

A Boon To Dairymen

You can have relief from "All-the-year-round" drudgery of hand milking.

You can be free from the trouble and expense of careless hired help.

You can increase your income, since you can milk a larger herd with less labor and expense

By using a

B-L-K Mechanical Milker



A Perfect Milker, a Great Labor Saver and Profit maker

Many B-L-K Milkers are now in use on Canadian farms and are giving great satisfaction. The following and many other Canadian Farmers use the Burrell-Lawrence-Kennedy Milker:

F. L. Green, Greenwood
S. Leslie, Norval
R. E. Gunn, Beaverton

T. Eaton & Co., Toronto
J. McFarland, Huntingdon
Peter Stark, White

Call and see one of these B-L-K Milking Machines in actual operation.

Costs \$287.90 for Two-Machine Outfit

Ask us to send you a statement of the saving which can be effected with our Milker in dairies of 25, 50 and 100 cows.

A Great Money Saver for Milkmen

A B-L-K Milker user who has been milking a herd of 100 cows continuously since early in 1908, and who is making a high grade of sanitary milk, has furnished us with a detailed statement of the actual cost of machine drawn milk as compared with a hand drawn product in the same dairy.

It is taking great pains in the care of the milk and the way the cows are handled, but he is

Milking 100 Cows in Two Hours

with six machines, operated by two men and a third to carry the milk, and effects an

Actual Saving of \$1,568.00 a year

He makes this saving with a B-L-K equipment which cost him complete \$822.25.

We invite you to write us for full particulars and estimates of cost for outfit suited to your needs

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

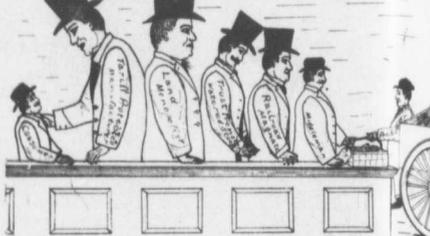
Our patrons are reminded that

On and after Aug. 1st, 1912

Farm and Dairy rate for display advertising will be 10 cents a line, flat.

☐ In the meantime it is your privilege to send new or renewal contracts, covering a period of 12 months, at our current rate.

Adv. Dept. FARM AND DAIRY Peterboro, Ont.



HOW MUCH WILL THERE BE LEFT FOR THE CONSUMER?

The consumer feels that he is paying too much for the produce of the kinds that he consumes. So he is. The producer knows that he isn't getting enough of the money the consumer pays. Who gets the difference? It is very easy to saddle the blame on the middleman. But is he responsible? It is a well known fact that middlemen are not getting rich at a fabulous rate. In fact lots of them go to the wall each year. The explanation of the rake off on the consumer's dollar lies elsewhere. Excessive transportation charges, all that wealth producers must pay to make dividends possible on millions of dollars of watered stock, the increased cost of many necessities of life due to the working of the protective tariff and, above all the immense indirect tax that we must pay to the land monopolist in our cities, all these factors combined are making it harder for the working men to live and for the farmer to make ends meet. It is this same social condition that makes the life of the middlemen a bare one. His enemies are his enemies. We are only wasting our energies in abusing each other. Let us get at the root of the matter. It lies deeper than the middleman. It lies in uprooting all special privilege and monopoly.

SELLING

To produce is easy, to sell is more difficult,—to sell at a good fair price it is work as which we farmers may well learn to be more exact. This Department of Farm and Dairy is conducted by a Sales Expert. Ask for Farm and Dairy questions about your selling problems; answers will be given in this column.

Selling Apples

By Edward Dreier

At last those questions on selling problems that we have been asking for are coming along. Here is the first one—from Mr. Wm. Louch, Mid-dlesex Co., Ont. Mr. Louch's inquiry reads as follows:

"I have an orchard that is sprayed and well cared for. It produces about 800 boxes of No. 1 fruit of leading varieties. I would be pleased to receive advice from the Farm and Dairy sales expert as to disposing of it to best advantage."

The selling of apples is very much the same as the selling of eggs. The best apples bring the best prices. To get the best apples great care must be paid in the raising of them. When the apples are ready for market they should be carefully graded as to size and kind. They should be carefully cleaned and packed in suitable carriers; some in barrels, some in boxes. They should be packed most carefully so as to look well to the eye of the prospective customer. They should be packed so that if a customer would care to inspect the bottom of the box he would find the same kind and grade of apples there as he would on the top.

WHEN SELLING IS EASY

Many of the farmers of Canada sell their entire supply to some dealer who buys them in the spring when the trees are in blossom, or perhaps are raising the year before for the entire crop. He pays so much a tree or a box or barrel, regardless of size or quality. In many places this is kill-

ing the fruit trade, for the farmer pays no attention to his orchard. His selling problem is easy.

But to the farmer who raises good fruit, and carefully sees that every piece of fruit is good before going to the market, the selling problem is a little harder—at first. The individual fruit raiser should have his entire crop sold before he picks his fruit. He should take samples of the fruit and go direct to the consumer. Everyone wants apples during the winter and is always on the lookout for a chance to get good fruit at thorough canvass of several small towns would dispose of every box of fruit raised. Go out and contract with people to furnish them with the apples for the year. Show them that you have these good apples, and let them know that they will get just what you promise to give them. Do all your dealing direct with the consumer. Make him see that you have the fruit that he wants. You know your apples are good or bad. Let him know which are for cooking and which for eating. Show him that he can get his apples delivered right from your orchard a day or so after the fruit is picked. He would much rather see fruit that way than to get it some time later when the apples may have been bumped around for a couple of weeks or more.

Show the customer that you are going to grade the apples and pack them according to size, and that all the apples he buys will be just about the same. Let him know that you are going to take care of his orchard in the best way.

COOPERATIVE SOCIETIES
As Mr. Louch is in a fruit district it seems to me the best thing he could do would be to organize a cooperative society and all work together to market their fruit. If he doesn't want to market fruit direct to the consumer it is an easy matter to get in touch with some of the big commission-houses of the larger cities where all the fruit

(Concluded on page 8)

Issues Each W

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The farm of situated a shor Payne. One m are under burn loan. Part of attention and our son Le n The land is c ditches. In th hopes to make the energy th improvements i dication that it farm will be u The rotation four years on the rest. To re nur num, two years of corn, years, on the five more distant five years grain, tu ture When hi