alfalfa.

Fall wheat is turning c
ter than was expected, b
and quality, although Eas
early threshing has found
soft grain.

Considerable barley has
number of counties and is
ly, although there are so
of loose smut. Spring wh
rapidly, and also gives go
spite the great heat and
has recently prevailed.
turning perhaps too soon
a danger of the heads bein
wheat is growing very
uncommonly well.

WHEAT.

The wheat market has b
of expectancy owing to th
it was the intention of th
to fix the maximum price
as to absorb the increased
The matter is now under c
Ottawa, and it is stated
maximum will be fixed at $
Representations have been
Thomas White, Minister of
Hon. T. A. Crerar, Minister
ture, respecting the financ
Western wheat crop. It is
the government will give
of a fixed price upon the
now crop.

Quotations are as follows:
Manitoba wheat—In store,
Bam, nominal (including 2%
1 northern, $2.33½; No.
($2.30½; No. 3 northern, $2
wheat, $2.16½.
Ontario wheat—No. 2, $2.
Montreal.

COARSE GRAIN

The excellent weather o
weeks has been favorable
crop, though the lack of s
places is beginning to be f
from across the line show
proportions of favorable and
ditions. Prices remain for t
the same as last week. Tra
tario oats has been active
cents have been supplying
the demand. Prices follow:
Ontario oats—No. 2 white,
nominal; No. 3, 84c to 85c.
Rye—No. 2, $1.90.
Barley—Malting, $1.30 to $1
Peas—Nominal.
Buckwheat—$1.80.
Montreal quotes oats C.
4c, extra No. 1 feed, 92c.

MILL FEEDS.

The tone of the market for
millfeed remains very firm,
limited inquiry for supplies,
amount of business is passin
and country account. Quotat
lows:
Millfeed—Carlots, delivered,
freight, bags included; Bran
$36; shorts, $40.

HAY AND STRAW

There were no new developm
market for baled hay to-day.
Hay—No. 1 $16 to $17 per
Toronto; mixed, $14 to $16 per
Straw—Car lots, $8 to $8.5
truck Toronto.

POTATOES AND BEA

Late potatoes have so far be
fected by disease than was fe
weeks ago, but the hot we
drought have resulted in muc
early potatoes, causing greatly
yields. On the other hand, we
pects are still good for a fai
clean tubers. Per bag in car
toes are selling at $2.35 to $2.
Beans are quoted as follow
dian, prime, bushel, $6.60 to
sign, hand-picked, bushel, $6.75

HIDES AND WOOL.

City hides—City butcher hid
flats, 16c; carfloating, green flat,
kip, 20c; horsehides, city taken
to $4.50; city lambskins, shea
pelts, $2 to $2.50; sheepskins, $
Country market—Beef hides
15c; part cured, 14c; cured, 16c
or ask part tried to $2.50; h
country take-off, No. 1, $5 to $
$4 to $5; No. 1 sheepskins, $2.50
Horsehair, farmers' stock, 30c
Wool—Unwashed, fine and
cloth, 45c to 72c; medium and
43c to 45c; coarse and lustre, 6
washed, fine and medium clot
to 82c; medium and combing, 8
coarse lustre, 83c to 85c per po