

How Advertising Does Odd Jobs for Farmers

Lawrence W. Griswold, in Agricultural Advertising

"IN regard to auction advertising of the present time," writes my auctioneer friend, "as compared with years past here in this country, auction bills are practically out and newspaper advertising has taken the place of bills.

"Advertising in the daily paper is doing the reason that as a general thing the average farmer who he comes in from work at night, gets his paper, looks everything over and the current events to auction sales and advertisements of every kind. (This is done more through the months of January, February, March and April, for these are the auction months of the year.) Whereas, auction bills put up in stores, shops, livery stables, saloons, and on fence boards along the high-way cover only one-eighth of the territory the newspaper would cover, and in the newspaper the farmer gets the facts right at home and remembers what is going to be sold and when.

"The expense of paper advertising in the case of bills, but it is worth that much more because it reaches 10 times as many farmers as the bills would, at no expense for stamps, livery tips and small expenditures that occur when one has to circulate by the old method.

The Daily Paper Medium.

"The daily paper, by way of the R. P. D. routes, carries the auction advertisement to the farmers' individual doors, whereas with the farmers have got to go to the store or into town to get on the track of any sales—and then they forget at what time and place the sale is to take place. With the paper, he has the sale advertised right before him where he may look at it for information at any time.

"One hundred bills will cost \$5 for an average sale of \$2,500 to \$3,000 of general farm stock, tools and household goods. A newspaper with a circulation of over 8,000 in a county of close to 40,000 will add one to four cents to \$12 for five insertions, which is plenty of time for the advertising to run. In this way the sale reaches every town in the county and towns surrounding it. If the farmer would be impossible to reach more than from three to five towns in this particular county.

"In the spring of 1912 I conducted over 40 sales for farmers, and I do not think there were over five farmers who used any bills at all, and even those used newspapers, in addition to the bills.

Successful in Spite of Storms.

"I remember that three of my best sales in 1912 were held on days that the weather was anything but pleasant. They were stormy days, with lots of snow, making the country roads almost impassable. Some of the best of these sales were advertised in the daily newspaper, there was a good attendance, and the prices I obtained for the farm tools and stock, were the best of any sales I conducted that spring.

"I sold, for the Evergreen Dairy Farm Company 49 head of Jersey thoroughbred cows in two hours and 15 minutes; farm implements in one hour and 10 minutes; and the horses, swine and household goods in one hour and 10 minutes. The completed sale was over in three hours and 25 minutes. The sale was aided by about 200 farmers and stockmen from a radius of 25 miles around, and this sale had been advertised in the daily paper about 16 days in a double-column, six-inch ad, costing about \$30.

"The secretary and manager of the dairy company told me that this sale paid him many dollars on account of

the liberal advertising in the newspaper.

"Since I started selling at farm sales, more than 13 years ago, times have changed, as everybody knows, but a few facts may be interesting to other farmers. At the time I started to work at a sale was wonderful, but now, under better times and better conditions on the farms, 100 to 150 farmers at a sale was a good average, and from that up to 500 or 600, which is a good average for the all-day sales.

Why Newspaper Advertising Pays.

"The newspaper advertising today did years ago, and not only that, but the installing of the Rural Free Delivery has made it possible for the farmer to get his advertising message within a few hours after the paper is printed. In this country about 90 out of every 100 read the newspaper published in our county seat. Before the R. F. D. came 20 out of every 100 would be the case. This is proved by the office of which I have been postmaster since 1898. At the beginning of my term 25 papers were received from the county seat. At present 170 people receive copies of a single daily printed at the county seat."

The publisher to whom the auction-

eer refers was asked by me to explain advertising as a door of odd jobs on the farm. He pointed out the significant facts in this manner.

The Publisher Speaks.

