

mand nearly twice the salary in fields of business.

But while these problems are being worked out, we would suggest that a course of at least six lectures be put on during the college year, these lectures to deal with the subject of salesmanship and farm selling problems. It should be but a minor matter to secure at least six suitable men to deliver a lecture, one each, covering a suitable division of the subject. Such lectures would serve the purpose of giving students, who are to return to their farms, and become the leading farmers, a vision into the most vital problems of selling and salesmanship. Such a vision would stimulate to study and development. This should result in growing qualifications in-

valuable to any farmer, and to any community, in which he might reside.

COOPERATIVE SELLING

"You simply cannot sell apples this year unless you belong to a fruit growers' association," said a Halton county farmer to an editor of Farm and Dairy last week. "There are farmers here with good crops of fruit who cannot sell their orchards. Even when they pack the fruit themselves they have difficulty in disposing of it."

Such a condition in the fruit trade is inevitable. Growers, instead of regretting it, should join the nearest association or form an association of their own and participate in the advantages that accompany cooperative selling. Dealers have discovered that fruit sold under an association brand is more reliable than that which they get from individual growers or from apple buyers. They are willing to pay higher prices for association fruit. Even the consumers have come to look for association guaranteed fruit. This year the advantages of cooperative society membership will be even more appreciated than in most years, in that apple buyers having lost money in the last couple of years are very cautious about buying, and the prices that they offer are in most cases extremely low.

We predict that many fruit growers who have hitherto preferred to "plow their own furrow" will now be glad to join in with their neighbors in cooperative packing and selling. Co-operation is the spirit of the times. All of us, fruit growers particularly, will be wise to get in line and share in its benefits.

School Agriculture

Farming now-a-days to be carried on to the very best advantage requires a great amount of expert knowledge of both a practical and scientific nature on the part of the farmer. For many years there has been a demand that this agricultural knowledge be imparted to rural children through the medium of the public schools. One of the great drawbacks hitherto has been the lack of proper text books, books that are simple enough and accurate enough to be comprehended by and of value to the young children.

"School Agriculture" is the subject of a text book on agriculture for rural schools just being pressed. Its author is Milo N. Wood, who for many years has been a most successful teacher of this subject, and understands the school child's needs. Such subjects as soil formation, drainage, tillage, crop rotation, animal husbandry and so forth, are dealt with in a most simple and easily understandable manner. While intended primarily as a text book for the public schools it will be found invaluable by anyone desiring to obtain a general knowledge of elementary and general agriculture. There are few farmers who would not be profited by reading this book. One of the features of the book is the great number of illustrations, there being 186 altogether, with 14 full page plates in color. The book is well bound, has 340 pages, and contains a mine of information for the 90 cents that it costs through Farm and Dairy. Every farmer who has a boy that he wishes to stay with the farm, should secure a copy of this book for him.

AD. TALK

LIII.

Honesty is the only Policy! Business, we believe, flows to the Honest.

With the courage that has ever characterized our Policy we propose to go "Our People" a bit better than we have been doing.

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This guarantee, after this week, will take the place of "Our Protective Policy" and be featured each week in the heading of our Editorial page.

We appreciate the good will of our people, and their UNRESERVED CONFIDENCE IN FARM AND DAIRY. We will merit continued confidence and good-will more than ever from this time forward.

To our advertising patrons we assure through Farm and Dairy every legitimate service. Our books and CIRCULATION RECORDS ARE OPEN for your inspection. We court your closest investigation.

In Farm and Dairy we assure you of First-class company. We turn down and refuse to publish all questionable advertisements of whatsoever kind, even including several accepted by leading religious papers—one a leading Presby-terian publication.

It costs us a big sum of money each year in immediate revenue to do this thing. We believe you honest people—your HONEST ADVERTISERS WILL MAKE THIS UP.

The advertising columns of Farm and Dairy are as carefully edited as the reading columns. To protect our readers we have always turned away all unscrupulous advertisers. We gladly extend this further safeguard in our Positive Guarantee.

Now of a truth you can take the fullest confidence in our advertisers, and in Farm and Dairy, which more than ever will merit the title you have accorded.—

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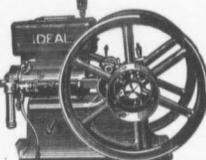
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