

Colt Shows

W. H. Tomhave, Minnesota

It is easy to get an audience when it comes to studying horses, be it at a county fair, farmers' institute, or live stock meeting of any kind. We all have our favorites among the horses in a community, and are always ready to express our opinion as to the merits and demerits of the individuals.

Such interest should be encouraged

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A STRIKING EXAMPLE of advertising as it should be is that of THE PAQUET COMPANY, of Quebec, P.Q.

These people have a live message. They have made of their goods a popular proposition, and they have adopted the most SUCCESSFUL system of SELLING.—DIRECT TO THE CONSUMER.

Their method is TO SELL FURS as DIRECT as possible "FROM TRAPPER TO YOU."

Consider for a moment their campaign in the farm papers this season.

Goods retailed at manufacturers' prices are bound to be popular. But suppose these people had not advertised. What would it profit them to "Sell goods direct from trapper to you"? How would you have learned about their furs? Who outside of their own city and district could they have reached?

THE PAQUET COMPANY, however, have learned the value of advertising.

For about eight years they have been bidding for mail order business. In 1908 they first commenced using farm papers.

They used Farm and Dairy. PLENTY OF SPACE has been taken—they have made GOOD DISPLAY—the TYPE HAS BEEN LARGE enough to read easily and the LETTERPRESS of the advertisements HAS BEEN ADMIRABLE. They have told an interesting story of how they can do business and why they can give you unusually good values.

Proof of the pudding is ever in the eating. So how about results?

MR. K. S. FENWICK, their advertising manager, informs Farm and Dairy, that SINCE THEY COMMENCED USING FARM PAPERS THEIR MAIL ORDER BUSINESS HAS MORE THAN DOUBLED in volume!

And he adds they expect to make the BIGGEST INCREASE in BUSINESS THEY HAVE EVER KNOWN AS THE RESULT OF THEIR PRESENT CAMPAIGN ON FURS, which is proving immensely successful.

Others by using farm papers can win out as THE PAQUET COMPANY has done. FARM PAPERS HAVE A WONDERFUL POWER, and in the case of Farm and Dairy, remember it is

"A Paper Farmers Swear By"

in every community, and one of the best ways of doing it is to hold "Colt Shows" during the fall and winter months. In the State of Iowa, a number of these shows have been held during the past few years; and they have done much to improve the horses in that State.

WHERE TO GET PRIZES

In planning these shows, the first step is to solicit, among the farmers, stallion-owners and business men, for prizes that are to be awarded. These need not be in the form of money, but may be merchandise, machinery, or live stock of some kind.

After the prizes have been assured, it will be necessary to advertise the show and appoint a committee, who should make a personal canvass of the community, to encourage the owners of the colts to bring them out for the contest.

Proper classification should be made, so that all colts, such as draft and light colts, will not be shown in the same class. Also, have pure-bred and grades shown in separate classes. If possible, it is a good plan to have the colts from each township shown in separate classes, and the first prize winners come together as champions of the show.

OTHER EDUCATIONAL FEATURES

The colt shows may be held in connection with local market days, or live stock meetings of some kind. Outside, uninterested parties should be secured to do the judging; and they should in each case give reasons for placing the colts. After the judging is done, practical talks on horse-breeding, by local men, and those secured to do the judging, should be given.

Colt shows of this kind will also do much to advertise the stallions in a community. One of the best ways of judging the value of a stallion is by the crop of colts which he has sired.

Dairy Work on Business Lines

P. H. Moore, Dairy Instructor, Victoria, B.C.


As some one has said, "The very strength of our occupation is its weakness." Dairying is profitable and we know it; so does many another man. He, seeing our success and knowing not how best to conduct the business, starts up. He buys the average cows for sale or the ones you do not want, and gives them foods that we know are expensive. He does not know how much each cow costs him or how many or which one gives him a return. It is dairy guess work not dairy business and dairy guess work does not pay in this country or any other.

As in any other business conducted successfully in our country, we must know which part is paying, which gives the most return and which is costing us the most. Then when the cost of production is high or going higher we will know where to turn, not to decrease our output or outlay, but keep the cost down to the same or less expense. This can only be done by the expenditure of a little time and thought, coupled with the use of a lead pencil.

We, as a rule, do not use this simple little instrument half enough. If we did we would have a better time and be far better off. This, of course, does not apply to all dairy men, but it does to far too many. If by knowing what we are doing we can get rid of some cows that are not paying and save that much food and labor is not that true economy?

This can only be done by a judicious use of the Babcock test and scales and keeping a careful eye on the amount of food consumed by the cows, studying their individuality, shown in their temperament, likes and dislikes.

Don't forget seeing your friends and having them join in for a club of subscribers to Farm and Dairy.



All De Laval Cream Separators

ARE ALL RIGHT

CATALOGUE FREE

Agents Everywhere.

THE DE LAVAL SEPARATOR CO.

175-177 Williams St.
MONTREAL

WINNIPEG - - - VANCOUVER

Who Says Skates?

Say Boys! we have made arrangements for every boy—and every girl too—to have skates this coming winter.

Do you want Hockey Skates or do you want Spring Skates?

We have both kinds. Every boy and every girl who helps us may have a choice of either of these as shown below.



Your choice of either of these kinds of skates will be given free in return for only one new subscriber to Farm and Dairy, to be taken at only \$1.00 a year.

A better pair of Athletic Hockey Skates, of extra quality steel, and heavily nickle plated, for only two new subscriptions.

See one of your Father's neighbors after School, or on Saturday. Get him to subscribe. Then write us, sending the subscription, and we will send the skates.

Which of These Two Kinds Do You Want?



(Spring Skates)



(Hockey Skates)

In ordering skates send the size of the boot in inches from the extreme heel to the extreme toe.

Farm and Dairy, Peterboro, Ont.