

EFFICIENT FARMING

Pigs and Printer's Ink.

I remember well the first time that I advertised. I had a fine bunch of young Berkshire hogs that I knew should net me a tidy profit. They were well-bred porkers, and in my opinion were worth more than I could get anywhere in my neighborhood. I decided to broaden my market. So I sent a little advertisement for insertion in a farm paper that had a large circulation in the province. Being new at the game, I wasn't going to throw any money away, so I made the ad nice and short. Here is how it read:

BERKSHIRES—20 fine hogs for sale. Price reasonable.

After the ad appeared I sat and waited for the flood of inquiries and purchasers to come. But they didn't show up, and my experience in advertising would probably have ended there but for the fact that I had taken in some boarders that summer. I got to talking to one of them, a shrewd, youngish chap, on this subject of advertising.

"Why don't you advertise?" he asked me. "With this fine farm you've got all the opportunity in the world to make a good thing of it. I'm no farmer myself, but I do know advertising. That's my game."

"I tried," I told him, "to sell those hogs of mine, and I only got three inquiries, and no sales. So I quit."

The upshot of it was that I got the paper for him and showed him the ad. He gave a glance at it, and then he told me that the advertisement was no good.

"I'll write an ad for you," he said. "You run it, and if it doesn't sell your pigs I'll pay for it. Is that square?" It looked mighty square to me, so I took him up. And I sold every one of my hogs at top prices! I could have sold more.

That little incident made me think. I saw that advertising was a good thing. If rightly done, it didn't cost money; it made money. So I decided to work it up. The young advertising man had told me a lot of things that had stuck.

"The main thing," he had said, "in advertising farm products, or any products, is to tell everything honestly and easily. Don't take pains to explain all the reasons why your stuff is best. Don't urge people to buy. Be sincere and to the point. That'll convince people that your products are what they want."

When I came to think of it, that is what the ad he had written for me was. It told everything in a natural easy way, as if I didn't care whether I sold such fine stock or not. It ran:

BERKSHIRES—The finest pork pig. I have 20 head of fine hogs for sale at — dollars apiece. They are money-makers. Their sire was grand champion at — Fair in 1914, and took first prize at — Fair in 1915. The dams are of the famous — strain. Shipped f.o.b. this station, on receipt of your cheque.

That ad sold my pigs. I figured that if I could write as good ones I would be able to sell all the produce of my farm in the same way, at top prices.

That was long ago, and I have learned many things since then. But confidence in my stuff has been the main reason for my success. Results in advertising depend upon several things not the least of which are clear, convincing ads—an honest product, backed by square dealing.

It is not necessary to go into advertising on a big scale. If well done, very little advertising will bring fine results. Get a good start and your business grows naturally. In the first years I just advertised here and there, when I had stock to sell. Now I spend three cents of every net dollar I make for advertising, whether I have anything to sell or not.

The main thing is to get people to know your name and the reliability of your products. It took me quite a time to do this, as I had to learn everything from experience, and I didn't quite know what I was working for.

If I were to start all over again, in a new locality, the first thing I would do would be to put in some spare hours painting the name of my farm, its address, and what it sold on all of my wagons. When I went through the streets of the town with one of these wagons, people would see the sign.

Perhaps it wouldn't make much of an impression. But later they would see it again. And then again. Some day they would want some apples or some vegetables. Then that sign would come back to them. They would write or send to me. By good products and square dealing they would become steady customers. They would tell their friends, and my profits would grow. For the same reason I would put a nice-looking sign at or near my gate. Seeing it again and again as they went by would fix it in people's minds. And the cost of the whole thing would be almost nothing.

At present I run a retail milk route, sell butter and eggs, apples and pork. I sell nothing to distributors. I make

advertising take me directly to the consumer. And I find advertising much cheaper than the middleman. In the beginning I worked like a horse, and found that the middleman lived on my work. That is the reason I cut him out.

In order to sell my stuff, I advertise in the local papers. People see it every week. Then they see my clean wagons and trucks. Then they eat some of my apples or some of my pork. As a result I have had to combine with several other farmers to meet the demand for my products. I buy their products at a squarer price than the middleman gives, and sell it under my name, which I have made a guarantee for purity and square dealing. But I make sure that their product is as good as mine before I sell it as mine.

At present, writing advertisements for farm products is fairly easy, because there are so few who are doing it. Pretty soon, when more farmers advertise, I'll have to jump to make my advertisements better than theirs. But my name is established. I'm glad I started early, for a well-known name is the best advertisement in the world.

