Pros and Cons of Advertising Does it Pay to Advertise?

HE large manufacturing and business firms evidently think it does. They spend thousands of dollars annually in placing their goods in an attractive manner before the public. Do they obtain results? Well, evi-Do they obtain results? Well, evidently they do or they would not continue such an expense. Advertising has become such a necessary part of business operation that the business man to-day who refuses to advertise might as well close up shop and quit, This fact also is true that those immense business concerns which have risen from small beginnings in a few years have done so largely through the judical use of printers' ink.

What about the farmer? Does h



No. 1 clear white pine Sash, already giazed. Specially low price for immediate shipment; safely packed. Over sixty sizes and styles, including house, barn and cellar sash, We sell direct. Builders catalogue free.

THE HALLIDAY COMPANY LTD. Factory Distributors

Fleming's Lump Jaw Cure

-Holstein Bulf Calves Wanted-

Will buy two in Maritime Provinces one in Eastern Townships in Quebec, and one in Central Ontario. Prefer calves two to four weeks old. Registration papers must be furnished. Write:

Farm and Dairy, Peterboro,

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness - it compels people to think of you.

BOOKS

DEPT., FARM AND DAIRY

pay him to advertise? Why should it pay nim to advertise: why should not? If it has achieved such results in other lines of business why should it not benefit the farmer, especially those with pure bred stock for sale. For instance, think of the various articles and implements which are in every day use about the farm. Think what a prominent part in the choice of all these articles was played by the Ads. which were seen in the various Then we begin to realize just what advertising means to the buyer, and consequently to the seller. If a farmer in his choice of the articles he buys is so influenced by the advertis-ing matter which he reads, how can ing matter which he reads, how can he expect to hold HIS buyers and self HIS surplus stock to best advantage if he does not do likewise.

We know that there are many breeders of pure bred live stock in Canada to-day who are selling their surplus to the most convenient buyer surplus to the most convenient buyer and accepting for it perhaps a mere pittance when they might by a course of judicious advertising place their stock in a much better light before the buying public. By so doing they could command a great increase over their former selling prices.

Furthermore, men engaged in other lines of business spend large sums advertising through the medium of travelling salesmen. This the farmer cannot do. The sole advertising medium of the farmer is the farm press, and it is in his best interest that he take full value of the benefits to be derived therefrom.

In our travels about the country we are continually coming across herds that previously we knew nothing are continually coming across needs that previously we knew nothing about. In fact, that no one knew any-thing about outside of their own im-mediate locality. Many of these herds mediate locality. Many of these nerds compare favorably with the best as recards production, type and general utility. Yet the surplus stock of these herds is being sold to the mere chance buyer and at prices that do not nearly represent their value. It is to the owners of such herds as these that this "alk" is more particularly distincted. Many others have brought rected. Many others have brought their herds into prominence by using their herds into prominence by using their herds into prominence are nevertising as new propertising. buyer and at prices that do not nearly Their nerds into profinience by using FARM AND DAIRY as an advertising madium. Why shouldn't you? You have often considered the matter, but have neglected to carry out your good intentions, consequently you are denying yourself that which is in your own interests. If you have anything for sale, if you want to gradually work your herd into prominence, just take a look through FARM AND DAIRY; see what neat, attractive ads we are placwhat nest, attractive and we are plac-ing for our people. These adds are bringing good results. Let us know what you have and we will have our advertising staff draft you out an attractive ad.

FARM AND DAIRY,

PETERBOROUGH. "The Farmers' Own Paper."

Dairy Don'ts

rearing and developing dairy helfers-Don't overfeed. Twice as many

calves are stunted by overfeeding as by underfeeding.

Don't change suddenly from whole to skim milk. Don't keep calves in damp dark, crowded, poorly ventilated barns.

Don't feed milk in dirty pails. Don's be irregular as to time of feed-

ing, temperature or amount of milk.

Don't feed too much alfalfa hay before the calf is three months old. Don't let calves suck each other after drinking milk. They should be placed in stanchions and fed grain.

Don't make calf go without water because it has had milk. Don't let calf drink foaming milk just from the separator.—H. H. Kil-

THE

Brown Swiss Cattle

are quickly coming to the front as a

Dairy and Dual Purpose Breed

Study their merits, become a breeder of these cattle, and the reward will all be yours.

For literature and information, apply to

Ralph H. Libby Stanstead, Oue.

Secretary, Brown Swiss Association.

Market Review and Forecast

Toronto, Oct. 1.—The Census and Biatistics office has issued another preliminary estimate of the production in
liminary estimate of the principal grain crops. The
liminary estimate of the principal grain crops. The
liminary estimate of the principal grain crops.

The distribution of the principal grain crops

18.88 bushels and an increase of 19.881,700

18.89 bushels and an increase of 19.881,700

18.90 bushels and an increase of 19.881,700

18.91 bushels and principal grain crops

18.92 bushels and an increase of 19.881,700

18.92 bushels and bushels are selected as the principal grain crops

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18.92 bushels and an increase of 19.881,700

18.92 bushels and an increase of 19.881,700

18.93 bushels and an increase of 19.881,700

18.94 bushels and an increase of 19.881,700

18.95 bushels an

COARSE GRAINS.

COARSE GRAINS.
There now seems to be little likelihood of oats falling below the 62 cent level for some time at least. Manitoba pais, No. as the seems time at least. Manitoba pais, No. and Tye. 31-90. On the Chlosogo market, December corn is quoted \$1.201-4. Montaguagustes as follows: Oats, C. W. No. 3, 201-201, 100. The Chlosogo for the country of the country of

of oats failing below the 65 cent level for some time at least. Manifobs oats, No came time at least with the company of the company

pared with 35,53,000 bulshels, as own.

The Canadian rye crop this year is 4, 19,000 benefits, and barries [9,313,460] improved during the past week markets have been quiet. Parmers are busy with their been quiet. Parmers are busy with their been quiet. Parmers are busy with their many provided the provided of the control of the contr

Self in the property of the pr Duckings

POTATOES AND BEANS.