



## Let The B-L-K Milk Your Cows!

Save yourself all hand milking; do without the women at the barn to help with milking; be independent of hired men

### AND MAKE MORE MONEY

The B-L-K Mechanical Milker is a demonstrated success. It has been in use for several years on leading Canadian Dairy Farms. It is a demonstrated success—not an experiment.

It will pay to have a B-L-K. Milker to do your milking.

**Each B-L-K pail milks 2 cows  
Costs only \$75 a pail. Complete outfit, power and pump**

### Costs \$287.90 for Two-Machine Outfit

Write us to send you an estimate of cost for your stable. Remember the B-L-K Milker is a demonstrated success; the price is much less than others.

One of our users milks 100 cows in two hours at an actual saving of \$1,568.00 a year over old cost of hand milking.

We have recently placed B-L-K Mechanical Milkers with two of the best milk dealers of the City of Ottawa. We have a number of users of B-L-K Milkers in Canada, the plants installed are giving Good Satisfaction.

The B-L-K is The Milker for you. Write us to tell you all about it.

## D. Derbyshire & Co.

Head Office and Works: BROCKVILLE, ONT.

Branches: PETERBOROUGH, Ont. MONTREAL and QUEBEC, P. Q.

WE WANT AGENTS IN A FEW UNREPRESENTED DISTRICTS

**Leading Farmers Favor**

**THE WAY**

### The Standard of Quality and Excellence in Finish, Material and Workmanship

R. E. Gunn, of Beaverton, 1st Prize Farmer in "Farm and Dairy's" Big Farms Competition, is now remodeling and installing a Large New Dairy Stable. He has tried most kinds of stalls and stanchions. He is putting in Superior Equipment.

S. G. Kitchen, of St. George, in open competition with all makes, select-Superior Equipment for his Big Barn—a large order over \$1,000.00

Send for our Book (it is free) and investigate before you remodel your stable. The Superior is

### The Only Adjustable Stanchion

that you can adjust to fit from your smallest calf to your largest cattle.

Drop us a Post Card at once, and we will tell you all about why Leading Farmers Favor Our Stable Equipment

**THE SUPERIOR BARN EQUIPMENT CO.  
FERGUS, ONTARIO**



"How Simple and Easy it is, Once You Get Started"

### High Farming at Hilldale

By "Your Uncle Henry"  
I promised you last time that when next I wrote I would say something about producing vs. selling. Since last writing I see the Farm and Dairy has been advocating that we have Selling and Salesmanship taught in connection with our Agricultural Colleges. I think this is a capital idea. For instance let us see:

I was over to the city the other day, and while talking about this subject with a business man he said: "The trouble with you farmers is, you don't know how to sell. How much business do you suppose I could do if I did like you do, just wait, and wait, and keep on waiting till someone came to buy my stuff? I have got to get out and sell my produce. I have got to get out and sell my manufactures. I do this through my travellers, if better, and through advertising. On the other hand you farmers just stay at home and wait till the buyer comes to you. Then he (the buyer) sets the price he'll pay! If you see the price, ten chances to one you will have to come around and accept what he offers you."

#### A THING THAT IS ALL WRONG.

Now I contend that this is all wrong. Why shouldn't we farmers know how to deal with our fellow-men? Why shouldn't we know how to go to the market—to the biggest and best market and sell just like any business man would sell?

I know of course that each one of us farmers cannot do this thing. Some of the bigger farmers can do it; I believe some of them are doing it in a small way. But we can get together through cooperation, and organize our business just like a manufacturer. We can send out travellers, if need be, to drum up markets. Anyway, by getting together and marketing our stuff in quantities, we can at least get the benefit of favorable prices, which go for big shipments of one kind of produce, and we can save on time in marketing and on freight rates.

Until we learn how to do big business in the way of making our own sales—until we learn how to find a satisfactory market for our stuff—and until our young friends who go to college after they get those departments of salesmanship for which Farm and Dairy is asking—we will have to be content to hire someone of our number who is especially fitted for this work to do our selling for us.

As Peter McArthur so well brought

out in that paragraph of his which I quoted from the Globe last writing, there is a vast gap between the feelings and experiences of a man like you and me, when producing his crops and when marketing them.

#### A BIG SERMON FOR YOU AND ME

I am afraid that too many of us have been working too hard. We have not taken time to read and to think, and to find out how we can better our conditions. You know they say in the city, that a man is worth \$1.00 a day from his ears down. From his ears up he may be worth \$10.00 a day, and as much more as he can earn!

I would ask you to take it from "Your Uncle Henry" that there is more in this statement than we probably think. We farmers need to take more time to think. It doesn't pay us to work so hard ourselves. We must get other people to help us with a part of this work. Then we ought to plan and organize our work, organize our business and our capital in such a way that those who work for us will be as well off as if, under old conditions, they were working for themselves, at least they will be learning how to make business good letter for themselves when they start in for themselves. In the matter of selling we ought not to let this idea work on us the other way around! But until we learn, we shall have to get together and get someone who knows how to make big sales and get him to make them satisfactorily for us.

#### THE POINT OF THIS IDEA

Perhaps I have not made myself quite plain. If the editor will grant me the space for a conclusion, I would put it this way: We are living in an age of specialization. Some of us are producers. Many of us are not good sellers. We producers want all the fruits of our own labors. At least we want more than we are now getting. To get this we must learn more about how to sell, and when to sell. While we are getting this information and this training, it will pay us in the matter of the bigger things we have for sale, such as our apple crop (which by the way this year we could hardly sell in our district), we must hand together and hire the best fitted of our number, or some outside man, who is capable, to market 'his produce for us.

Next time I write I want to say something about a great big question, which concerns fathers and their sons, and which our farms has never yet had generally well solved. I got an idea in this connection while over in the city talking with a business man.

Issue Each

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The Story on IT of re



Mr. A. J. T.

Tamblyn has grain growing raising of to do this in Farm and reader. \*

Mr. Tam "reference in February.

There are many possible, how a young man in the illustration