

XLVI

Who really foots the bill for advertising?

Is it you? the manufacturer? the salesman? the storekeeper? the customer? or is it low quality that pays for advertising?

Every maker of automobiles, plows, or any other article is using his best brains to manufacture his wares as economically as possible and to put them into your hands with the least possible cost to himself. If advertising were an expense instead of an investment that pays him well he would stop it instantly!

A certain clothing house eight years ago did an annual business of \$3,000,000, and the cost of selling their goods amounted to 8 per cent. Good advertising since then has increased their annual business to \$15,000,000, and the cost of selling, including advertising expenditures, has come down to 5 per cent. Their salesmen are earning much more money and the advertising has enabled them to do it, because while their commissions are smaller their sales are made easier and more than trebled in volume.

Dead stock or goods that won't sell is the cause of most failures amongst retail stores. Good advertising is the best possible assurance that goods will sell.

On everything you buy, you pay for three things: The raw material, the cost of making, the cost of selling. So if you choose you can say that you "pay" for the machinery that makes good shoes cost you less than they did 20 years ago. In the same way you "pay" for the advertising, which enables the manufacturer to increase his business, to put better value into his shoes.

If you choose you may say that the manufacturer "pays" for the advertising, which swells his dividends by diminishing the expenses of selling his goods. Advertising usually lessens the cost of articles as measured by their quality.

You don't consider the buttons on your clothes as an expense, because to get along without them would be vastly more expensive.

The manufacturer does not consider as an expense the \$5,000 machine which saves him \$10,000 in three years' running.

It costs money to sell goods. The most costly way to sell goods is to store them and wait for purchasers to come. The least expensive way is to tell the public about them by advertising.

The Curtis Publishing Co. put it nicely when they say that good advertising is paid for by everybody and by nobody. By everybody, because we all bear our share in earning the money with which business is carried on, and by nobody, because advertising is a labor-saving method of selling goods.

"A Paper Farmers Swear By"

than cooped up in that small, dark stall.

We expressed our ideas on the subject to our farmer friend, and he agreed with us. "But," said he, "help is so scarce nowadays that it's too much trouble to exercise the bull."

When we consider the value of the sire in the herd it would seem that help would have to be very much scarcer than it is now to make it unprofitable to give the bull such attention as would make him most vigorous and useful. It would not take long to erect a well fenced paddock near the stables. Anyway, we should exercise him if we have to walk him up and down the road. It doesn't pay to get too far away from Nature.

A Navy Advocated

Editor, Farm and Dairy.—In your issue of August 22nd, under heading, "A Fearful Expenditure," you take up the question which seems to be uppermost in people's mind, viz., the navy, and it seems that the Rev. B. J. Hutehew, in his budget sermon, has touched the fuse off and you are ringing the alarm. I am inclined to think if this good gentleman who, with so many hundreds more in our land, excellent persons could take up the reins of government, they possibly would change their tune for one that would blend with their responsibility when the life of the nation was in the balance with the budget.

Again you say "Are we in Canada going to be drawn into this maelstrom, etc." which is one of the greatest curses of older countries. I must confess my ignorance of such, for I have never read or heard such before, for those who privilege it has been to see military and navy manoeuvres, jubilees and coronations, hearing such patriotic airs, would it ever appear to one that these onlookers (who never seem to tire of waiting and cheer till they are hoarse) are under a curse. How marvellously Great Britain has grown under such conditions till she is the proudest of all nations, and when thrones are tottering the monarchs flee to Great Britain for protection. That is not all. How secure we have long felt when a storm is brooding and a war cloud is hanging over the land. We have been too ready to declare its nothing to do with us, and so get between the folds of the old lady's skirt.

"Let us proclaim in no uncertain manner our desire for peace!" How do you propose to secure us that peace? may I be bold enough to ask. All the howling Peace! Peace! will turn one shot of the enemies, nor all the sermons that may be shot off will change that indomitable law of Nature: "The survival of the fittest." Germany says the best guarantee of peace is to prepare for war. So let's play up and put our shoulder to the wheel.

And you call it waste by putting our hard earned dollars into engines of destruction!" In other words I am wasting my money in purchasing fire-arms to protect my property.

The "misery." This of course we know is the inevitable consequence of war. But to be plunged into that humiliating abject misery that awaits a Canada with no navy, "God's Land deliver us!" My Scotchman is that kind to divide our good heritage among the other nations.

"What we have we'll hold!" So here's to a sure steel-bound Empire, by Jingo. E. N. Howlett.

Lake Edward, N.B.

Live Stock in Saskatchewan

P. M. Bredt, Live Stock Commissioner for Saskatchewan

Saskatchewan is always looked on as the great wheat province of the Dominion. If we are to continue to sustain that reputation we must have a big live stock industry to keep up that wheat and to sustain soil fertility. Our government is endeavoring to encourage the live stock industry, with the result that there is now three or four times as much pure bred stock in the country as a few years ago.

We are encouraging our breeders to hold annual sales of pure bred stock. These sales hitherto have been held at Regina, but from now on they will be held at various points in the province. We are going to take the bull sale to the farmer, not the farmer to the sale. In order to introduce community breeding, which we consider the best breeding, we are encouraging the introduction of good beef blood in certain sections and dairy blood in those sections best suited to dairying.

CRIMINAL METHODS IN FARMING Our system of grain farming practised here in Saskatchewan is robbing the soil of its fertility and we are robbing future generations. This system must be stopped some day. We must preach the advantages of mixed farming. On the Portage Plains our grain production is just one-half of what it was when the land was first broken. There are a large number of poor settlers coming to us who must of necessity grow grain at first to get a start. Lots of them know so little about farming that wheat growing is all they can really do. Under different conditions the farming methods of 90 per cent. of Saskatchewan farmers should be made a criminal offence.

In remedying this system, our live stock men must show that they are alive themselves. We must not depend too much on the Government for salvation. First of all we must have cooperation in breeding. At most breeders' meetings there is routine business, but nothing to stimulate interest. Government assistance, both Provincial and Federal, should be of such a nature as to help us to help ourselves. Personally I believe that demonstration farms would be of much value.

Competition Stimulates Improvement

One does not really know where the weak or strong points of one's farm be until the farm has been entered in competition with other good farms and carefully scored, point by point. The Prize Farms Competition conducted by Farm and Dairy in the last four years have enabled many dairy farmers to "re-ally know" their farms. Competitors have found where improvements are needed. Many have learned the lessons learned and are eager to attest to the advantage of our competitions. Future competitions should be taken advantage of by a much larger number of our dairy farmers who have participated in the past two competitions.

Clay B. and T. Machinery

Will you kindly tell me through Farm and Dairy where I can obtain clay brick and tile machinery?—C. H. T. Norfolk Co., Ont.

The only two manufacturers in Canada for this class of machinery are Baird & Co., Park Hill, and the Berg Machinery Co., Toronto.

I like Farm and Dairy very much as it is full of useful information of all kinds for us farmers. I think it is to Canadian farmers what the North British Agriculturist is to the Scottish farmers—a household necessity.—Rolert Graham, Simcoo Co., Ont.

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