

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 1/2 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. Q.
WE WANT AGENTS IN A FEW UNREPRESENTED DISTRICTS

Prospects Are Bright

THE season, though late, has opened with a gratifying suddenness, and every indication is evident that all will be well with the crops again this season.

There will be again the usual big demand for supplies, mowers, rakes, spreaders, cultivators, harvesting machinery, etc., and paints, roofing, and those many other things which farmers buy in June.

Get your share of the good business going amongst our 15,000 Dairy Farmers by being in FARM AND DAIRY weekly now with your advertisement. Be sure to number **Farm Machinery, out June 6th**

SELLING

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

Making and Selling Butter

By Edward Dreier

When we lived on the farm in northern Wisconsin mother used to make butter. Mother's butter was different than mine. It had just the right taste. I was too young to know much about it then, but whenever I get home and get talking "butter" with any of the neighbors they always hold mother's as the best they ever had. One thing I can remember though, and that is the spring house where the milk and churn was kept. That place was so clean and sweet that you could not find a clean white cloth on the walls or floor and you couldn't get so much as a smut mark on it. Perhaps that was one reason why the butter was so good.

Mother used to take great pride in her butter and always had a steady market. In fact she couldn't supply all the people who wanted it. And mother got 10c more a pound than the market price. One customer paid her 40c a pound year after year, and butter sold then as low as 18c. When dad drove Dick and Dime to town some storekeeper would usually spot him before the ferry landed him on the town side of the river and would get the entire supply of good things he had from the farm. And I believe the credit will have to go to mother's butter. Dad never had to bring back any farm produce he took to town, but instead always brought his old leather wallet full filled with bills—then from somewhere down in the boxes of good things he brought from town he would bring out a couple of paper bags of candies set to our youngsters by the storekeeper.

THESE ARE A REASON

There are more pure unalloyed, large, juicy curd words said about butter than about most other edibles. There are several kinds of butter, but the three principle kinds are good, bad and indifferent. There is more good than bad, but of the indifferent kind there is an enormous quantity. Butter causes a lot of trouble in homes and in business. The good wife gets some butter from her grocer or from the market and buys it in good faith. She puts it on the table and perhaps she has company for dinner. The butter is tried and there is little used. The good wife tries some and finds out that the butter is awful.

The next morning she sallies forth to visit the marketman and gives him the device for sending bad butter. He in turn blames it onto the farmer who brought it in and that, of course, is a mighty poor explanation. So the marketman loses a customer and he, in turn, refuses to buy any more butter from the farmer who sold him this particular lot, and there is a loss all around.

The farmer who makes and sells butter should be mighty sure that the butter is of the good kind before he ever attempts to place it on the market. If it is bad, for goodness sake use it at home for something. Don't try to get rid of it to someone, thinking that you are going to waste it. If you sell it 10 chances to one you will lose a customer, and the loss of that customer may mean the loss of others.

Make good butter. There is no reason why you shouldn't. And when you make good butter, make better butter. Improve your product and make it better than any other. Best home we used to pay about five cents more a pound for creamery butter than we did for "dairy" butter. One day we got some butter from a grocer that had any creamery butter "skinned a mile." We found out who made it and became a steady customer. Our custom brought others, and those people made a small fortune every year out of their butter.

SUIT THE CUSTOMER. People who make butter should specialize. They should work make butter that will sell to the customer and trade like mother's butter old years ago. When butter is poor the maker certainly knows it. They try to sell it even as cooking butter. Use it yourself. Make and sell only good butter. Get a reputation as a good butter maker and you will find that you can sell mostly any of your farm produce without any special trouble.

And Le clean. I have talked with travellers who meet farmers every day and they tell me that some of the dairy arrangements they have seen are something fierce. One man has his separator in an empty stall in the same stable with all his cattle. He sells his cream to Toronto. I don't ask his name. These same men have told me that they have seen other cases almost as bad. No wonder the butter is bad and indifferent. An absolute cleanliness is necessary to make good butter.

About packing butter. Make it the usual "squares" if you can and get these paper packers used by creameries. Have some made with your name on and have a place to show where the butter was made.

WHY? FOR QUALITY

There is a man down in Libertyville, Illinois, who has a dairy farm. I understand it is one of the best, but not the best dairy farm in the world. A Scotchman by the name of Swift owns it. He has as fine a herd of Jersey cattle as you would care to see. Swift makes butter and lots of it, but Swift cannot begin to supply his trade. He has orders amounting to hundreds of pounds every week that he cannot fill. He serves the rich and poor alike. When his regular customers are supplied it is "first come first served." And Swift builds up his own reputation with butter. He doesn't advertise in the papers and magazines. He doesn't need it for every customer he has is worth more to him than a page of display in the big dailies of Chicago. His customers advertise his butter.

There is no reason why you shouldn't have your butter advertised in the same way. Make good butter, better than other people, and your trade is bound to grow. Make your butter so good that you can ask a higher price than is ordinarily asked for dairy butter. There is always a market for better butter and it doesn't cost enough of this better butter to supply every one. Try it and visit your trade grow.

The Canadian Pacific Railway is going to take the farmers of the West what mixed farming really means. In the three prairie provinces they establish 25 farms of 160 acres each. On each there will be provided a stable, dwelling, a milk granary, and dairy, well, and, if thought desirable, a silo, as well as the requisite farm implements, for the growth of much wheat, oats, root crops and forage as may be deemed desirable for the purpose. The farms will also be stocked with the requisite number of high grade cattle, pigs and chickens.

Issued
Each Week

Vol. XXXI.

New Different Strains of Alfalfa

THE whole limit of alfalfa production is estimated; viz: alfalfa, and the lucern, the lucern. The lucern is marketed in many of the cities. Alfalfa plants of a violet in color are violet in color. The form of alfalfa grows wild in Europe and Asia. Alfalfa has been limited in its habit of growth. The flow of alfalfa are in the following:

Alfalfa plants, green, if plants grown in the middle of the season variety, mixing of the two with which the lucern explains the different kinds of alfalfa in their character of flowers a. Some of these alfalfa names have been used which is no longer used. The United States has imported several varieties from Europe and Asia. Besides the alfalfa and lucerne of Minnesota, and the alfalfa of Ontario, each of these alfalfa experiments conducted in the United States. In the Grimm alfalfa, a variegated alfalfa of great importance which can be used in the United States.

EXPERIMENTS. Several series of alfalfa varieties and strains going to be conducted in the Ontario Agricultural Experiment Station, and another series of alfalfa varieties being at the present time. The results of the alfalfa experiment, and lucerne, 4 plots of Canadian Varieties.

Extract from an Ontario Fair at One...