

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 35 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 allow 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

OUR most successful business men and advertising patrons appeal to our people—the Dairy Farmers
Right Through the Summer Season

They recognize that this is the flush season with Dairy Farmers and a time when they have many needs and are buying heavily.

It will profit you to take a tip from these successful advertisers and have your line announced to our people—the Dairy Farmers—every week in Farm and Dairy right through this great buying time of summer.

SELLING

To produce is easy, to sell is more difficult—to sell at a good fair profit is work at all. The farmer 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 problems; answers will be given in this column.

Seeds and Selling

By Edward Dreier

I know a man who had a great field of corn. It really was wonderful. He had his corn planted on new land down in the bottoms. People all around the country knew of his yield, and this man became a corn king in his district. His neighbors bought their seed from him and had great yields. He made so much money out of his seed corn that he thought he would raise corn for seed alone, and so he advertised and told of what a wonderful yield he had. A man in a different State heard of the corn and sent for several sacks for seed. The seed was sent and was planted, and when harvest time came the man got only about half what the seedman claimed. So this man entered suit against the seedman for false pretence. In the trial it came out that this man had planted the seeds on a sandy hill. He lost the case and was laughed at.

WHERE SALESMANSHIP STARTS

Many of us think that selling begins after our produce is on the table at the market and when we are trying to get rid of it. Let me tell you that salesmanship begins when you buy your seeds. The buying of seeds has as much or more to do with the marketing of your produce than the actual sales talk you give your customer. If you use good seeds and give those seeds good care during the gardening period your produce will almost sell itself.

Let us look at the seed question for a while. Supposing I get a letter from a friend down in Illinois telling me about the great lettuce he has this year—he calls it Great Stuff—would it follow that I should use this Great Stuff lettuce up here in Ontario? It does not. Still, there are a great many of us doing this very thing. We are using seeds that are very good for other soils than ours and we expect to get great results.

EVERY THAT DON'T SEE

Many of us buy our seeds in just this very way. Just because Peter Grose had a wonderful yield of corn or lettuce or onions in some different locality, we think that we can get the same yield from the same seeds. We don't study our farms enough. We have the experiment station at Guelph to draw our knowledge from. We have the Government at Ottawa to draw from, and yet we bury our noses in the sand and go on in our own way.

Our seeds and our care mean our yields of produce. And our yields of produce mean our dollars. We must start in the beginning with our selling. We must build from the seed up. We must get the best seeds, even if they do cost a little more, and then our yields will more than pay the difference. It is just as necessary to have good seeds as it is to have pure-bred animals. Let us all use the chances the Government has given us to know what kinds of seeds to plant in our localities. They will tell us honestly what is best, because it is to their interest that they do so. Let us get busy right now and get all the information that we can on the subject of seeds, so that our selling problems next year will be easier.

Pay the Mortgage First

"Subscriber," Wentworth Co., Ont.

In March, 1911, we purchased a Ford five passenger car at a cost of \$1,000, fully equipped. During the summer of 1911 the car ran 2,400 miles. Our repair bills during that time were \$25; cylinder oil, \$7; gasoline, about \$50. The car was then laid up for the winter, and before we could run it this spring we were obliged to have the engine overhauled at a cost of \$35; a new pair of tires, \$74; other attachments and adjustments, \$20. The car is now running well, and should do for most of the summer, but before the season is over we shall be obliged to get a new pair of front tires at about \$55. These are not so expensive as rear tires.

Someone will say, what about depreciation in value. Well, this car has had good care and looks well. I will be willing to sell it this fall for one-half the original cost. For two seasons our motor car will have cost us \$1,000, nearly \$800.

Of course, very few farmers would drive a car 11,000 miles in two seasons. But we had other interests that kept us moving about considerably. A car is very convenient and handy, but for the farmer who is debating whether to buy a motor car or pay of the mortgage we would say: Pay the mortgage every time, because the motor car won't help you any.

A Horseman's Views

C. W. Gurney, Brant Co., Ont.

Watch as foaling time approaches. Star swaks at night. Don't worry till the mare lies down. Then get there.

A mare foals very quickly. Even one foot out of normal may lead to serious complications. I believe that all foals are born with harmful germs in their systems. The stronger the colt the better the chance he has to get rid of them.

A big stallion needs a brisk trot each day. The very best like we are. They are healthier and stronger when they get exercise in the open air.

A stallion's pedigree is of tremendous importance. It is about the only thing that owners are not to go by in deciding what kind of stock he will leave.

The foal's navel will probably break of itself. If it doesn't we cut it. But we don't believe in being in too big a hurry. We wait till pulsation has ceased in the navel cord. Tie at the end before cutting. Don't leave tied till the matter sluffs off. There is a small discharge that if not allowed to escape is absorbed again into the body of the foal.

After birth we get our foals as close to nature as possible. Any amount of foals are lost by too great anxiety to get them on their feet for a good suck. Their digestive organs are not in shape to handle much nourishment.

Shy milking mares have a larger number of foals live than heavy milking ones. Why?

Don't start to feed the mare too soon. She will then milk too freely. She could go without feed for 12 hours after foaling. Start feeding gradually with both mare and foal. If the udder cakes take the foal away and milk the mare.

The colt will not die of starvation as quickly as it will of overfeeding.

If we have heavy milkers in our herd there is always danger of milk fever. The proper method of handling a case of milk fever is to wash the udder, inject a little antiseptic solution into each quarter and then inflate the udder to its full capacity.

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Issued
Each Week

Vol. XXXI.

A
A Demonstration
in the success

It is possible to business lines you afford to of the manager, a good interest of stock? This is a costly tried or Milton in Hallow chased by the M which Dr. Robe company had all their hands than can make use of

The ques works was, "How this land in the favor of dairy farms on the farms to selling company. Dr. Ro established a grade of the old homesteade when in Milts, an editor of Farm inspected this herd, and secured Robertson an accu just how the busi desired. "It all to the cow," said son. "We are all c' help an interest on our because we have doing ability, started to keep y we found in our ly average of five pounds of milk a got rid of the p and every year s by weeding and creased our year until now it is other year we h duction in our milk a cow. Th 10 or 12 of the six. We have it that produced 1 respectively last two cows. We best. We weigh and consider da than those taken

PUREB

"We have rec' gone into pure-bred pure-bred our young stock the herd are fro