"One day last winter an auctioneer of my acquaintance had a sale scheduled for a town in the southeastern part of the county. The temperature was below zero and a snow storm was on. He hesitated about going out in the farm where the sale was going to be held, thinking no buyers would attend. But he went. He found a good crowd of buyers, and one of the best sales of the season was recorded. The farmer had spent a liberal sum in advertising and had informed practically every prospective buyer in the county.

"Four or five years ago only a few farm sales were advertised in my paper. Farmers and auctioneers did not fully appreciate what a thorough means of reaching buyers newspaper advertising was. Auctioneers then began to notice that the sales which were advertised in country newspapers generally were most profitable, and they changed their clients' advertising in the papers and not depend on the old-fashioned bills. Now, there isn't an auctioneer in the county who does not ask the farmer advertiser to view him about a sale; and advertising has been arranged for. The auctioneers always want successful sales and

(Continued on page 11.)

Adaptability a Great Factor in Farm Success

By E. L. McCaskey

"YES, sir, I sold the farm! Land values got high. Taxes were in proportion. Market gardeners were dividing all the farms around me so I moved out. That land was too valuable for the kind of farm I had been doing and wished to continue in. I don't believe in flying in the face of the inevitable, so what better could I have done than make an agreement with the best purchaser who came along?"

This is just a small snatch of a conversation overheard in the rotunda of a Toronto hotel during the time of the last live stock convention. The speaker was a specialist on beef cattle and heavy horses. His few words, however, voiced a big truth. They told of a man who recognized that the farmer must study conditions if he would be a success, and not stay in a rut while conditions changed. It started a train of thought in my mind along the line of adaptability.

I don't believe there are any two farms that can be handled exactly alike. In my farming experience I find that it is seldom that two fields can be handled exactly alike. If two farmers, good ones, would handle the same farm in the same way to get the very best results. Hence one of the first requirements of a farmer is adaptability. If he moves from one farm to another he must to a certain extent change his methods. And sometimes changing conditions over which he has no control make changes of methods imperative.

Suburban Land and Stock Farming.

One of the greatest of these latter factors is the great growth of our cities with the consequent increase in value and increase in the taxes of the farm land surrounding growing centers of population. Thousands of farmers are carrying on a losing fight trying to dairy, or worse still, raising beef, on expensive lands in the outskirts of our cities. Cows cannot be expected to pay on land that should be growing strawberries or cherries. When a farmer finds that city growth has made his farm worth \$200 to \$1,000 an acre, it is time for him to go into fruit growing, market gardening, or some other intensive line or move out.

There is also another extreme—trying to farm too poor land that should be in bush. The man who stays on such land as we have in the Trent Valley district, which lately has attained notoriety, is the least adaptable of all men and he surely is flying in the face of the inevitable. A man on such land should either quit for reforestation or else he should wait to wait 30 years or so for a crop, or move elsewhere.

I have in mind at the present time one field on my own farm that it would be extremely unwise to view. It is on a steep side hill of very washable soil. Not a few of my neighbors are plowing land of a similar character. They call it intensive cultivation, keeping all their land under rotation, and so forth, but I call it foolishness.

Adapt Side Lines.

The true test of a farmer's adaptability is the net income that can be obtained from 100 acres of whatever size his farm may be. On some farms more money may be made by specializing in dairy cattle than in anything else. Other farmers are so situated that there is more money in more general farming. For instance, I know of one dairy farmer who makes more money from hogs than he does from his cows. Another dairy farmer with whom I am familiar recently added up all the odds and ends of his income and found, to his astonishment, that if he cut them all out and specialized in dairying, he would lose more than half his income.

As a broad general rule I would suggest that on the average farm in Ontario the most adaptable farmers will be found to be pushing one or two main lines, as for instance, dairy cows and hogs, and carrying along at the same time as many side lines as they can handle, and which will return a profit. These side lines may consist in a few acres of potatoes for storage; stock of poultry, an acre of strawberries, or a good apple orchard, are all common and profitable sidelines. My point is this: We must be adaptable; we must study our conditions; we must achieve success in farming.

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