

Bog Spavin

Cure the lameness and remove the bunch without scarring the horse—have the part looking just as it did before the blemish came.

Fleming's Spavin Cure (Liquid) is a special remedy for soft and semi-solid blemishes—Bog Spavin, Thoroughpin, Splint, Curb, Capped Hock, etc. It is neither a liniment nor a simple blister, but a remedy unlike any other—doesn't irritate and can't be inflamed. Easy to use, only a little required, and your money back if it ever fails.

Fleming's Vest-Pocket Veterinary Adviser describes and illustrates all kinds of blemishes and gives you the information you ought to have before ordering or buying any kind of a remedy. Mailed free if you write.

FLEMING BROS., Chemists
75 Church St., Toronto, Ontario

NOTICE TO HORSE IMPORTERS GERALD POWELL

Commission Agent and Interpreter
Nogent Le Rotrou, France

will meet importers at any port in France or Belgium, and assist them to buy Percherons, Belgians, French Coach horses. All information about shipping, banking and pedigrees. Many years' experience; best references. Correspondence solicited.

AUCTION SALE OF REGISTERED

Aberdeen-Angus Cattle

At Grape Grange Farm, CLARKSBURG, Ont.,
1 1/4 miles from Thornbury Station, G. T. R.
(Barrie & Meaford Branch) on

Thursday, Nov. 16th, 1911

Sale begins at 1.30 p.m., after arrival of train from the south.
Fourteen head—5 males, 9 females—mostly young (from Elm Park Master, Emlyn, and other well-known strains). For particulars, address:

A. DINSMORE, Manager, Clarksburg, Ont., or
C. H. MARSH, Owner, Lindsay, Ont.

ABERDEEN - ANGUS

Will sell both sexes; fair prices. Come and see them before buying. **WALTER HALL,**
Drumbo Station, Washington, Ont.

Herefords POLLED—For sale:
A number of fine young bulls, from six months to two years old. Breeding choice. Address
J. LINDSAY, LIMESTONE, ONTARIO.

Shorthorn Heifers

Have some excellent heifers all ages. Will make it worth your while if desiring anything in this line to call. Have also got some very nice bull calves.

WM. SMITH, COLUMBUS, ONTARIO

Shorthorns, Cotswolds, Berkshires.

In Shorthorns: 60 head on hand, including cows and heifers and calves of both sexes. In Cotswolds: A few shearing ewes and a good bunch of lambs coming on for fall trade. In Berkshires: A nice lot now ready to ship.

CHAS. E. BONNYCASTLE, Campbellford, Ont.

Tweedhill Aberdeen-Angus—Owing to shortage of winter feed in this locality, I am offering females of all ages at exceptionally low prices. Breeding and quality unexcelled. If you would like anything in this line, write: **JAMES SHARP, Rockside, Ont.** Peel Co. Cheltenham Station, C. P. R. and G. T. R., and Erin, C. P. R.

JOHN GARDHOUSE & SONS

Still have for sale a right good lot of young Shorthorns; a few No. 1 Shire stallions and fillies just imported in August; also a choice lot of ram lambs. Weston Station, G. T. R. and C. P. R. Long-distance phone. **HIGHFIELD, ONTARIO.**

CEDARDALE SHORTHORNS—A few superbly-bred cows and several heifers in calf for sale; all from imported or highly-bred stock. Herd headed by Lord Fyvie, imp., of Missie and Scottish Archer family.

DR. T. S. SPROULE M. P. Markdale, Ont.

SHORTHORNS, Clydesdales and Oxford Downs for Sale—Red and roan bulls up to 14 months, by Blossom's Joy 73741; cows and heifers; Clydesdales, both sexes; Oxford Down ewes, all at low prices. Phone connection. **McFarlane & Ford, Dutton, Ont.**

CHURCH HILL SHORTHORNS—Some choice females at tempting prices. Red and roan, of milking strain. **J. A. WATTS, Bolton, Ontario.** Bolton Station, G. T. R. and C. P. R. one-half mile from Church Hill.

Shorthorns and Oxford Down Sheep Trout Creek Wonder at 3 and 4 years. Young bulls and heifers of richest Scotch blood. For particulars, address: **Duncan Brown & Sons, Sarnia, Ontario.**

TRADE TOPIC.

THE KNOWLEDGE ONE GAINS THROUGH ADVERTISEMENTS, and an Unusual Fact About Successful Ones.—

Nowhere does the law of compensation seem to work out so well as in the advertising sections of magazines and newspapers. That advertiser who deals in the most unselfish truths—whose advertisements sell the worthy products of his competitors as well as his own—wins by far the greatest rewards. And it is also remarkable that the broad-gauge advertisement usually holds a store of information. A prominent case in point is a certain manufacturer's publicity campaign on baked beans. Each year this manufacturer spends upwards of a quarter of a million dollars in printer's ink to tell the story of factory-baked beans' superiority over the home-oven's product. Millions of housewives have thus learned, to their lasting benefit, that the scientific baking facilities of the modern factory permit of a dish that is more digestible and fully as delectable as could possibly otherwise be prepared. Similarly, another concern which makes oatmeal has attained its greatest success through educational advertising. The concern in question has spent a fabulous sum in the past year telling the virtues of oatmeal as a food. Not any particular brand of oatmeal, but just "oatmeal." Whole pages in each month's publications have carried statistics and illuminating illustrations proving beyond question the rare virtue of this common cereal. Nor has any resentment been felt by this concern because the dividends from their publicity investment are being shared to-day by every oatmeal manufacturer in the United States. There are, however, instances where an advertiser can deal in the broadest truths and yet benefit no one but himself. Notable in this respect is a concern which has to do with the manufacture of home dyes. In their publicity efforts these manufacturers have striven simply to instruct the housewife as to the most successful method of coloring all materials. Their every advertisement urges the use of one class of dyes for wool or silk, and another class of dyes for cotton, linen, or mixed goods. The reason for this advice is made clear, as follows: Wool and silk are animal fibre fabrics, while cotton, linen, and mixed goods are vegetable fibre fabrics. And each of these fibers requires a radically different treatment. As evidence of this, it is pointed out that textile concerns, which give to cloth its original colorings, always make this important distinction. Always do they use one class of dyes for animal fibre fabrics, and another class of dyes for vegetable fibre fabrics. There is not a statement the concern in question makes in this regard but what bears the endorsement of the very highest authorities in chemistry. Good advertising is the kind that profits everyone—the reader, the advertiser, and his competitor.

