# Women Favor

THE "SIMPL Because it is so easily

cleaned, skims to a mere trace, turns easily, and because of our large capacity machines they can get the separating over in half the time.



The Link-Blade Skimming Device is used in ail "Simplex" cream separators. It is shown fairly well by the diagrams herewith. Its advantages are:

1. Increased capacity of from 36 50 per cent over, the most effi-ent of previous devices, combined the very clean skimming under a did range of conditions as to lik, temperatures, etc.

2 Great convenience in cleaning and handling, because the blades do not come apart, and do not have to be reassembled in any particular order.

3. The device being expansible, and fitting the bowl snugly, it can never become loose, or shift in the

bowl, and throw the same out of

Held by

bowl, and throw the same out or 4. The pressure being transmitted through a series of brass rivets, there is no strain on the blades themselves, and there is no rusting of the rivets. Some of contact of the rivets. Being much more fellents, is a great deal lighter fellents, is a great deal lighter same amount of work, making it same amount of work, making it still sealer to handle, and requires less power to run than other de-vices of same capacity.

There are several other important exclusive features of the "Simplex"—that is will pay you to know about. Send a post card to-night for our illustrated booklets telling you more about this PEER AMONGST CREAM SEPARATORS.

# D. Derbyshire &

Head Office and Works: BROCKVILLE, ONT. Branches: PETERBOROUGH, ONT. MONTREAL and QUEBEC, P. Q. WE WANT AGENTS IN A FEW UNREFRESENTED DISTRICTS 5......

"We find the dairymen of Ontario by far the best pay of any class of farmers that we deal with. They have got the money to pay for the equipment they buy, and they order more freely than the farmers who are grain growing or raising beef, and in the counties where dairying is carried on our percentage

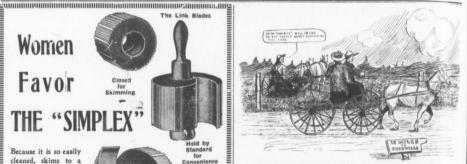
of cash sales is greater than in If you ties. mention of this

fully five times the other councare to make in Farm and

Dairy, we would be pleased for you to do so, and we can verify what we state by figures. Your circulation is the very best circulation for us, and we appreciate your efforts in advertising the dairy industry in this country."

BEATTY BROS., Fergus, Ont., per M. J. Beatty.

You have an audience of 17,000 and more of these CASH Paying Dairy Farmers in our Great Exhibition Number (Fifth Annual), out



THE CRY OF THE CORN-"CULTIVATE, CULTIVATE, CULTIVATE."

The Let 1818 U.

To produce is easy, to sell is more difficult,—to sell at a good, fair profit is work at which we farmers may well learn to be more efficient. This Department of Farm and Dairy is conducted by a Sales Expert. Ask Farm and Dairy questions about your selling produces answers will be a selected in the control of the cont 

### The Talk of Trade

Editor, Sales Dept., Farm and airy,—I would be "lad if you could some hints on how to close a bargain.

hargain. We have to sell the ordinary products of mixed farming and experience some difficulty when we meet the buyer to do business.

Take the case of selling a beef animal. When the buyer comes to my farm to inspect the animal about the first thing is to ask "What price have you on this animal?" I answer \$40. He pauses a moment, shakes his head, and says, "Too high; beef is a little casier." It would be a support to the control of the condition. It ought to be fatter. What is your selling price anyway." I say, "Oh, well, \$88." He replies, "Too high yet. I'll give you \$87." I say, "No, sir'ee." Then he asks, "What do you feed it "I tell him, then he tells me a whole lot about how it ought to be fed to bring the best price, and then says, "Are you going to take my offer?" In the end he gets the himself of less than I take the property of the p

If you could give some hints on how to meet such games of talk and not be defeated, one of your readers at least would be obliged. If you could mention some books or magazines devoted to bargaining it might help.—L. C. Wilde, Lincoln Co.,

## OUR EXPERT'S REPLY.

It is human nature to want to dicker. A man would hardly be sat-isfied unless he could cut off a little from the price asked for an animal. Buyers of farm animals will always Buyers of farm animals will always cut the price as low as they possibly can. If they want the animal for food products they know the markets and know what they can get before they buy. They can estimate within a few pounds what the animal will weigh and then they figure to make as much as they can. as much as they can

August 29.

Press Days, Aug. 22-24. Send Copy At Once

The sup to us to be just as smart as they are. We must learn the prices and be able to judge the weight of a steer or a pig or a sheep and be able to tell just what we want for it. When we set the price we should set it

SELLING throw to sall is more little and can raise our price accord ingly in the first place

A TAKE OR LEAVE PRICE We ought to know the value stock and be able to set one in and let the buyer take it or leave and let the buyer take 12 or leave; There are more buyers than one the country, and we can get o prices. If the beef animal 30 Wilde speaks of was worth \$40 should have stuck to the price 12 made the buyer either pay or leave it He made his big mistake in droping to \$38. His first price should have been his last one. A man ull usually pay what an article is werf

and just needs a little coaxing.

In our business we sell to farmer our business we sell to larmer every day in the year and they as us what the price is, and then expend a little cut, but we know that or materials are worth what we ask fix them, and stick to the price. If the farmer really means to deal he will be convinced that our article is worth

what we ask for it and he will pay. We must get the right things sell and know that they are rig We must know that certain feeds keep our animals in perfect condit and if we expect to get high prices we must keep articles that will bri high prices. Then we must su high prices. Then we must study the markets and market conditions, and know what others are getting for their produce, and we must make our prices and then stick to them.

A LINE OF PROCEDURE We must make our price and stid to it. Be indifferent to offers of less money. If the man wants what so have he will buy if the price is right If he comes to us to buy we have whalf the battle-he has shown a sire to possess what we have to Then the general condition of animal ought to do the rest.

We must stick to our price just the butcher or the clothier or grocer sticks to his. We never q tion the grocer when he tells us coffee is so much a pound and s so much. We never question butcher when he tells us that butcher when he tells us that of steak is so much—we nay the pi because we want what he has. St pose we make our price and make fair—we'll get it if we stick to Let us not be an easy mark.

The Dairy Herd Competition The Dairy Herd Competition a Western Ontario will be conduct this year along practically the same lines as previously. Some time is September prize lists will be issue and sent to cheese and butter man of Western Ontario, who will discovered the same of the tribute them to their patrons.

Straining dirty milk doesn't milk the milk clean. Keep the dirt out

Iss Each

Vol. X

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