## Colt Shows

W. H. Tomhave, Minnesota It is easy to get an audience the temes to studying horses, be it at a county fair, farmers' institute, or live stock meeting of any kind. We have our favorites among the It is easy to get an audience when 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

Such interest should be encouraged

## III

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 SUC-CESSFUL system of SELLING, —DIRECT TO THE CONSUM-

Their method is TO SELI FURS as DIRECT as possible "FROM TRAPPER TO YOU." Consider for a moment their

campaign in the farm papers this season.

We

Goods retailed at manufacturers' prices are bound to be popu-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 LETTERPESS of the advertisements HAS BEEN ADMIRABLE. They have told an interesting story of how they do business and why they can give you unusually good values.

Proof of the pudding is ever in the eating. So how about re-

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 RE-SULT 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 WONDER FUL POWER, and in the case of Farm and Dairy, remember it

"A Paper Farmers Swear By"

in every community, and one of the best ways of doing it is to hold "Cott 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, ers, 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, ma-chinery, 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.

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 ners come together as champions of the show

OTHER EDUCATIONAL FRATURES The colt shows may be held in con-nection with local market days, or live stock meetings of some kind. Outside, uninterested parties should secured to dothe 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

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 the crop of colts which he has

## 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 husiness starts up. He bury and knowing not how best to conduct the business, starts up. He busy 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 guess work does not pay in this coun-try or any other. try or any other.

try or any other.

As in any other business conducted successfully in our country, we must know which part is paying, which gives the most returns 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 same output with the same or less expense. This can only be done by the expenditure of a little

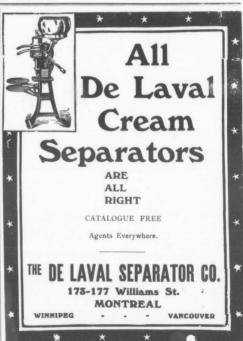
be done by the expenditure of a little time and thought, coupled with the use of a lead pencil.

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 men, but it does to lar too many. It by knowing what we are doing we can get rid of some cows that are not pay-ing and save that much food and

labor is not that true economy?

This can only be done by a judicious of the Babcock test and scales use of the Badcock 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.



## Who Says Skates?

Say Boys !! welhave 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.