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The Value of Exhibiting.

EDITOR "THE FARMER'S ADVOCATE":

In the Province of Ontario there are many eminently successful live stock breeders and grain, fruit and vegetable growers who profess to take no active part in the entry lists of their respective local fairs. This state of affairs is not due so much to any apparent lack of interest, but more to the prevalent idea that the exhibiting of produce, even if one is successful in a mercenary way, is a troublesome and unprofitable undertaking. The annual fair is established in the neighborhood for a definite purpose, and, by the non-exhibiting of your produce the entire value of such an institution is lost so far as you are concerned.

Though ideal crops are produced and typey live stock bred, your ability is not reflected on your business if no attempt is made to present the results of your efforts before the throng of prospective purchasers and dealers who regularly attend our annual fairs. Exhibiting at the local fair is a practical form of advertising amply justified by concrete results. The buying public learn at first hand the calibre of the product they are liable to obtain by dealing directly with the exhibitor. Old customers are reviewed and new customers are created. The better grade of buyer is reached, and business stimulated to such an extent as to fade the initial cost and trouble of exhibiting into oblivion.

Most producers derive a certain amount of professional pleasure in the excellence of their goods. By competing on an equal basis with like producers, a fairly accurate estimate of the degree of perfection of ability is obtained. This knowledge is invaluable as a guide to future efforts.

It has been well said that competition is the life of trade. By steady competition from year to year, not only is a good sportsmanlike and neighborly feeling built up amongst the exhibitors, but the immediate neighborhood invariably becomes renowned for the excellence of that particular product, with the result that industries highly advantageous to the community (such as the canning factory, creamery, etc.) are firmly established in that district.

The average local fair this year, despite it constituting one of the most productive years on record, has been repeatedly disappointing in many sections. The circus or the village jazz band may readily hold their sentimental value for us, but they are by no means to be considered as the main-spring of the fair. Get into the game! Exhibit the best produce, expand your business, increase your professional knowledge, double your profits and materially help to establish your district as a specialized agricultural centre.

R. D. STOTT.

York Co., Ont.

English Live Stock News.

Time was when Ashbourne (Derbyshire) Shire Horse Show was considered quite on a level with the London exhibition held in the spring, i. e., the latter was an event of national importance for "made" horses, and the Ashbourne exhibition one for the raw material, mainly colt and filly foals. Best of the colt foals on October 1 was W. E. Porter's bay by Champion's Goal Keeper, out of the winning brood mare, Milestone Flower 3rd. The leading filly foal was Flyvetton's Tasley Leonora, by a stallion tracing back to the Carbon line. Sir Arthur Nicholson won in two-year-old fillies with Leek Queen, and in yearling entire colts with Leek Fearless. R. L. Dodd's Kingsfield quality was the best yearling filly.

Until 1925 the English Royal Show has been booked, viz., 1921 at Derby; 1922 at Cambridge; 1923 at Newcastle on Tyne; 1924 at Leicester, and 1925 at Chester. There have been previous successful visits at all these places, and Newcastle is a sure find for a big gate.

ALBION.

"How is it, Sandy," asked a visitor of a Scotch coal merchant, "that you quote the lowest prices in town and make reductions to your friends and yet you can make money?"

"Weel, it's this way," explained Sandy, in an understone. "Ye see, I knock off two shillings a ton because a customer is a freen o' mine, and then I knock off two hundredweight a ton because I'm a freen o' his."

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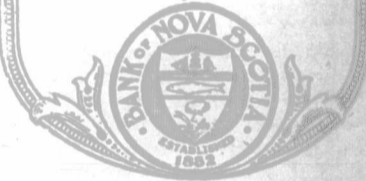
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