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E'S

# Will It Work?

A practical demonstration of "Tactics of Selling" and an answer for "doubting Thomases" on selling Farm Produce"

We Farmers must learn to sell, for what does it profit us to raise two blades of grass where but one grew before if we cannot sell both "blades" at a profit!

Home) Magazine

King Stret, to see if he would take some apples.

I informed him that Medland had rold out his business to the United Farmers' Co-operative Company. "Oh!" he slaculated, "that's all the better, I'll see them."

So downtown we went, and after taking a turn through the St. Law-rence market, on the opposite side of the street from the U. P. store, we went in to sell (?) the apples.

I stood back to observe what would happen.

Tackling a Prospect

HOW us how to sell our farm produce at a good price, and a profit, and we'll raise all the stuff your market will take," so say we farmers in answer to the cry of produce! produce!!

One secret of successful farming is in good selling and knowing how, and where, as well as when to market. To our great loss, as farmers, we have overlooked pay-

National Farm

ing enough attention to our own commercial interests. It will pay us to know more about markets and how to sell our produce.

Out of 14 years of successful selling experience, on top of 21 years on one of the best "mixed" and dairy farms in Ontario, I have written the following article, which appears as a feature in the December issue of:

ing any more time over these apples. We'll let them rot on the ground, or the pigs will them!" This raised my temperature (my Irish) a bit. and I replied: "No, we'll seil them! I'll get you an order for five barrels right now to start on, and more to

### Tactics of Selling

By CHAS. C. NIXON, B.S.A. [ [Copyrighted by Chas. C. Nicon. All rights reserved.

"The best o men are only belly, breath and brains," said Cartyle.
And as Herbert Casson has remarked, some of them are only empty suits of clothes walking mpty

should we be afraid of

OURAGE is to the man who has been there be-fore, said another great

These things are worth keeping in mind when out selling goods, or marketing the produce from the farm. It helps a lot to be able to meet the other fellow as your equal; and the chances always are that he is no better, if quite as good—though it's well, bettmes, not to give any one such an impression of what might be in your mind!

As many as eleven years ago, when I first started in to edit a farm paper (Farm and Dairy, of Petarboro') I was seized with the tremendous need of us farmer-people having such information as is set down in the foregoing, and having it right within our very

I recall many an instance of our farmer readers coming in to see me "THE EDITOR!!"—and after walking across 60 feet of floor space that led into the editorial sanctum they were so nervous and so excited that they could hardly speak to me, If they had only known me, how callow and inexperienced I was (and am yet!) they would have laughed (as I did!)—for the situa-

tion was so amusing. O NE must overcome fear. And, in selling, the best way to overcome fear is to have such good produce, and believe in it so strengly, and desire so earnestly to have the other fellow take it for the good or henefit that it will do himalways benefiting the buyer first as well as the seller incidentally—that these forests himself through the one forgets himself through the

Selling Apples When There Is No Market

PROBABLY our readers will for-give me if I tell a little per-sonal, and Nixon family, story, of hew we sold our apples in To-cate take year when there seemed to be no market at all. Figher was down from the farms at George for a couple of days to the Brimstion. On Saturday attarnson atthe Ent he remarked that he would like to get downtown to

Ceres Goddess of Agriculture Rural Conada" Trade Mark. WOULD you like to know why we chose this mythical being.
Ceres Goddess of Agriculture as the symbol for

"Rural Canada," your own Ceres was the Greek goddess of agri-culture. She was the god-dess of the earth in its bringing forth fruits, especfally watching growth of the grain, and is often represented holding in her hand a lighted

She was also wership-ped by the Greeks as the founder of law and order, and especially of marriage. In Greek mythology, Proserpine, the daughter of Ceres, was stolen away when she was a little child hence Ceres is frequently referred to as a mether yearning for her child.

Don't you think we have chosen wisely and well is adopting this as the symbo-tor all that "Rural Canada" will bring each month to your home?

