DECEMBER 24, 1908

THE FARMER'S ADVOCATE.

THE SPICE OF LIFE.

STAPRISED THE PARSON. In a logging camp a few years ago a man called Peter Grimes was accidentally killed and his widow was left in rather

Joseph Breed, a particular friend of the unfortunate man, being somewhat of a carpenter, decided to make Grimes' coffin, and so cut down the funeral expenses. He told the widow of his intention, and also of carving the name and age of her late husband on the lid; but he was rather worried when he found the age was 28 years.

"I am awfully sorry, Mrs. Grimes," said Joe, "but I never could cut a figure 8

"That's too bad," replied Mrs. Grimes; then, as a happy thought came to her, she asked him if he could cut a figure 7

"Yes, I can cut a first-rate figure 7 "Well, then, why not cut four 7s Everybody knows four 7s are 28." So the following day Joe completed the

coffin as she suggested. The day of the funeral came, and the

clergyman was reading the service over the body, and had arrived at that part where he was saying :

"Our dearly beloved brother, who departed this life at the age of-Here he glanced at the coffin-lid for re-

ference, and his eyes alighting on Joe's row of four 7s, he gave a gasp and, with a startled look in his eyes, exclaimed: "Good heavens! How did he ever miss

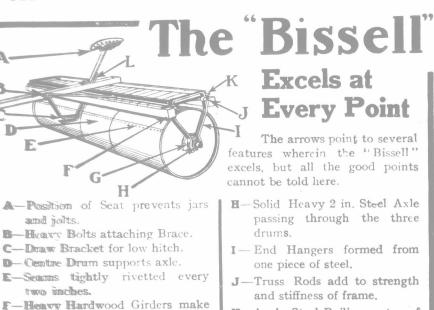
HE DIDN'T ADVERTISE.

the flood!"

A hen knows enough to advertise when she lays her egg, and the business man would better not go into business until he has at least learned as well as the The New York Farmer tells this hen. story about a breeder who had not

learned to advertise He went into the breeding of pure-bred He bought a \$4,000 bull and cows. thirty \$300 cows and started in determinedly and intelligently. In due course of time he was the owner of 100 fine young heifers and bulls, and began to count on sales that would mean large profits to him. He put prices on the fine youngsters, ranging from \$100 to \$500 a head, and sat down to wait for buyers. He waited. No buyers appeared. He went on waiting, and the animals went on growing and also eating. They ate most of the time. He said they were eating their heads off, but that statement did not in the least impair their appetite or digestion.

One night at the crossroads store be complained to the neighbors that he could not sell his fine animals at all, and he was discouraged and wished he could sell them at any old price. There was a stranger present who said nothing. The next day the stranger strolled out to the farm and asked the breeder where he could buy some fair to middling heifers and bulls. The breeder showed him his animals, and the stranger fairly gasped when he saw the young beauties, but he showed no emotion. He found that the breeder had not advertised the stock and was discouraged, and he offered him \$13. a head for the 100 animals. The breeder, after a parley, accepted, and the stranger handed him \$1,500. The purchaser then bargained to have the animals fed at his expense until he could dispose of them. Then the purchaser put advertisements in the farm papers, giving the pedigrees of the animals and the records of their sires and dams, and in a month buyers began to arrive. Some of the animals sold at \$150 a head, and some at \$500, and a few at \$1,000 a head, and their average price \$300. The breeder had got \$1,500 for the bunch. He did not advertise. In fact, he had He did not advertise. In the good "always considered advertising no good". The purand just a waste of money." The pur-chaser got \$35,000 for his. He advertised. In fact, he thought and knew that "No business can succeed without advertising." Then the breeder started to breed another bunch, and he began to advertise right away, and three years later he sold 100 animals in one day for \$40,000, and the stranger was present and paid \$1,500 for one young bull. which was the sum he paid for 100 head in the former deal. Moral : The old hem knows enough to advertise when she lays her egg, and the business man would better not go into business until he has at the very least caught up with the



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