The first thing to do is to point out a need. See what you have to sell, and then ask yourself why people need it. After you've found the need, find out what will make them buy it. A woman, for instance, doesn't buy a ring for the same reason she buys a quart of milk. In selling the first you appeal to her love of the beautiful, in selling the second you appeal to her need of the useful.

But, because there are thousands of shops selling fruit, vegetables, milk, or butter, it is best to show why your product is more useful.

I keep all the names of my customers and those whom I cannot supply. They get first chance when I next get up something good. I also keep all the names and addresses that I can collect of the influential citizens of the city. When I have something I want to dispose of steadily (letters cost too much to advertise one lot), I write them sales letters. This method has helped me to bring my milk, butter, and egg market up to the most profitable point.

I make my letters cheerful, to the point, and easy to read. The farmer who writes with pen and ink, trying to sell something, is, in my opinion, wasting time. I know. My hands are so horny and calloused from plowing and working the farm that I can hardly read my own name when I write it. Every farmer who wants to be businesslike and prosperous should have a typewriter. I have an old standard make that I bought eight years ago, and it is going good yet.

It is my absolute knowledge that advertising pays. If a farmer has the desire to get absolutely the best results from his farm, my advice is—advertise.



Tu-Whit, Tu-Whoo.

Indian summer when the moon is like a cheese
And the late last leaves come tumbling from the trees.

When a cricket in a thicket
On his fiddle starts to twiddle
Three old owls come swooping swiftly
Down the breeze—

Three solemn, wise old owls,
Mostly beaks and eyes, old fowls;
And they perch upon a birch arbor,
And sit;

Then all at once in chorus,
Loud and pompous and sonorous,
They cry a single solemn word,
"Tu-whit!"

Oh, there's something very weird in that "Tu-whit,"
Very shiversome and quiversome in it;

And many a gay papoose
In the moonlight running loose
Flees to wigwam squeaking shrilly,
Lickety-split,

While little boastful bears
Go scuttling home in pairs,
The underbrush and briars crackling
Through;

And the old owls, watching, blink;
Then they give one solemn wink,
And in chorus still sonorous say,
"Tu-whoo!"

The Province of Nova Scotia is planning to have a large exhibit of fruit at the Imperial Fruit Show, London, October 28 to November 5.

The man who permits his pleasure to interfere with his business may reach the point where he won't have any of either.

When working through the wood lot remove only those trees whose growth has been completed or whose removal would be of benefit to more valuable specimens.

Ontario Women's Institutes and the Schools.

BY GIBSON SCOTT

"Give the people the credit of having a zeal for education," said Premier Drury to the Inspectors of Ontario.

This zeal of the people is showing itself more and more in the active sympathetic co-operation of the Women's Institutes with the schools, in the demand for the Short Courses provided by the Superintendent and staff of the Institutes Branch of the Department of Agriculture, and in the extraordinary interest in the Extension Courses being offered by the Universities. While eager for the two latter for themselves and the grown-up members of their families and communities, they are yearly displaying a livelier and more intelligent sympathy with the work and conditions of the local schools, and both trustees and teachers welcome this co-operation. Indeed, it is a poorly organized Institute in these days which has not its Home and School Committee whose special trust it is to see in what ways the Institute can best help the school, the Board of Education, or the children. It was out of this study of helpful co-operation for the young citizens of Canada that the first Rural Medical School Inspection, which has now become one of the important lines of Government administration, came in Middlesex county. The pioneer Institute in this was Parkhill, under the leadership of Mrs. D. C. Wilson and Miss Maud Hotson.

How to Grow Prize Babies.

Dundas Institute, Wentworth County, gives an annual October reception to the teachers, Board of Education, and parents, so that at the beginning of each school year all interested in the school may meet, get acquainted, and be ready for helpful and understanding operations throughout the term. This has led to much fine community activity in other ways. A car was provided for the nurse so that her services might be more prompt and widely extended. A Baby Show was held which brought out a parkful of parents and children, to say nothing of a few doctors and nurses. The prizes were important—to the winners. But what was of infinitely greater importance was getting to know those "twenty points,"—ten for the baby's condition, ten for the scientific care he got at home—which make a "prize baby." It was a revelation to some to learn that a baby might be too fat as well as too thin! Alas, for the views of the mothers of long ago. But then we do not lose so many of our children as they did. Why ten years ago, when the rural Institutes were just beginning to get under way with health work, 102 people in every thousand in Ontario were dying of tuberculosis; in 1919 there were only 78, which meant 24 fewer broken-hearted homes among each thousand citizens. "Let us pay the doctors and nurses to teach us how to be well and happy," say the sensible country girls and women, "and let us get the Government to

work with us locally so that we can bring all this to our own country community, not have to go to the city for it. And "Gladly will we co-operate with you where you want us and make it possible yourselves," return the various Departments—Agriculture, Health, Education, Labor.

