

which the adult flies emerge in from 10 to 20 days from the date the eggs were deposited. "Under ordinary conditions, and where few animals are kept on the farm, breeding can be largely prevented by scattering the manure every three or four days. This allows it to dry out, and thus prevents development of immature stages. The use of manure spreaders has been found to be well adapted for the distribution of manure from dairies or farms, where a considerable amount of it is accumulated." Where animals are under control, repellent substances, such as train oil, placed on the parts most attacked have given fair satisfaction. All such substances have to be applied at frequent intervals, thus entailing much trouble and expense. It has been found that where dipping of cattle is practiced against the Texas fever tick, mange, or lice, the vats may be provided with splashboards along the sides so as to turn the spray over the animals as they plunge into the dip, and thus destroy a large percentage of the flies which are on them."

Advertising Pure-Bred Cattle.

Failure to properly advertise their operations and their herds often causes breeders of pure-bred cattle to fail of achieving the highest possible financial success in their business. This is perhaps a condition that might be naturally expected, since the cattle breeder is generally recruited from the ranks of the farmers and cattle feeders. He has been engaged in producing, heretofore, one of the world's staples, food. The open market was always ready with its fixed price for his product. He had neither to solicit buyers, nor to create a demand for his products. As a producer of pure-bred breeding cattle, however, the conditions are different. He now must both solicit buyers and convince them that his cattle are desirable, will be profitable, and are as good or better than those they can buy elsewhere for the same money. In other words, he fixes his own price, and must be able to show his prospective customer that that price is right. Before, he could only expect to get the same price for his stock that his neighbor got for stock of equal quality, finish, etc. Now he may be able by reason of careful selection of foundation stock, pedigree, and prepotency being taken into consideration, as well as individual merit, to outsell his neighbor, two to one. Before, his market was a common one, to which all had the same access as he. Now it is a limited and special one, with fully as keen competition and with customers scattered all over the country. Hence the necessity for publicity for the pure-bred cattle breeder.

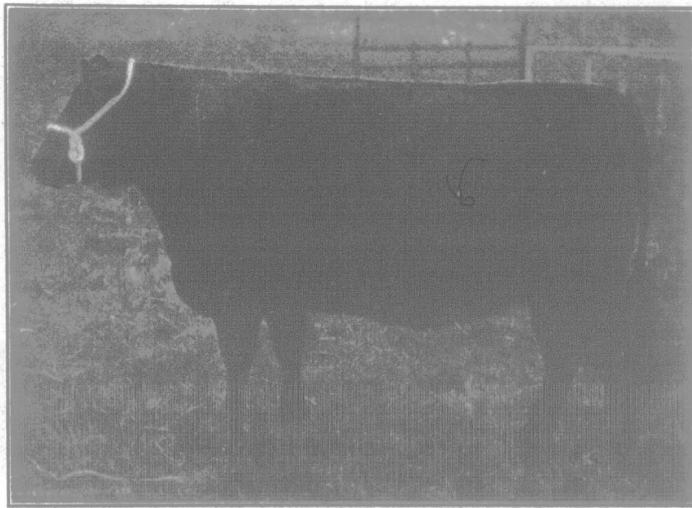
There are thousands of pure-bred bulls of good type and individuality sold to the butcher, which, if advertised for breeding purposes, would return twice or three times the amount of money to the producer. There is a strong demand for all these surplus breeding bulls. If the breeders of these pure-bred bulls would use the same means to introduce their cattle to the consumer that the proprietors of the various breakfast foods, farm machinery, etc., use to create a demand for their wares, beyond doubt the result would be astonishing to aforesaid breeders. Wider publicity of the merits of pure blood, the peculiar fitness of given breeds for given conditions, the established worth of certain lines of breeding within a given breed and the strong points of the individual breeder's herd are the things that will do most to add to the profits from a pure-bred herd.

Advertising being essential to the greatest success, let us examine the questions of mediums, methods, and details. The object of advertising is to call the attention of men who will be or should be purchasers of one's particular kind of cattle to the merits of his herd, and the desirability of patronizing him in preference to other breeders. This being the case, the investment in advertising space should be made where the largest number of these prospective customers will see it. To that end it is, of course, logical to use the columns of good, strong, agricultural, and live stock papers. Buyers of cattle will be more apt to see the advertisement if it is in a journal with a lively and up-to-date cattle department, and new converts to the "pure blood idea" will search for a buying place in the columns of the journal whose editorial or news columns were the means of leading them to see the error of using scrubs or grades. Where there are divisions of the trade, as in the beef breeds, into rangemen, farmers, and breeders, space can often be used to good advantage in various papers circulating more or less exclusively among these various classes. It is a good plan sometimes to put out circular advertising if one can get a reliable list of the names and addresses of men who are known to be interested in the class of cattle he has for sale, though there is danger of wasting time and money if the lists are not care-

fully selected. If the circular method be used, care should be exercised to have a neat and tasty job of printing done, and have the circular pointed and clearly understood.