N RURAL CANADA for January Mr. Nixon will write about things that help to make the better sales, this being the 9th article in the special series running month to month in RUBAL CANADA up to tune issue last, when Mr. Nizon severed his connection with the Continental Publishing Company, Limited, to take over ultimately the publication of RURAL CANADA under the lirection of the Canada Far-mers' Publishing Sundicate. In February RURAL CAN-ADA Mr. Nizon will discuss many little knacks which have helped leading breeders of pure hred live stock to sell their cat-ile and to get on in the world.

, -THE EDITORS ATHER spoke to the switch

board, or engalty clerk, and was told that the manager was out. He then asked for the buyer, and was directed to a man sitting at the counter twenty feet away, busily engaged in figuring out some bills. Developing a Sale On accosting the man, Father was told rather bluntly, that they could not handle any apples whatever. "Absolutely no market for them, es-pectally for the fall varieties." Thereupon. Father turned away; and as we went out the door he assured me, that there was no market for the apples, and he had been "dead sure" right along that there wouldn't be:

But I replied that I knew the apples could be sold in Toronto. There were hundreds of thousands of people in the city without any apples. They needed apples, and

Trying For a Market CALLED up Bowles' Lunch on the telephone, and got the manager, a man to whom we had sold apples before, some years ago. I handed the phone over to Father to do the talking, as he knew his apples and I did not.

with his leave, and patient show him how to sell them.

After a little conversation the connection was dropped; no sale was made. The manager said that he was buying his fall apples on the market and preferred to do so, but would be glad to get "a look in" on a carload of winter apples later on if the price could be made

right.

Then I get, or trued to get, Mc-Canker's Lunch. I experienced a lot of trouble and was cut off rather short with the first man addressed. Later I got Mr. McConkey on the line. He told me shortly and courteously that he wouldn't think of buying any apples just then, and, anyway, he hought his apples from day to day on the local market.

Keeping at It NoT in the least discouraged. I looked up the number for formy Lunch and on giving it to Father I handed him the phone and asked him to speak, white I should use the time in writing a little described.

private customers.

Father made a motion to reach for the phone; then hestated, and said, "No, it's not worth while wast-

W HILE on the train last Thursday, going home to our farms at St. George, I was talking to a farmer from Ancaster Township, Wentworth County, and was felling aim something of what is behind our advertising pearing in Ontario papers

He saked, "Will it work?".

I shawered, "You be the judge," and I told him the story as above.

I want you to judge, too, so
Pve reprinted this article for

"Tactics of Selling" is a regular feature in RURAL CAN-ADA, every issue, as is also

### Note:

As I spoke to the Foung's Lunch manager he, too, was indifferent. He said that he bought his apples locally, and if we had an office in town and could take his orders and deliver them as they wanted the apples he might be glad to do business with us. I asked him about his trade in apples and his margin on sales of apple dishes as compared with cakes and pastry as compared with cakes and pastry and meats, and on other fruits. This set him thinking !

I assured him that he was missing a great big opportunity in not
buying his apples direct from the
farm; that we could ship him five
barrels on the following Wednesday, and he would get them by Friday or Saturday. Then more could
collow it he lived them He maked the price, which suited him (\$2.85 per bbl. for tree run), and he said: "Ship on five bbls." The apples suited; and several more shipments followed to this good market where apples could not be

Much Better Sale

COUPLE of days afterward I told my sister. Miss Ethel, about the incident (she helps on the advertising division of our business on Rural Canada) and Leaked her if she would kindly call on the steward at the Walker House and sell a similar order; also focall on the manager at the King

She made the calls and sold orders of five bbis, and aix bbis, each, respectively, to be shipped every week until forbid. These orders took care of the crop, and, as well, made a little extra business to boot, for our home farms could not supply enough, and Father helped the neighbors out with some of their apples in this

F any one of our Barel Canada readers Shall have gotten help, and any courage out of reading about these little incidents in setulally finding a market for applies, when too many apples were rotting under the trees in the probable throughout the country, I shall be

Do You Want More?

