

There Is Money For You

in the
"SIMPLEX"

It Will Pay You
 To Have

This Large Hand Separator



The favorite everywhere it goes. Note its beauty and heavy compact construction. With low-down, handy supply can only 3/4 ft. from the floor.

—the new "Simplex," a most striking feature of which is that it is light running.

The 1,100-lb. size "Simplex," when at speed and skimming milk, takes no more power than the ordinary 500-lb. Hand Separator of other makes.

The new large capacity "Simplex" cuts the labor of skimming more than in two, because it turns easier than most other Hand Separators, regardless of capacity, and because it does the work in half the time.

The large capacity "Simplex" Cream Separators, like our other "Simplex" machines, are the very embodiment of simplicity.

All "Simplex" Separators have only two gears, have Self-Balancing Bowl.

All "Simplex" bearings are of the highest grade, same as are used in the best automobiles.

All "Simplex" Separators have the famous Link-Blade Skimming Device.

"Simplex" Cream Separators are noted for ease of cleaning, remarkably clean skimming, ease of running, durability —they last a life-time. Learn more about the "Simplex."

Write us for descriptive matter, giving the full information you want about this peer amongst Cream Separators.

D. Derbyshire & Co.

Head Office and Works: BROCKVILLE, ONT.
 Branches: PETERBOROUGH, Ont. MONTREAL and QUEBEC, P. O.

WE WANT AGENTS IN A FEW UNREPRESENTED DISTRICTS

\$100,000.00

Farmers of the Brockville District, Ontario, are being paid \$100,000.00 a week just now for their cheese.

They will get upwards of \$3,000,000.00 this season for their cheese alone.

Brockville is but one of the score and more of big dairy centres in Ontario—all sending out big sums of money to the dairy farmers.

It is these dairy farmers in these great dairy centres, and elsewhere throughout Ontario, Quebec (and to a limited extent in the other provinces in Canada) that Farm and Dairy reaches every week.

You can reach these people and interest them in your goods and get your share of this big cash income. You can, at a profit to you, reach them through Farm and Dairy. It will pay you so to do. These people of ours are "worth while."

It is desirable to mention the name of this publication when writing to advertisers.



WHICH IS YOUR HIRED MAN?

The judges of the farms entered in the Inter-Provincial Dairy Farms Competition, noted that those farmers who provided houses for their men had the least trouble in securing efficient hired help. The same applies everywhere.

SELLING

To produce is easy, to sell is more difficult—to sell at a good, fair profit is work at which few farmers may well learn to be more efficient. The 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.

Further Ideas on Marketing Fruit

Editor, Sales Dept., Farm and Dairy,—I beg to take exception to your advice to Mr. Wm. Louch of Middlesex Co., Ont., as to how to pack and sell his apples. Having conducted an extensive business adjacent to the city market in Hamilton, Ont., and having travelled for six years in that province (Ontario) and two years in this province (Saskatchewan), I am in a position to know what the conditions really are.

Your first mistake is when you advise him to "pack in barrels and boxes." My advice, to you and every person in Ontario is to abort a barrel for apples as you would small pack. The former loses to the Ontario farmer \$100 to the one they lose with the latter. This is no bluff, but truth. You would realize it, did you see western dealers sending millions of dollars to Washington State, U.S.A., as I do.

DISADVANTAGES OF BARRELS

Consider what a mistake it is to pack fruit which deteriorates with every bruise, into unwieldy packages which have to be rolled and tumbled and canted this way and that way because they are too heavy for a man to carry decently from place to place, besides their taking up twice the space for the same result.

It is a mystery to me why the Government of Ontario spends thousands of dollars endeavouring to keep apples inspected, graded, etc., and allows them to be shipped in barrels in which, by the time the fruit lands at its destination, it is so bruised that purchasers will pay almost twice the price for fruit which is, I must admit, superior in color, but void of flavor.

Wake up, you Ontario gentlemen who grow apples! Work night and day to have a law passed in your province making it a "serious offence" to sell apples in barrels.

You are allowing the apple market to slip through your fingers. It will cost you many thousands of dollars before it returns.

BEST PRICES WERE NOT PRODUCED

Your second serious mistake, dear sir, is in advising Mr. Louch to take a sample of his apples and endeavour to sell them from door to door in the immediate neighbourhood and villages. Who ever heard of hundreds of farmers trying to sell tons upon tons of goods locally and getting a satisfactory remuneration for their labor much less a profit? Bless my soul, that very idea has lost the farmers in the neighbourhood of Hamilton millions of dollars which you will realize is reasonably true, when you consider the fact that if all the produce grown in a locality had to be marketed in that locality the price would be such that it would hardly pay for the harvesting as was the case with butter a few years ago, reversed now by the old sane method, namely: Produce the quality, pack it satisfactorily for the consumer, and the price will come—not in the locality where they produce many times what they can consume, but at a point where they produce some other product but require the goods from the former locality.

To prove the truth of my statement you will enclosed find a clipping from the Saskatchewan Phoenix of to-day, quoting creamery butter at 20c to 45c and dairy butter 20c a pound. Most of the creamery butter that has been offered in this city for the last six months has been from Brockfield, Ont., because it is well made and neatly packed. They don't have to peddle it from door to door locally; there is cash for it at 45c a pound instead of from 30c to 38c a pound for inferior made and packed stuff produced locally.

HOW WE SPOIL THE APPLE MARKET

This same rule applies to your apple packages as to your hired men. In comparison with that made best only that your apples are side-tracked by Washington State grown apples because you refuse to abandon the unwieldy packages of our fathers to use the more convenient packages of thoughtful business fruit shippers. Why not create as good a demand through the quality of your apple packages as you have for your butter packages.

Regarding Mr. Louch's being advised to market in Preston. I would (Concluded on page 6)

Issued
 Each Week

Vol. XXXI.

QUEBEC P

R. R. Ness the

1. R. R. Ness
2. J. W. Rio
3. W. A. Pat
4. R. E. Cur
5. S. A. Nor
6. A. Youn
7. J. W. Lo
8. C. How
9. W. A. Os

Such is the at the final round of Competition that

ducting for the competition, himself a prize-contestant, and P. College, Quebec, that Quebec had captured the more than most

In Quebec prov has been holding years. All four provinces of Quebec these competition Mr. Oswald are b farms of Mr. Yo numerous pri a result of the co they have been points. Thus they and Dairy's inter

THE The farms in t Until Farm and years contest four a prize farms coo To this Farm and in Ontario what Quebec and Manit vincial governmen most of the Ont this year's contest now's, had been the—the one held la had the benefit d contests held durin be seen that, and tario farms that to

What has here b Quebec farms that were competing ag the province of O or two instances at of Mr. Oswald, w farms, which is n great difficulties to come them and ha their an extent the rich province of U