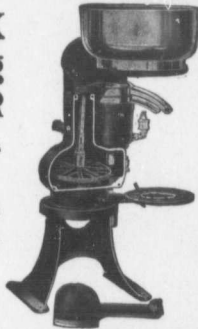


SIMPLEX

Self-Balancing SEPARATOR

In Balance always
Makes Dairying
Profitable
Pays for the Farm
Lasts Longer
Easiest to Run
Xcels All Others



Showing Simplicity and Accessibility of gearing. Removing the body-Housing exposes the gearing and lower bearings of the Simplex.

It is a mighty serious business for you to get anything but the best when it comes to getting a Cream Separator.

The possibilities of dissatisfaction are practically all done away with when you instal a "SIMPLEX."

The ease of running, ease of cleaning, simplicity, self-balancing bowl, interchangeable spindle point, low-down supply can, the general pleasing appearance, and the Perfect Skimming of the "SIMPLEX" make it the favorite everywhere it goes.

Write to us for full particulars about the "SIMPLEX" and our special terms to you to use the "SIMPLEX" and represent us locally in your district.

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

The Season of Plenty

When dairy farmers have most money and are buying heaviest.

Ever hear of the season of June Pasture? That season is now on. Now is the time of greatest milk flow; the time of fat and growing bank accounts.

The Time of Heaviest Purchasing

Now is your time to get in you selling story to our 15,000 progressive Dairy Farmers, to cause them to want and buy your goods. You can reach these people through Farm and Dairy. Forms now closing for next Special we can't copy up to and before 10 o'clock Monday morning, June 3, for Farm Machinery Number, June 6th.

SELLING

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 segment of Farm and Dairy is conducted by a Sales Expert. Ask Farm and Dairy questions about your selling problems; answers will be given in this column.

Shall the Farmer Advertise

By Edward Drier

If the country town weekly or the city daily would devote a page or half page to the farmers' advertisements the trade with farmers would be stimulated. Bill Jones could say, "On Saturday I will not be in your town with a load of potatoes, eggs, butter, poultry and vegetables." Then he could say that everything would be in the best, and if people would write to him and tell him just what they wanted he would have it all ready for them and deliver it right to their-door. Bill Jones could do the delivering and collect his money and get home by noon if he wanted to. He would save a lot of time and would not run any risks of having to take back home half of his load.

Not only that but Bill Jones would get in action with his customers. He would find out their wants and be able to supply them. Perhaps this year he didn't plant the things that he found a large demand for. Next year he could arrange his garden according to the demand for good things. He could figure out just what people wanted at all times and cater to the trade. This would give Bill Jones more money and the consumers better service.

THE BEST WANTED

And Bill Jones would find that his customers would demand the best of everything and so would have to keep right up to the minute with everything. He would have to use the best of seed to get the right kind of produce. He would have to have the best kind of poultry and he would have to have neat wagons or buggies and good horses to make his deliveries—for, you know, people like to buy from people who take great pride in what they have. And Bill Jones would be able to have all these good things if he advertised and worked up a good trade.

All this would mean that the value of Bill Jones' farm would increase from year to year, for people would expect greater things from him as he increased the efficiency of his farm and he would be obliged to make good.

WHERE COOPERATION IS NEEDED

Perhaps at first this advertising would not pay. It would mean that the farmers would have to get the co-operation of their local papers. They would have to go to the editor and say, "Here, we want to have a section of your paper devoted to the advertising of the farmers. We want to get in touch with you people here in town and know your wants so that we can serve you better. Supposing you devote a half page to our ads, and later on if we need more give us a page. And supposing you give us a boost every now and then and help us get in touch with the people." Then get farmers to advertise. Supposing that each one contracts for a small space—every space the same and use all the space that you need in the paper for the summer season—and for the winter too. The cost will not be very much.

During the summer we can set garden truck, butter and eggs, etc., and in the fall our potatoes, corn and a lot of children feed. Then in the winter people might want to buy

eggs, quarters and halves of mutton, veal, hogs and beavers.

LET US USE OUR OPPORTUNITIES

Why, there are a thousand chances to sell to-day where we are only able to sell to-morrow. Let's get busy and realize the opportunities. Let's be farmer merchants and build up our trade with the consumer. Our markets are full of our best assets. Let's meet and know our customers intimately as the stock-keeper knows his customers. We can make everyone who buys a friend of ours.

The other day I was asked, "Should a farmer advertise?" And I answered, "Sure he should."

Why shouldn't a farmer advertise? The farm is just as much a business institution as the Massey Harris Co. or the Jno. Deer Plov Co. or the Metal Shingle and Siding Co. They have a different commodity to sell. They have things that every one needs. While the above named companies have things which only part of the people need, the farmer has the necessities of life. Why shouldn't he advertise as the other business men do? Advertising is a business. It brings before people things which people need and want.

WE READ ADS.—SO DO OTHERS

When the farmer gets his paper or his magazine he looks over the advertising matter after he reads the political section. He looks to see what bargains his grocer or his general store man has to offer him. He reads the advertisement and then makes up his mind to buy such and such a thing when he goes in to town.

Now, it is the same way with a man or woman in the towns and cities. They read the political and social sections and then turn to the advertising and see what bargains of what new things the stores have to offer. It is just as necessary for them to look up the grocery ads, as it is the dry goods ads, for they must do both.

Write Farm and Dairy for suggestions. Perhaps through this department we can help you. I will be glad to see you. A postal or a letter will bring a prompt reply through this column.

Why Beef Aged Bulls?

F. Rogers, Toronto, Ont.

The other day in the stockyard was a fine Ayrshire bull on his way to market. The buyer who was shipping him said that this bull had sired the best heifers in the district that he came from. Now because the calf could use him no longer he was forced onto the market, and when his farm there was being left on some farms scrub and grade sires that should have been sold.

It is a shame to sacrifice such a sire. The shipping of that bull was a loss to every dairyman in the community. Sooner or later the calf from the inferior bulls left behind work their way into the dairy herd and they would have made more money for everybody concerned if they had been good ones.

What are farmers thinking about in listing sires of tried merit and through their hand this way? An Ayrshire bull was worth say \$80 for beef. I will guarantee that he would have added \$50 value to every heifer he sired over and above what the heifer would be worth sired by a scrub bred bull. His value was known but yet he went to the market. I think he was worth more as a breeder than a young animal never proved to be kind that find a ready market. We can't farmers arrange to "cash" bulls if they may avoid "breeding" and get full value from one good old bull as the one I noticed at the stockyards; probably now made sausage.

Issued
Each Week

Vol. XXXI.

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