TRADE TOPIC.

A GOOD MARKET FOR FURS AND SKINS.—All those interested in hunting and trapping will do well to acquaint themselves with the advantages which Traugott Schmidt & Sons, Detroit, Michigan, offer to hunters and trappers. The firm guarantees the highest market prices and prompt settlements for all kinds of raw furs and skins. This is a strong old firm, being established in 1853, and now having a capital and surplus of \$100,000. This is the season for hunting and trapping, and interested readers should see this firm's advertisement in another column and write them for their free classified fur list, which gives prices and grades of furs.

GOSSIP.

F. Watson, manager of Mount Victoria Stock Farm, Hudson Heights, Que., reports the recent sale of the yearling Clydesdale colt, Lord Aberdeen 2nd, to E. E. Cane, of Montreal. This colt was exhibited at the Eastern exhibition, and of good quality and big size. Also a sale of the champion Hackney, a son of Harrington Lucifer, and the Hackney, a son of Cydonia's Fashion, by F. Watson, of Montreal. The latter colt is a valuable sire of champions and is for

Amatite ROOFING

A Modern View of the Roofing Question

Tin makes a good roof if you paint it.
Canvas makes a good roof if you paint it.
Any felt makes a good roof if you paint it.
Even paper makes a good roof if you paint it.
But Amatite makes a good roof if you DON'T paint it.

On a painted roof, the paint is what gives the real protection. The rest of it has no function except to provide a smooth unbroken surface with no seams or cracks, to which the paint can be applied. Anything which has strength enough to keep the wind from blowing it away or the rain from beating it in, will be waterproof if you use paint enough.

Amatite Roofing, however, needs no painting. *It is a real roofing.*

a roofing that can be left out in the rain without the slightest damage.

The wearing surface is mineral matter embedded into a heavy coating of pitch and never needs painting.

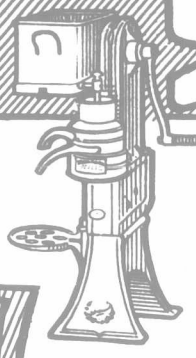
We shall be glad to send you a sample of Amatite free of charge if you will send a postal request for it to our nearest office. The sample will show you what the mineral surface is like.

Everjet Elastic Paint
A lustrous carbon black paint, very cheap, very durable—for protecting all kinds of metal and wood work.

The Paterson Mfg. Co., Limited
MONTREAL TORONTO
WINNIPEG VANCOUVER
St. JOHN'S, N.B. HALIFAX, N.S.



STANDARD CREAM SEPARATOR



It will pay you to investigate.

Constructed on approved mechanical principals.
Made up of materials of superior quality only.
Embodies the points of advantage in all other Separators.
Has four important improvements excluded from all others by our patents.
Costs very little more than ordinary Separators.
Saves 10 to 25 per cent. over all others.

Our Catalogue will be sent you upon request.

THE RENFREW MACHINERY CO. LTD.
Sussex N.B. Renfrew Ont.

THE MAPLES' PRIZEWINNING HEREFORDS
The record of our herd of Hereford cattle at the leading Canadian shows for many years has never been duplicated by any other herd in Canada. We have now for sale show and high-class stock in both bulls and females. Look us up at the leading shows.
Phone connection. **MRS. W. H. HUNTER, The Maples P.O., near Orangeville.**

ORCHARD GROVE HEREFORDS
Champions of 1911 shows, winning both senior and junior herds at Winnipeg, Brandon, Regina, Edmonton, Toronto and London; also fifteen championships.
Young stock, both sexes, for sale at reasonable prices.
Long-distance phone. **L. O. CLIFFORD Oshawa, Ont.**

SALEM SHORTHORNS Headed by (Imp.) Gainford Marquis, undefeated in Britain as a calf and yearling, and winner of junior championship honors at Toronto, 1911. Have on hand two yearlings and a number of bulls under a year for sale at reasonable prices.
J. A. WATT, Salem, Ont. Elora Sta., G. T. R. and C. P. R.

Scotch Shorthorn Females for Sale I am offering, at very reasonable prices, females from one year to five years of age. The youngsters are by my grand old stock bull, Scottish Hero (imp.) = 55042 = (90065), and the older ones have calves at foot by him, or are well gone in calf to him. Their breeding is unexcelled, and there are show animals amongst them. **A. EDWARD MEYER, Box 378, GUELPH, ONT.**

1861-IRVINE SIDE SHORTHORNS-1911
One right good yearling bull from imp. sire and dam, a good worker and sure; also a number of richly-bred young cows and heifers in calf or calves at foot. For prices and particulars, address:
Elora Sta., G. T. and C. P. R. **J. WATT & SON, SALEM, ONT.**

When Writing Advertisers, Please Mention "The Farmer's Advocate."