

as a farmer is concerned what grows after the four-day test is of little or no value to him. A soil test shows about the same percentage vitality. No doubt some of these oats had been frosted, and some were quite green looking. No doubt, too, but there are plenty of lots of No. 1 and 2 feed oats that will germinate well, but they are graded down because of their weed-seed content. If much of the weed seeds are wild oats then they cannot be separated, and who on farms to-day wants to add to his weed troubles by sowing wild oats?

Doubtless there are dealers in feed oats who have their eyes on the almighty dollar more than on safeguarding the land of their neighbors from further pollution with weed seeds or even the successful growing of a crop of oats, to take the trouble to find out whether the oats they are handling would be suitable for seed. On the other hand, there are many farmers who say that oats are oats so far as they are concerned, and would take no trouble to clean or test feed oats for seed. Consequently there are bound to be many disappointments this year.

The seed inspectors will do all they can to prevent fraud and misrepresentation, but they cannot be everywhere just at the right time. Dealers, too, as the one whose seed was examined, deny that they are offering such oats for seed. No wonder he was ashamed of them and the fact that he had given them to this young farmer, suggesting their use for seed. Farmers should look to their seed supplies early enough to receive the protection they may have free of charge as a government service. Use the Seed Branch, Department of Agriculture, Ottawa, farmers as you never have before.

T. G. RAYNOR, Seed Branch.

The Cow's Path in Politics.

EDITOR "THE FARMER'S ADVOCATE":

I think it was Sam Walter Foss who wrote a poem, the title of which I have forgotten, about the crooked path, which afterwards became a trail and finally the main street of a great city. Main street Winnipeg, they tell us, was once such a trail and thousands of people daily lose precious time because of its winding course.

The lesson the poet would teach is that the great majority of men follow the path of least resistance, and by conforming to type and custom, and walking in the ways of their fathers fail to make the progress and advancement they might make if leaving the old, crooked, beaten ways they blazed for themselves straight, new trails wherein they and those who followed after them might travel.

If there is one place more than another where men follow the cow's path it is surely in the realm of politics. Party leaders and party papers say: "Here is the way, walk ye in it," and, though the way be a crooked one, they follow on, and blinded by prejudice and partisanship fail to take the independent course in thought and action. There are multitudes of voters yet, though we believe their numbers are decreasing, who believe their own side to have all the virtues and the other all the vices, and who would not under any consideration give a vote to a political opponent though he might be a far more worthy and estimable citizen than their own candidate. It is because of such votes that the wheels of progress are stayed and many reforms are still uncompleted. "It's a long way to Tipperary" in political reforms when all the votes are for a party and none are for the state, and there are communities yet where this condition prevails.

Those who have followed the trend of events in our Western Provinces during recent years will know that the people there have accomplished much along the line of advanced legislation through acting independently of the two great political parties. The United Farmers of Alberta, because of their strength and numbers, caused the government, some of whose most influential members were members of that order, to grant them practically all their demands. The government of that province to-day knows that it is depending, not upon Liberals but upon this great organization for its continuation in office. Merged as it is now with the grain growers of Saskatchewan and Manitoba it will not be a youngster, which, as some correspondent to your columns recently hinted, might come to an untimely end, but which will grow in power and usefulness as the years go by. When it comes to co-operative buying and selling and to looking after their own interests as opposed to the interests of the big corporations, the farmers of the West are about as far ahead of the farmers of Ontario as an automobile is ahead of an ox-cart. They have got out of the cow's path for good and will never travel in it again. The power of making the voters' influence felt on members of parliament and of turning them out if need be during their term of office, of having a more direct part in formulating and introducing legislation, and of having measures before they become law, referred back to the people for their approval or disapproval; all of which is provided for by the Initiative, Referendum and Recall which has in a measure been adopted by the Western legislators was carried through by the efforts of the United Farmers. Such legislation in force at Ottawa, (and it will never come till the United Farmers of Canada will it so,) would have a deterring and salutary influence on members, who after making fair promises to the electors go the capital for a period of four years, and then forgetting their pre-election promises play into the hands of the big interests.

