

Good Points

about

"Simplex"

Link-Blade Cream Separators



The favorite everywhere it goes. Note its beauty and heavy compact construction, with low-down, handy supply can only 3 1/2 ft. from the floor.

"Simplex" Cream Separators are Easy Running. This is a big point to the man or woman who turns the machine. It makes the "Simplex" the only practical large capacity hand cream separator.

Simplicity is a leading feature of the "Simplex." Because of its simplicity it can scarcely get out of repair, and will last a lifetime.

The Bowl of the "Simplex" is Self-Balancing. It will always run steadily and skim perfectly, even under such handicaps as poor placing and a bowl slightly out of mechanical balance caused by damaging lack of care.

Ease of Cleaning is always to be considered. "Simplex" machines are popular with the women folks because they are so easily cleaned.

The new "Simplex" Separators have an Interchangeable Spindle Point. Should careless handling cause injury to the "Simplex" Spindle Point, a new point, with worm, at a cost of only \$1.25, can be put on in place of damaged point—thus saving great expense necessary for new bowl and spindle as required in other makes of cream separators.

Skims Catalogue Capacity under most adverse conditions. "Simplex" Separators always over-run their rated capacity when given ideal conditions.

Many other points, including the low down supply can, of the "Simplex" are explained in our free illustrated catalogue. WRITE FOR A COPY OF 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

- q You know, as we know that labor is the most expensive thing to buy
q Our farmers realize this and it accounts in a measure for their interest in

LABOR SAVING

by means of machinery. The very latest and most up-to-date practical information bearing on this subject will be in our next great special

q To-day is your opportunity time to get copy and orders through to Farm and Dairy, Peterboro, Ont., and prepare to reap the harvest awaiting you through

Our Great Farm Machinery Number, JUNE 6th



PACKERS COMPLAIN THAT DELIVERIES OF HOGS ARE UNDERFINISHED

SELLING

To produce is easy, to sell is more difficult—to sell at a good, fair price 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 and your selling problems, answers will be given in this column.

Selling Eggs

By Edward Drier

Supposing you did this. When you gather your eggs at night mark the date when they were laid. Take them in and sort them as to color and size. See that they are all clean. Then sell them to your customers, telling them just when they were laid. Make every customer a friend from the start. If you have to charge a cent less per dozen for the eggs six and seven days old that doesn't matter, for a man will be willing to pay a cent or so more for eggs that were laid yesterday or the day before.

People talk about the different "tastes" of eggs. There is a lot to it. Two farmers living side by side have chickens. One of them has a splendid strain of poultry, but he lets them feed in the manure pits and back of the barn. He gets lots of eggs and manages to sell them. The other man has a splendid strain of chickens too, but he feeds clean grains and keeps his flock away from the manure pit. He feeds his chickens so that he gets a wonderfully good taste of eggs. He furnishes private customers, because he lets them know what his chickens get to eat. And he can command a higher price on this account.

FEEDS EFFECTS QUALITY

It doesn't matter what the animal or fowl is on the farm it will produce better offspring if fed right. The cow that gets grains to eat gives more and better milk than the one that merely gets the pasture. The chicken that is fed right will give more and better eggs than the one that gets a living from the refuse of the kitchen and the hog pen and barn yard.

To sell eggs right you must start with your flock. Get good hens. A good strain of chickens can be kept on the same amount of food that the common barnyard fowl can and will give better results. Keep different kinds if you must. But keep them separate. Make each breed distinct. If you do this you will get uniformity in eggs.

ENCOURAGE PRODUCTION

Then feed right. See that your chickens get good clean food and plenty of it. See that they have clean water to drink—and plenty of it. Give them all the air and sunshine and cleanliness that you can. If your house was filthy and your food was

poor you wouldn't care to work or play. A chicken is the same way. Treat them right and they will deliver the goods."

The matter of selling eggs seems such a little thing to the average farmer to-day and yet it is one of the most profitable industries of farm life—if worked right.

Here is how the average farmer sells his eggs. Perhaps he has a flock of hens of several different kinds, some pure bred, some common barnyard varieties. He has a chicken house and most of the hens lay their eggs in the nests provided. Other hens hide their nests. The eggs in the hen house are gathered every day. They are put in a basket with other eggs which have been gathered during the week—or perhaps during the week before. Then they are kept until market day or until, in that basket of eggs are eggs of all sizes, colors and ages. Perhaps some of these "stolen nests" are found and the eggs mixed in with the others.

NOTICE THE EFFECTS

Here is how such things affect the trade. Market day is on in fall and the people of the town or city are buying "fresh things from the country." They are buying those eggs which are supposed to be fresh and are paying fresh egg prices. Perhaps they buy two or three dozen. They take them home. Now most of these people know fresh eggs when they taste them—they can tell by the "look" just about how fresh they really are. They find eggs which are 10 days—two weeks old; they find eggs that were found in these "stolen nests." They then make up their minds that they will never buy "fresh" eggs from that farmer again. And so it goes. You can fool some of the people all the time. But you can't fool all of them all the time.

THE RIGHT WAY

When you get good eggs sort them as to the time they were laid and sell them that way. Grade your eggs. Sell eggs for cooking and eggs for eating. Lower the price of one and raise the price of the other a cent or so. And be square with your customers. See that they get the kind of eggs they want. Make everyone who buys from you a permanent customer.

It would be well for you to get a lot of little cases such as the grocer uses to deliver eggs. You can get a good serviceable "dozen size" egg box with your name printed on it for about \$5 or \$6 a thousand—maybe less than that. A customer does not care to carry a dozen or more eggs in a paper bag and run the risk of having them smashed on the way home. Then you can display your eggs better in these little boxes. Arrange them in the box with the large end up—all about the same size and color. People will

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