A Progressive Indian Institute.
Did you know there were Indian Women's Institutes, too? The Ohsweken Institute held a joint meeting with its teachers and children in the school this summer at which there were 77 women, 10 babies, and all the school girls. It was a model meeting for many-sided interest, too. Thirty-six girls joined in choruses, grave, gay, sentimental. Four little, Minnehaha sang an Indian chorus, and how musical it was. An aged and dignified Indian grandmother sang in a way that went to the heart an Indian hymn, while two more little girls gave recitations, and a young woman delighted all with a violin solo.

Nor was the practical housekeeping overlooked. A fine exhibit of canned fruit, needlework, and cooking was on display in one corner of the school, so that the sisters' and mothers' work was to be seen that day as well as the work of the children in training, one as interesting as the other.

An appeal has been made to that never-fading friend of the home-makers, the Superintendent of Women's Institutes, for a Government speaker, and for three-quarters of an hour, after sending the babies out in the fresh air in care of the little girls, sisters and mothers listened to a talk on "Helping Boys and Girls to Find Their Life Work." Questions, answers, tea, and a social half-hour brought a delightful neighborhood gathering to a close, and it must have warmed the heart of the two young teachers of the section if they at all observed the looks of deep affection and admiration which shone upon them from eyes of all colors and ages as good-byes were said and the meeting dispersed.

Visiting the School.

Tavistock Women's Institute, in co-operation with the teachers, invited the mothers to "come visit the school" on September 15th when several ladies gave short spicy talks and the Institute served tea. A committee of six ladies, one for each of the school rooms, was formed to arrange for the parents to visit the rooms in which their children were on certain Friday afternoons during the coming year.

The School Fair is an event with which many Branches effectively co-operate, also in providing hot school lunches in cold weather, while the Girls' Institutes frequently help with play equipment for the school grounds.

"Come, let us live with our children," said the great Froebel years ago. Perhaps it is this growing spirit of sympathy with youth which makes people of to-day begin to talk jauntily of "looking forward with pleasure to the teens of their second century!"

A Few Things I Have Learned About Building Houses.

By E. A. SHILTON.

One of the most important things, if not the most important, about the wall of a wooden house is the paper insulation. Usually the sheathing is nailed to the studs or uprights, and then the paper is applied, and after that the exterior siding. Insist on blue plaster board or good tar felt, which, while costing a bit more, will last for thirty or forty years and will keep a warm house warm. It might cost you \$10 more for the whole house.

By all means have a tar paper put under the shingles if they are to be of red cedar. The red cedar shingle is unsurpassed when dipped or sprayed with creosote. Under the shingles should be put some tar or asphalt paper. This will be satisfactory only with creosoted shingles. The reason for this is that when a heating rain drives the water upward it will not come through and spoil your plaster; it will encounter your tar paper and run off or stand and be evaporated. This is true of snow. Under the shingles the sheathing or roof boards should be a bit better grade than in the walls, because they have to sustain weights that the walls don't. Speaking of shingles, the best treatment is to dip them, before laying, in either a raw creosote or a refined creosote shingle stain. The raw creosote is very cheap; it is blackish and smells unto heaven, but it serves the purpose.

Have Building Paper Insulated.

Now the most important thing about paper applied either inside or outside the building is that, being meant for an envelope, it be a complete one. To pay for paper and its application, and then have an ignorant carpenter leave one tear open in the paper, is to throw a good part of your money away. They slap this paper on, and when it tears they let it tear; but the moment the paper is torn for one foot on one wall the insulation of that wall is greatly impaired. Insist in your specifications and by personal inspection that the paper

is intact, and have it inserted that wherever torn it must be covered by a new piece of paper. These little things make the difference between a big coal bill and a little one.

Now as to the foundation. All foundations should have footings. By that I mean that at the bottom there should be a small float of concrete run out from the foot of the wall to prevent settling. Before building, find out about the water table, or you may have ground water in your cellar.

If they are to make your cellar of concrete solid walls, insist that the concrete be well puddled in against the wooden forms; if this is not done, when the forms are taken away your inside wall will be very rough and may leak at times.

Connected with the matter of your basement is that of floor joists or the planks that run crossways of your house and hold up the floors. First, do not skimp on the size of these. Do not use anything less than 2x10's; 2x12's are better; 2x8's will let your floor sway like a drunken man before your fifth baby is born. The difference in cost is very little.

To Prevent Cold Floors.