It is no new thing to say, but it is one of those things that needs to be repeated that we need more farmers in parliament, men, who, while making the farmer's interests pre-eminent shall not countenance class legislation, but shall seek to further in every way their country's weal. Farmers we know are often backward about coming out as candidates for parliamentary

honors because they have had so little experience in public speaking. We think more might be done than is done in our rural schools, churches and young people's societies to develop the gift of elocution, and thereby fit young farmers for the role they should afterwards play.

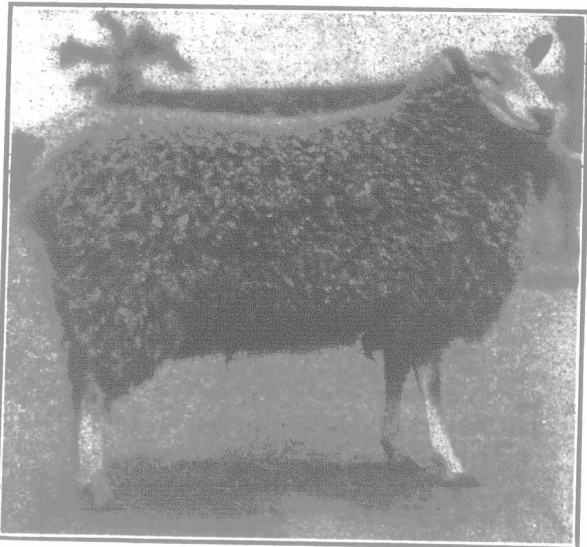
Middlesex Co., Ont.

MORLEY L. SWART.

Baiting the Buyer.

EDITOR "THE FARMER'S ADVOCATE":

While proverbially conservative in many respects, the present-day farmer has been pretty busy during the last few years in kicking over some of the traditions that have woven themselves around his industrial history. As a producer his advancement has been phenomenal. This has forced him to seek an outlet for his wares that would keep pace with his efficiency in production. Particularly has this been true of the breeder of registered stock. Like the manufacturer

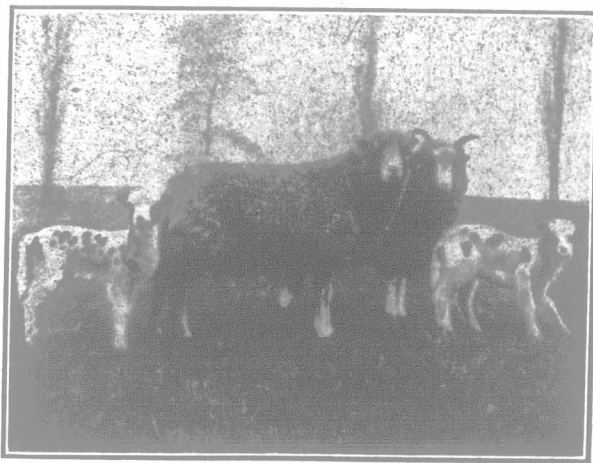


A Canadian Leicester Champion.

Owned by Jas. Snell.

and the merchant, he has in a measure pinned his faith to "printer's ink," and the publicity thus obtained has extended his market to the limits of the postal service.

Of course, all who have tried this method of selling do not fare alike. I have known of some, who by the quality of their stock combined with persistence and the enduring conviction of their advertising matter, secured customers, not only throughout the length and breadth of Canada, but are shipping regularly to foreign countries as well. Others have obtained only indifferent results. Naturally, there are reasons for this. Granted that one has stock that is worth advertising at all, it will pay to give, at least, as much attention to the selling end of the business as was thought necessary in producing the goods. Here, I think, is where a great many beginners fall down. They underestimate the value of a carefully planned ad., forgetting that advertising space costs the same whether it is filled with airy nothings or hard-headed, convincing facts.



Syrian Sheep.

Remember that effective salesmanship by means of a printed ad. presents some difficulties. The strength of personal association is missing. You can't see your prospective customer face to face nor can he see your stock, and must therefore take your statement largely on faith. Certainly there is a missing force that must somehow be supplied. To get his attention, suppose you forget yourself for a moment and simply think of your entire proposition from the buyer's viewpoint. Make a mental list of all the reasons why he would want your stock and the various details that such a purchaser would naturally insist upon, then aim your guns at the personal desires of the market you are trying to reach. In other words, try to meet these requirements by anticipating them in your ads.