Having invested in space, which, by the way, frequently comes at a seemingly high figure, it is to the breeder's interest to make the most effective use possible of his purchase. This means that the wording and illustrations (if the latter are used) be carefully chosen to tell just what one has for sale, dwelling especially upon its peculiar points that are lacking in other cattle, and striving to convince prospective purchasers that the animals will make money in their hands. Whether or not to advertise the price is a mooted question. Sometimes it may be justifiable, but often, if not generally, the tone of the letter of inquiry will give a hint about the notions of the prospective customer regarding price that can be taken advantage of in closing the deal, resulting in a more remunerative price being received than one would dare ask in an advertisement. Then, too, the quoting of a price in public print puts one at the mercy of his competitors and gives them a talking point, whether the price be high or low.

Profitable advertising results in inquiries for stock, and these should be promptly and fully answered, giving full particulars about the breeding and individuality of the cattle and emphasizing the good points of the animals offered, as well as of the breed, if a new convert is the enquirer. If good photographs of the cattle can be had they often help in closing sales. And in this correspondence is another place where the



Ermia.
A two-year-old Aberdeen-Angus heifer, champion at Glasgow this year.

usage of business men in other lines may be profitably followed. Good stationery and promptness in answering are essential. A typewriter will come in handy here and give the correspondence a more business-like appearance. If the first letter does not make a sale, it is well to try following it up with more particulars, or descriptions of other animals, and keep after the enquirer at regular intervals as long as he is known to be in the market. Good and well-prepared literature about the herd, put out in attractive folder or circular form, can often be made to assist in convincing buyers, when judiciously used. Smirchy, ill-printed matter, however, is worse than none at all, as a rule. These circulars should tell of the foundation stock, the herd bull, and the merit of his progeny, and of one's experience in the business, prizes the stock have taken, and any other items that will have an influence with prospective purchasers. They should stick as close to the truth as does the other advertising matter, which should be "closer than a brother."

If one advertises in a number of papers it is just as important for him to take as careful steps to know which of his advertising is bringing him results in inquiries and sales, as it is for his friend—the advertiser of machinery or other commodities—who is very particular about his part of the business. Cut the non-paying papers and methods out of the appropriation, and use only those that keep the sale expense down to a minimum. In advertising, as in every other line of business, experience is a mighty teacher, and if we but know how to profit from her instruction we are on the road to success.

In advertising, one should keep everlastingly at it if possible. Spasmodic advertising, like every other spasmodic effort, is wasted. When an advertisement has been put into a periodical it should be kept there until one is sure it is not paying. It should be kept there all the time, and not an issue missed, for the number of the paper

skipped may be the issue the man examines who is looking for that kind of cattle. Furthermore, if one's advertisement comes to be an integral part of the paper each issue he soon gains a prestige and an air of permanency associates itself with the announcement, which is an influence for success. One should not think that he should never change copy; a frequent change of copy is necessary, and this change should be made according to the conditions and circumstances of everything at the time the advertisement will appear in the paper. It is well to have something new to say as often as practicable.

W. H. UNDERWOOD.

Johnson Co., Ill.

Would Like Auction Marts in Canada.

Editor "The Farmer's Advocate":

Some time ago I saw in your paper a letter from a visitor to Scotland. In the letter he made some remarks about auction marts for the sale of live stock, such as are conducted in Scotland. Many weeks have passed, and I have not seen any further letters on this important subject—perhaps not considered important by the majority, but nevertheless by me. Is it not time that a move was made towards establishing markets in certain sections? We cannot sleep forever, and allow dealers to get all the profits. I have driven twenty miles after a horse before finding a suitable animal, and also went long distances after cattle, which journeys might have been saved if there had been a weekly or fortnightly auction mart in the district. Hundreds of people do the same every year. Auction marts conducted in Scotland pay a dividend, so why should they not do so in Ontario? On the farm next to me lives a cattle dealer, and I know that people have sold him cattle and other live stock, and he has resold them again at a very large profit. Now if there had been an auction mart in the district the seller to the dealer would have got a bigger price, and the buyer from the dealer would have saved some of his money; so in that instance the dealer was an unnecessary person, and he would have been substituted by the market, and the market would only have charged a moderate profit for doing the business. I think that is a good example. I would like to hear the opinions of Canadian farmers on this subject. I have been over two years in Canada, and have a farm. Elgin Co., Ont. GEO. McCULLOCH.

THE FARM.

One Large Silo or Two Small Ones.

I intend building a concrete silo for about 50 to 60 cows. Will you kindly let me know whether I should build one large one or two small ones. Please let me know what you think would be the proper size for two small ones, 12 by 25 or 14 by 30 or smaller. Was thinking of making them close together and using one wall in centre. Any information will be greatly appreciated, as I am an old subscriber. J. F. O.

Nearly a year ago we visited a prominent Ontario dairyman who was milking seventy cows and had four silos. "Look here," he said shortly. "some agricultural writers advocate small silos for summer use. Look at that," pointing to a big pile of brown stuff that had just been thrown off a silo recently opened for July feeding. "And look what stuff we're still into," pointing to some very brownish silage in the mangers. It isn't really fit to feed but they eat it, and we thought we had wasted enough. One big deep silo is better than an extra one for summer use."

We are inclined to think he is right. Our silo at Weldwood is forty feet high by fourteen feet in diameter, and if building another we would make it more rather than less. A silo of requisite diameter and forty feet depth, solidly filled, will enable one to feed from filling time in late September to pasture season in May.