Now to one of the most important points in your house: Where the floor joists meet the wall, there is of course a hiatus between the floor which is running horizontally and the wall running vertically. Many houses nowadays have a crack at this point, and cold floors result. It is not a visible crack but by putting your hand at the top of the cellar wall you can usually acquire a frost bite. I should say that nine-tenths of heating troubles result from poor work at this point. To avoid this, they make a sort of box all around the top of the basement walls. The floor joists are set on top of the partly completed basement wall, and then this box proposition made by interspersing short pieces of plank between the joists. Then these

sorts of boxes are filled with soft

The Sunday School Lesson

OCTOBER 16.

Paul Writes to the Christians at Corinth. 1 Cor. 1: 10, 11; 13: 1-13. Golden Text—1 Cor. 13: 13.

Connecting Links.—We are fortunate in having one lesson this month from Paul's great Epistles. There is a wealth of interest and instruction in these letters which our International Series almost entirely misses. The mistaken idea that every lesson must contain a story, or be based on a story, leads to the neglect of very much of the finest literature of both the Old and the New Testament.

In connection with this reading we should review once again the story of Paul's coming to Corinth in his second missionary journey, and his experiences there, and the story of what happened in Ephesus on his third journey. For it was from Ephesus that this Epistle was written in reply to letters and personally delivered messages which he had received from his friends of the Christian fellowship in Corinth.

We recall, therefore, how Paul first came to Corinth, about the year 51 A.D., after having been driven by persecution from Philippi, and from Thessalonica, and from Berea, and after a discouraging experience in Athens. We recall his loneliness, his discouragement, his weakness, his distress of mind, and how he was comforted and strengthened by cheering news brought him from Macedonia by his fellow-workers, Silas and Timothy. After they came and in reply to messages which they brought, Paul wrote his letters to the Thessalonians, which are among the earliest writings of the New Testament, and in which he tells something of these experiences (see 1 Thess. 3: 1-8; compare 1 Cor. 2: 1-5). Three years or more later he is at Ephesus, and there receives such communications from Corinth as lead him to write several letters, two only of which (or possibly also part of a third) have been preserved.

1: 10-11. "That there be no divisions among you." It can hardly be doubted that Paul would be now, as then, an advocate of Christian unity. He heard, he wrote, that there were divisions and contentions among them. There had been various Christian teachers and leaders with them after Paul's departure, and the parties had grouped themselves under their respective names. So there was a party of Paul, another of Apollon, another of Peter (—Cephas), and another which called itself the Christ-party. Just what the differences between them were we do not know, and probably does not much matter. They seem to have argued on the ground of the superior excellence, or wisdom, or eloquence of their teachers, or upon the ground of baptism by one or another of them. Paul urges their oneness and fellowship in Christ. He points to the helplessness of the world's wisdom to save men, and to the fact that the very gospel which they have received is esteemed foolish and offensive by Greek and Jew. There is in it, unquestionably, he says, a profound wisdom, but not the wisdom of that age, nor such as would divide the followers of Christ. He urges also the fact that they, the Apostles, whom the Corinthians would make heads of their respective factions, were not seeking such places of exaltation. For the gospel's sake they were poor, they were persecuted, they were ridiculed and despised.

"Even unto this present hour," he said, "we both hunger, and thirst, and are naked, and are buffeted, and have no certain dwelling place; and labor, working with our own hands." They bring wealth, and power, and gladness to others, but are denied these things themselves. How foolish then to make their names the symbols of division and strife.

13: 1-8. "And have not charity." Paul deals with several questions, in this Epistle, which were of prime importance to the young Christian society. They were chiefly social questions, about some of which he says clearly that there might be honest differences of opinion. He counsels patience, self-control, thoughtfulness for others, and above all love (charity). Of the three fundamental Christian virtues, faith, hope, and love, he puts love first. Without it all else is vain. Love crowns and completes the others, and is itself the "bond of perfectness." Division, strife, quarrels about custom and usage and form, and name, will vanish at the magic touch of love. Eloquence without love is but soulless sound. Prophetic gifts, insight, knowledge, even faith, are nothing without love. Almsgiving, martyrdom, are of no account if love be absent.

For love "suffereth long, and is kind." Love is patient, kindly, not envious, not puffed up with vain pride, gentle, unselfish. Love does not readily take offense, sees good and not evil in the acts and words of others, is made glad not by the discovery of error, but by the finding of the truth. Love is strong, to bear, to believe, to hope, and to endure. It "never fails," other gifts and accomplishments fail and pass, but not love.