In telling the story cut out all unnecessary words, using as far as possible only short, strong Anglo-Saxon ones. A word of three letters, if it expresses the meaning intended, has double the "punch" in it of one of

unwieldy length. Remember the eye takes in about three words at a time, so to make the reading easier stick to short lines and short paragraphs. Don't try to crowd a ten-dollar talk into a one-dollar space. The man you are trying to reach may get a wrong impression of your characteristics and decide to do his buying elsewhere. Then, as people like to see what they are buying they may have a higher opinion of your variety if you can substantiate it with an illustration of your offering. At any rate, it will liven up the rows of cold type and greatly improve the lay out of your ad.

One of the most valuable elements of an advertisement for bringing inquiries may be called "suggestion." To illustrate this point here are a couple of ads. that have been used in actual practice:

Jerseys.

Bulls and heifers from high-producing dams. Most of the herd in Register of Merit. Write for description and prices or come and see the stock.

J. L. BROWN.

Jerseys.

Register of Merit herd. All stock for sale is from dams with big records.

N. A. SMITH.

It will be seen that the foregoing ads. are very much alike. The headline is the same, the argument in each is the same, and as a matter of fact, both advertisers lived in the same county. Hence there was no advantage in purchasing from one rather than from the other. The only difference is in the suggestion appended to the first ad.: "Write for description and prices or come and see the stock." As a result 79 letters of inquiry were addressed to Brown and only 26 to Smith. This shows that the suggestion, which was the only difference in the ads. made a difference of 53 inquiries.

It is evident that Brown was something of a psychologist. He prepared his ad. on the underlying principle that people may often be inspired to do things simply because they are asked to. These prospective customers were, of course, more or less interested in Jerseys, but Brown's suggestion made it easy to decide what they would do, and doubtless added to the pulling power of his ad.

But attracting the attention of the public to one's offering is no guarantee that a sale will follow. Really, it is only the beginning of the game. As soon as an inquiry comes in answer it promptly. It is absolutely necessary. When the inquirer appears to be interested is the time to strike. In the case of poultry this is especially true. The average buyer selects half a dozen advertisers from his paper and writes a post card to each. Usually the business goes to the man who replies first.

When a letter or card has been received and answered, it should be filed. After a reasonable time has elapsed, a "follow-up" letter should be sent. Sometimes a second and even a third may be found desirable. The object of these letters is to hasten the prospects' decision, to make him feel that the seller is particularly interested in serving him, and, if possible to get some definite answer. Quite often, such a procedure is all that is necessary to effect a sale.

This accomplished, the advertiser will naturally want to know what papers carrying his ad. are bringing him the most business and which are not reaching the class of buyers who are interested in his products. The best way to key farm ads. is by box numbers. For instance, one paper will be box 52, another will be box 100; a third may be box 110. City firms frequently use department or desk numbers, but these do not sound convincing in farm advertising. If a key is to be valuable it must be of such a nature as to induce the person answering the ad. to put the entire address on the envelope or post card.

Elgin Co., Ont.

AGRICOLA.

Speaking Up for the Farmer.

EDITOR, "THE FARMER'S ADVOCATE":

I was rather amused the other night while reading a daily paper to see an article in regard to the high cost of potatoes, and claimed to have been written by a business man, stating that the farmer was responsible for the high price. I see that the price in Prince Edward Island is 65c. per bushel. I wonder who it was that kept several cars of potatoes lying on a track in Toronto, paying demurrage charges, to increase the scarcity and raise the price? Was it the farmer? No, it was the business man. Who was it that dumped several cars in the swamp in the vicinity of Montreal? Was it the farmers of Quebec, or was it the business men? I am satisfied it wasn't the farmer.

I am a farmer and know that three-quarters of the farmers are buying potatoes in this locality, as well as elsewhere. I also know that the farmer hasn't much to say about what he has to sell or what he has to buy; the price is made in both cases by the business man. It is true that prices are abnormally high, but what is the cause? As far as the farmer is concerned he faces a harder proposition than does the business man, as he, (the farmer), is the producer endeavoring to grow enough to supply his own needs and those of all others. During the season of 1916, the whole country flooded, followed by drouth so severe that some sections had no crop, while others had just about half a crop. If Mr. Business Man would follow the farmer from about March 1 until November 1, I think he would receive much enlightenment. The farmer is up from 4 a. m. till 9 p. m. and doing his best to produce the foodstuffs for the whole Empire.