Let me know if you find this kind of article interesting, and I will write a lot more of similar or better ones for you.

many matters, political and otherwise, and about people whom you need to know as they really are:

Tingle copies are to com-chi; subscriptioni, 11.00

Subscriptions at a p.p.q.d. promptly on expiry unless you want to continue and you pay in advance.

Continued From Page One I would have been happy had found him to be a man with mighty intellect. I distrust him He told me not to associate with with my wife. He wished that I should meet her only during mealtimes. He has not the courage to order me to do this. He took a long time explaining to me why he feels obliged to take such a course. He explained that the famous Council of Workmen's and Soldiers' Delerates were concerned about me. Have they not other matters more pressing with which to concern hemselves? Why do they fear us? But how can these delegates main tain their power over the rabble without capitalizing their fear and hatred against poor Romanoff? I told Kerensky that I would submit, as I must. We are prisoners and we must do what our keepers wish us to do and avoid violence. How

Saturday, March 11, 1917, Tsar-I slept very little last night. My wife has grown silent. Poor Alexandra! Count Benkendorff has returned

to us unexpectedly and has good news. My wife listens to him eagerly. He tells us that the gov-ernment has decided to keep us at Tskarkoe Selo indefinitely. Count Benkendorff left again look-ed over my papers and burnt sev-eral more of them. Anastasia and the little girls have earache. poor children, how they make me unhappy. God will protect us all if we only trust Him from the heart. But often we forget Him. (Here there is a gap in th

Tsarkoe Selo. Tuesday, April 25, 1917: Our idiots have decided to brate the last day of May as they do in western Europe. They ar everywhere marching in proces preceded by red banners and bands. Monday, May 1 (must be the old calendar), Tsarkoe Selo.

informed yesterday tha Kornfloff, General Kornfloff, commander-in-chief of the Petrograd military dis-trict, has been forced to resign, Gutchkoff, too, has disagreed with Kerensky, his chief; he also has resigned. The disagreement be-tween Gutchkoff and Kornfloff on one side and Soviet Councils on the other, are growing serious. Keren-sky has no courage to take a de-finite stand. He is trying to be on both sides. He will fall. O Great Providence, what have you in store Providence, what have you in store for our poor country? What is God's will that will be done, (The diary again breaks off abruptly for a month.)

Tsarkoe Selo. Saturday, June 3, 1917: M. Kerensky arrived here suddenly this morning in a motor car. He only remained a short time, and asked me to hand to the commisasked me to hand to the commission of inquiry some documents of letters dealing with foreign policy. Aleris, while playing with his little rifle, fired a shot. The soldiers walking in the garden requested their officer, their leader, to take the gun from the child, which was done. What fine fellows, these officers, who do not dare disobey their soldiers, are!!

Tearkoe Selo.

Friday, June 9, 1917:
It is three months to-day since 1 left Mobileff, and since we have been imprisoned here. It is very hard to be without news of my dear mother. As for the rest, I am indifferent.

Monday, June 19, 1917; In the afternoon good news reached us regarding the offensive undertaken by our army on the southwestern front. In the direction of Zolatchevasm, after two days' hombardment, our troops have broken the enemy lines and captured 170 officers, 10,000 men, 6 guns and 24 machine guns. God be praised! The news has made me feel young again.

(So the diary ends like the final liker of a candle. Shortly afterwards the Tsar was borne away to Shortly when the star was borne away to shortly again. Siberia, where, after suffering hardships, he was eventually shot, without the formality of a trial.)

HONOR WILSON

By Courier, Leased Wire By Courier Leased Wire

Paris, Dec. 20—The University of
Paris availed itself for the first time
of the authorization granted by a
recent decree to nominate honorary
doctors, has decided to bestow this
title upon President Wilson as a former professor and president of
Princeton University. He will receive
his diploma at a ceremony in the
Serbonne Saturday afternoon.

### "FIF" SPREAD

POLUSTERINE.