"That which is perfect." Love is compared to that which is perfect. Knowledge and the gift of prophecy are both partial. Love surpasses them both. He who loves is as the grown man who has "put away childish things." He is as one who, with unclouded vision, looks into the face of God. He anticipates heaven. His heart is clean. By loving he keeps God's law and is like God.

Application.
The man in whom dwells the love of Christ "thinketh no evil" or "taketh no account of evil." This is one of the surest signs of a loving heart just as the reverse is the sign of an evil heart. When the weary camel falls in the desert the vultures sweep down upon it and tear it to pieces. When a man or woman falls into sin, there are those who immediately condemn and say, "I told you so." Love takes the kindly attitude. Love is quicker to detect virtues than vices. It notes the odor of flowers, quicker than the odor of carrion. When a man's character is in doubt, love gives the accused the benefit of the doubt. The eyes of love will see goodness and virtue when others fail to find anything but faults. Look at the different way in which people think of children. One outsider gives his view of a neighbor's boy and what a view it is! There never was such an idle, mischief-making, good-for-nothing boy since the world began. But just listen to that boy's mother talk about him and, Oh, my! you'll almost be looking for his wings. She sees, she knows, she understands; and just because of her love she recognizes splendid qualities which the fault-finder never thinks of. Love is not blind, the eyes of love are the only eyes that really see.

concrete. Brick would be better than concrete here. This is called beam-filling, and you can see that the cold will have to penetrate concrete.

The one thing to remember is to beam-fill not clear to the top of the joist, but to within a quarter of an inch, for if the joists should shrink, the inserted concrete would push up your floors. The concrete doesn't shrink. Another thing about the joists: They used to run bridging between all of them. It should be done now, for it will keep your floors from creaking.

Your floor sheathing should be run crosswise to strengthen the building. Up in your attic there should be a few crosswise rafters, if you are in a windy vicinity, to keep the house rigid. Between the floor sheathing and the oak or maple floor you should have paper and a good grade of No. 1 deadening felt. As to your floors, you will discover that both oak and maple are high-priced. Any other floor is out of the question, unless you use linoleums, which are high-priced too. Before you select either a plain red oak (just as good as quarter-sawn) or a No. 1 maple, inquire as to the price of three-sixteenth-inch floors. The usual thickness is three-eighths inch, or twice as thick, but that is very much higher priced. Often by using a cheap grade of resaw on top of your paper, and then this thin maple or oak, you can get as good a floor at much less price. Maple floors are plainer, whiter, and are less trouble to care for; but oak is prettier and will keep you waxing it. Most other floors will splinter.

Points About Plastering.
In the plastering of the house, there are ways of applying it. It can be applied to wood lath, to plaster board, or to metal lath. I believe the wood lath is the cheapest, and is as good as the others if one point is followed: Plaster is very wet. Wood lath are very dry. After the rough coat of "mud" is put on, it dries in a hurry, and in drying is apt to shrink away from the lath. To combat this tendency, a big barrel of water should be kept in the room, and before the lath are applied they should be left to

soak in this barrel, and then just before slipping on the plaster they should be again wet with a brush. Then the plaster and the bath will dry at the same rate. Provide that at least four days intervene between the first coat and later coats.

Before any plaster goes on, see that between each lath there is plenty of space, and see that each lath is nailed at every stud. Poor lathing means falling plaster. The plaster is held by binding in between the lath, and if the latter are too close together there is no binder.

In installing the kitchen sink, have your wife stand up alongside the wall, and put the sink at the height to suit her—or yourself. Many kitchen backaches come from low sinks.

In the bathroom install a lavatory with a separate waste, not one with a chain that breaks off the plug and has to be fished for; they cost little more and are convenient. Have enough water pipes running through the house; do not tap one line twice, so that one of the other will "cuss" at water delay. Be sure that the plumbers make the hotwater lead into the hot-water boiler enter at the top and not the bottom, or you will have to wait till the whole business is hot to get any hot water. In this way you draw off hot water "as it is made."

The point is hot air heating is this: The velocity of your hot air will be governed by the velocity of the cold air return, and if your cold air returns are smaller than your hot, you have decreased the hot air velocity by the proportion of the difference in capacity, and your house will heat that much slower. I have seen this worked out in a score of instances. Have the cellar high enough so that as the pipes are taken off the top of the furnace they will run in an upward direction and speed the heat on its way. These are plain laws of heat.

And, finally, with any heating system allow, allow, allow for extras; if you have a 15,000-cubic-foot capacity in your house, get a 20,000 furnace, etc. In August a man will save \$40 on a furnace, and in January he will swear, "I would give \$500 this morning for a warm house!"