

Machinery Agents Helped By Advertising.

A caller at the office of FARMING a fortnight ago was Mr. Whyte, manager of the Frost & Wood Co., Ltd., Smith's Falls, Ont., manufacturers of agricultural machinery.

Mr. Whyte is one of Canada's shrewd, pushing business men and is always ready to take up a proposition that he can be satisfied will help the sale of the special lines that his company manufacture.

These include binders, mowers, rakes, reapers, cultivators and other useful implements for the farmer.

A representative of FARMING was anxious to obtain Manager Whyte's views on advertising as a means of helping the sale of their machinery, not alone direct, but through their agents.

"I can give," said Mr. Whyte, "a very direct reply to your enquiry. We were curious about this point ourselves, and set about gathering data by making enquiries of our agents if advantage came to their calls where the name of our goods and their special features had been set forth in the columns of an agricultural paper like FARMING.

"The replies," continued Mr. Whyte, "were very satisfactory. Perhaps I cannot do better than let you have a clipping which our manager in New Brunswick sent us as embodying his answer to the enquiry."

Here is the quotation:

"This sort of thing works both ways. Most manufacturers sell through agents. If the goods are advertised in the papers read by the class that consumes the goods, the agent finds them familiar with the name, and all he has to do is to begin talking up the goods, being saved all the preliminaries of introducing two strangers to each other.

"If I were making farm machines, I would get some fellow to get me up some ads. that would give farmers an intense desire to meet a man who had my machines to sell. I would create a desire to see the goods, and when my agent came around he would find a lot of people who were waiting for him.

"When an agent goes to a man and says: 'I am representing the Back Action Check Row Corn Planter people,' and that man says: 'Yes, I seen it advertised in a paper I take, an' was a-wondering what it looked like an' how the thing worked,' a sale is half made. All the agent has to do is to take out his catalogue and show the farmer where it is better and cheaper than any other corn planter on earth, and he gets him.

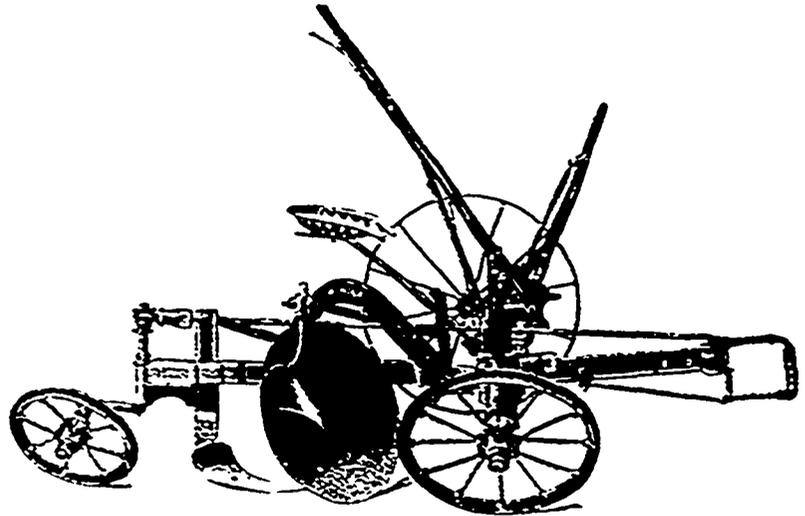
"On the other hand, the agent who strikes a man who never heard of his machine has a hard row to hoe. He must tell where it is made, and how long it has been made, and after he is done the farmer will tell him he 'wuz a-thinkin' of gettin' one he see advertised into the paper.'

"The man who thinks the farmer

doesn't read advertisements is very badly mistaken. In the busy season he may not read how to husk pumpkins or prune cabbages, but he reads every one of the displayed ads., and knows all about them. Only the other day I met a farmer who asked me about almost every machine that is advertised in the farm papers. He knew about as much about them as I did, although it is my special business to keep posted concerning these things. Most farmers think they know how to run a farm, but they are ready to be told something new about machinery, and are easily convinced if the machines have real merit."

Our representative, after reading the extract, thanked Mr. Whyte for putting it in his hands, "for," said he, "this confirms my own personal convictions that the success of any article of manufacture is largely increased by constantly keeping the merits of that article before the public, and are likely to want it. The work of the agent is

the same way. Within a few years, however, the disc plow has made its appearance, and has not only gone into successful use generally, but bids fair to supplant the old way of plowing in certain soils. With the old-style stationary moldboards the earth has to slide or slip across it, which is called scouring or cleaning, and which, in the black soils of Texas and other localities, is not always possible of accomplishment under certain conditions; besides, when plows do scour, much friction results, with its consequent wearing away of the mold and share. On the other hand, the disc revolves, which does away with very much of the friction, and it pulverizes the soil and covers the weeds and trash more effectually than by the old way. Some of the objections to disc plows, as heretofore made, have been that they did not cut a square sided furrow, and that their clumsy construction and stationary axles made them awkward to handle and guide. This



much simplified when he goes to a prospective customer and talks to him of some piece of machinery, as in the case of that of the Frost & Wood Co., which has been made familiar to him from frequently seeing the announcement of the firm in FARMING, and in that way been made acquainted with the special features and advantages that such a piece of machinery may possess over some other.

Manager Whyte was not slow to appreciate the benefits that their company had received from advertising in FARMING, and we believe there are others who are ready to be just as frank and outspoken in their statements of the value of this journal, particularly to the manufacturer of agricultural machinery.

A New Disc Plow.

The following description of a new kind of disc plow appears in a late issue of the *Farm Implement News*:

Ever since our Pilgrim fathers first cut from the forest "winding" trees from which to make wooden moldboards for their plows, the soil has, in this country, been turned in practically

was particularly so when turning corners, as the wheels, working on rigidly-set axles, had to be dragged around in the dirt sideways, at the risk of breaking the wheels and axles. But with the Wonder disc plow, these objections are things of the past, and it is logical to assume that this make will hereafter take precedence in many parts of the country over plows that turn the soil in the old way. On the Wonder, varying from straight ahead to side draft upon the clevis changes the position of the clevis, which, in turn, by means of connecting rods between clevis and wheels, sets the wheels so they always track in line of draft, so there is never any side strain on wheels or axles. These plows can therefore be made much lighter throughout, and are more easily handled than other makes. A small plow follows the disc and squares the furrow, turning the soil it cuts and leaving a square corner for the rear wheel to run in, which secures a furrow of uniform width and depth. Further particulars as to the good points of this disc plow may be had by referring to the illustration accompanying this article.