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G. B. Sharpe, of the De Laval Separator Co., in an address not long ago before the Sphinx Club at the Waldorf Astoria, New York, said:

"A mistaken idea exists in the minds of many that it is useless to try to reach the farmer except for direct sales in a mail-order way."

"I should say that in the majority of cases this is neither desirable nor advisable."

"It will pay you to visit a large general store in a prosperous rural community. It will open your eyes. You will find almost everything from an automobile to a spool of thread, and what they don't have they will order for you. You might also be surprised to note the ratings of such concerns as Dun's or Bradstreet's."

As an advertiser you may have overlooked this fact. The truth is that your advertising to farmers in the farm papers grows over time like the crops grow—in the night. Create the demand and you may be sure someone will spring up or come forward to supply it.

At the Advertising Convention at Dallas, S. I. McKelvie, Publisher of the Nebraska Farmer, brought out an idea in this connection it will pay you to bear in mind. It follows:

Occasionally, farm papers are given that is called a "try-out" on articles which have been advertised in magazines. If an advertising campaign covering five or ten years and expending from \$25,000 to \$100,000 every year, in a certain class of publications is required to make a success, is it fair to expect that farm papers will satisfy the same advertisement when a one-year "try-out" ad is willing to expend only \$10,000?

That kind of a "try-out" is made time after time and the advertiser is frequently dissatisfied with the results. He says that he cannot get the response from farm paper subscribers, that he does not get the same proportion of inquiries that are received from other classes of publications. Certainly he does not unless he uses mail order farm papers.

The substantial, conservative farmer is not a man who is longing for an opportunity to write a letter regarding some article which he sees advertised in his favorite farm paper. He is impressed with the argument contained in the advertisement and, no doubt, goes to his dealer and asks for the article advertised, but he hardly hastens to write a letter for a catalog which perhaps has already been furnished him by the dealer or which he can obtain by asking the dealer.

In this connection, I can safely say that the advertiser who selects his medium by the clicking sheet will gradually eliminate all of the better farm papers. As I have said, the dealers of farmers are not disposed to be constantly writing for something. Practically no farmer has facilities conveniently at hand for writing and very few of them have the inclination to write. Consequently when the advertisement says "ask your dealer," that is precisely the thing that the farmer does and no amount of argument about the catalog which may be had free for the asking will induce a large number of inquiries for that catalog.

When you are planning to go after trade remember that we represent upwards of 15,000 of the progressive dairy farmers, the very best class of farmers, in this paper, Farm and Dairy.

"A Paper Farmers Swear By"

meaning and purposes of education, and an unjust appraisal of some branches of learning as of more value and as deserving higher honor than others—in the minds of those who have, through a reverence for tradition, been allowed to control the instrumentalities of instruction—have until recently given a monopoly of educational opportunity, beyond such as were afforded by the "little red" schoolhouse, to men whose faces were turned away from the farm.

When strong men began to challenge that conception; when they began to demand by what right the science of the forum was placed above the science of the field; by what right the youth destined for the pursuits of the city were given opportunities greater than those afforded the youth of the country, then the uplift began. We see its fruit today in multiplying Schools of Agriculture; in the varied applications of science to the processes of the farm; in a demand for

To levy a direct tax of seven per cent. is a dangerous experiment in a free country and may excite revolt; but there is a method by which you can tax the last rag from the back and the last bite from the mouth without causing a murmur against high taxes, and that is, to tax a great many articles of daily use and necessity so indirectly that the people will pay them and not know it. Their grumbling will then be of hard times, but they will not know that the hard times are caused by taxation.—Fredrick Verinder.

trained farm managers at high salaries; in the more than doubling of the wages of the farm laborer; in the vast improvement of farm houses; in the fact that the farmer, more numerous than any other man is owner of the automobile; and in the further fact that he is to-day reaching forward to such a control of banking facilities in the United States as shall enable him to use in the enterprises of the farm the capital he needs for their highest development; and this without being obliged to pay exorbitant interest or to give mortgage security for every loan.

But let it be remembered that the farmer was the first to attack the false conception of education here alluded to; that he has been in the advances made; that he has been in the past, and is to-day, his own "uplifter." While gratefully acknowledging the beneficence of the cooperative spirit recently shown by bankers and business men, he would respectfully remind them that they are quite as much the beneficiaries of his endeavors as he is of theirs.

Dairy Notes

Have you opened your summer silo yet? Haven't got one! Then are you getting ready to build one for next summer?

A field of peas and oats to feed green now that pasture is getting short will add very appreciably to the size of the milk check.

Kimball's Dairy Farmer suggests that "the cow with the crumpled horn is going to be a relic." Dehorning is the modern method.

The successful dairyman is the one who plans to keep his cows on full rations 12 months in the year. This includes the dry months of summer.

The cows Utah had to spend all of May and part of June this year in getting some flesh on their bones, will not make very big returns for their owner. It is the winter feeding that counts.

DE LAVAL

CREAM SEPARATORS

SAVE MUCH TIME AND LABOR IN SUMMER

Besides their great increase in quantity and improvement in quality of cream and butter DE LAVAL cream separators save a great deal of time and labor.

This great saving of time and labor counts for more in summer than at any other season, and often alone saves the cost of a separator, aside from all its other advantages.

As compared with any kind of gravity setting the saving of man's time and labor and usually woman's drudgery is simply overwhelming.

As compared with other separators the DE LAVAL saves much time and labor by its greater capacity, easier running, easier handling, easier cleaning and freedom from need of adjustment or repair.

These are merely some of the advantages which make a DE LAVAL cream separator the best of all summer farm investments, as every DE LAVAL agent will be glad to explain and demonstrate to anyone at all interested.

See the nearest DE LAVAL agent AT ONCE or if you do not know him write us direct for any desired information.

DE LAVAL DAIRY SUPPLY CO., LIMITED

173 William St. MONTREAL.

14 Princess St., WINNIPEG

When You Buy Holsteins

REMEMBER! - - -

That when you come to sell them it is their breeding, their individuality, the records that their ancestors, and they themselves have made, that will get you the satisfactory prices;

That Holsteins of good type and big milk and butter records are what the people are after;

That what the people want you can sell them at a profit!

These things I have had in mind in founding my herd of Holsteins at the Manor Farm. My bull, **PRINCE HENCERVELD OF THE PONTIACS**, is a splendid individual and of very rich and popular breeding. He is a son of King of the Pontiacs, the greatest living bull to-day of his age, who has two 30-lb. daughters, these records having been made as three-year-olds.

Holsteins of this breeding are very popular in the United States, to-day, and realize big prices.

The young stock I am offering for sale are of this popular Holstein breeding. All of my cattle are priced very reasonable. They are the right kind; have good records, and are making better records, and they are the kind of Holsteins that will make money for you.

You are invited to come to my barn and inspect my Holsteins. I have upwards of 100 for you to choose from. Write me of the Holsteins you want, or come and see my herd and make your choice. Electric cars run out past my farm every half hour from North Toronto.

THE MANOR FARM

Gordon S. Gooderham
Bedford Park - Ont.