A few drops in a glass of water and used as a gargle before each meal, and upon retiring, will kill the germs. Use it in the bath also, as it thoroughly cleanses the skin and relieves that tired, weary

CHIEFPASTE Use it on chest and back in-stead of mustard. Will not blis-ter the skin.

EUCALINE

A small quantity placed up the nostrils will clean the head. If placed on the tongue, will relieve that "tickling" feeling.

The Canadian made Lysol, manufactured only by
Polusterine Products Co., of
Canada, Toronto.
The above articles for sale locally at all drug stores. dian-made Lysol, mar

Nicholas Romanoff Telegrapher's Mistake Resulted In Practical Joke.

It was at Krasniarsk that we barely missed a good joke on our Red Guard friends. They had received a telegram to prepare to receive sixty barani, which were to arrive on the train that day. barani means "sheep," so the Red Guards made ready wagons and an abundance of hay and feed for the welcome animals. Instead of sheep, however, there stepped off the train sixty aristocratic nobles, heavily guarded. They were being sent into exile from the northwest province of Russia. The telegraph operator had made the mistake of reporting barani instead of baroni. But it made good fun for the crowd at the station. The best insight into true conditions was given me by Izenkin, whom I had known as a soldier at the front, a few months before. I chanced to run across him near Tomsk. I knew him to be a shrewd, prosperous peas-ant, and I took him to get his views. "Now, Izenkin," I said, after greetings were over, "you're a good Bolshevik, or Communist—pardon me!—so tell me about the reforms you're putting through here in Siberia."

He comically winked at me with "Oh, Gospodin Atkinson, you know very well why I pretend to be Bol-shevik—because it isn't safe to be anything else. Most of us here Siberia are descended from politi exiles, and we've always tried to keep

exies, and we've always tried to keep up our education a little and be worthy of our ancestors' fight for liberty. And now it seems as if everything had gone to pieces.

"My people tell me that even when Kerensky was in power a lot of low toughs from the Petrograd factories, to say nothing of Siberian convicts, were receiving may from samehady were receiving pay from somebody to go through all our villages, trying to stir up the vilest kind of trouble. Deserting soldiers were coming home, so they repeated to our home folk the lies we all used to hear from Germany and the Bolsheviki, all about America and Japan stealing eastern Siberia, and about the 'de-liverery Lening and Treaty', who

iverers, Lenine and Trotzky, who were going to keep us from becoming slaves to foreigners.

"Our people didn't believe these stories, nor did they like the way the provocators were acting; so they de-cided that they'd set up a republic of their own, with the capital near here, as Omsk or Tomsk.

"You know the rest," he continued, bitterly. "Trotzky, while he was talking internationalism and the rights of free peoples, sent cannon and guns and ammunition, and a and guns and ammunition, and a blood-red gang of cutthroats—and what could unarmed Siberia do? Every city fought to the last, but it had to end sometime. Thousands of our soldiers turned traitor and joined the invaders, getting good money for it. Of course, the criminal elements were happy. Some of the women believed the stories of the descriers and thought it was a great battle for their freedom. But most of them are just waiting, like the men, for a chance to throw off the despicable rule of these tyrants!"

Rebellious Sons. The King of Roumania was re-cently reported to have condemned his son, the Crown Prince, to seventyfive days' imprisonment on account of a little affair of the heart and a marriage outside the ring of royal affections. If the story be true the Roumanian monarch and his son

Roumanian monarch and his son have merely added a new chapter to an old story and a dong story.

Kings and their heirs have often showed a tendency to differ, Henry II, had a rebellious brood of sons, Henry V. was a wild and naughty prince in his youth; the heir to the throne in Hanoverian days was usually on the worst terms with his father. Russia has always been a land of extremes, and in Russia this little tale of disagreement between the royal father and the princely son was carried to its fullest extent. Peter the Great executed his own son. But Peter was probably a Bolshevist at heart; he believed in sentences of death as the cure for most of the troubles of life.—Tit-Bits.

Gathering Beechnuts In Switzerland The Central Control of Greases organised last autumn the gatherings of beechnuts, says the Tribune de Geneva. The gathering of nuts was made by the school children under the direction of forest authorities. From these nuts they were able to prepare 1,100,000 pounds of edible of

The long and white almond con rate long and write almond contained in the beechnut has a taste very much like that of hazlenuts. It furnishes a flour which may be converted into bread, and a soft oil which has the advantage of not becoming rancid.

The French 75's.

There is no known 75-centimetr There is no known 75-centimetre gun. If there were its bore would be more than 29 inches. The famous French 75-millimetre gun has a bore a little less in size than the American 3-inch field gun, being approximately 2.95275 inches; the German 77-millimetre is a little larger than the American, being approximately 3.03149 inches.

Changed Name of Dynasty.
On July 17, 1917, King George announced to the Privy Council the new name of the Royal House and family to be "the House of Windsor." The council unanimously indorsed the announcement, and the proclamation putting it into effect was published the same day.

Silk Worms.

Datil the sixth century the silk worm was cultivated only in China, where the precious products and the secret of its cultivation were guarded with vigilant jealousy so as to insure China the monopoly of silk manufacture.

Takes Mud Baths Capt. J. A. Lewis, M.C., form s G.T.R. trainman at Brockwite, now bath daily in the River Jordan, but in Palestine, writes that he takes his loes not enjoy it.

ON THEIR CHY FOR FLETCHER'S CASTORIA

### Kex Theatre

VAUDEVILLE PICTURES Monday, Tuesday, Wadnesday SESSUE HAYAKAWA in "The Temple of Dusk."

THREE NEVADA GIRLS Classy Singing Trio

CHARLIE CHAPLIN in "Daredevil Queen."

THE LION'S CLAW

Shows Christmas Day -3 at 2.00, 7.00 and 9.00

Coming Thursday ENID BENNETT

GASTORIA

in "When Do We Eat."

For Infants and Children In Use For Over 30 Years

FEATURE ATTRACTIONS

Special Holiday Attractions DOROTHY GISH in "Battling Jane." Paramount Comedy Drama

ANNETTE RICHARDS (Prima Donna)

JUNE FORREST (Phenomenal Contrakto)
"Popular and Operatic Selections."

LEAH BAIRD in "Wolves of Kultur."

Mack-Sennett Comedy

Special Added Attraction (Official Pictures)

"The Surrender of the German Fleet." The Most Interesting Picture of the Great War.)

Coming Monday, Tuesday and Wednesday WIELIAM S. HART. in "The Border Wireless."

Coles Shoe Company for heavy

## GRAND OPERA HOUSE

Christmas Day, Dec. 25

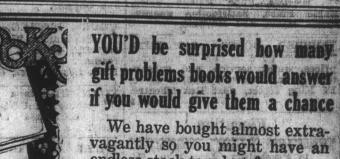
The Greatest Photo-Play of the Present Day

## Legion of Death

Edith Storey

Special Prices for This Attraction.

Gallery 15c. Third Floor and Balcony, 25c Seats Now on Sale at Boles' Drug Store.



endless stock to select from. For the Boys' Chums, Boys Own, Boy Mechanic, etc., are

ever popular favorites. Books are in excellent taste regardless of the relation, whether Father, Mother, Sister, Brother, Sweetheart or Friend.

Books wisely chosen always satisfy and please.

Gift Cards Galore, Pictures, Etc. "Market Street Bookstore"

faro d 92 Market Street.

A SERVICE I Opposite the Park.



Chistmas without Candy would be a dull Christmas indeed.

Every piece of it should be pure and wholesome, yet there must be the gay colors and fancy shapes that help to make Christmas the greatest time of the year.

Many of the same flavors and shapes hildren have always known and love, and many new varieties to please both young and old.

BETSY JAND The Home of Pure Sweets"

38 DAMEOUSTO SYREION