

Say It with Flowers

The increasing demand for flowers and plants at the Christmas season prove their popularity as a means of dispensing cheerfulness. Our stock this year is larger and better than ever.

Azaleas	\$1.50 to \$2
Begonias	50c to \$3
Ferns	25c to \$2
Xmas Cherries	15c to 50c

The ever popular Fern Fans 35c to \$2.50

As in previous year we will make deliveries Xmas Eve.

The Sawell Greenhouses

To the Farmer:

The purchase of a Piano or Victrola is only purchased invariably once in a lifetime. Therefore it behoves the purchaser to get the best and make sure you have the best.

I have had 25 years experience in tuning and repairing musical instruments, therefore feel quite confident I can choose the best instruments on the market.

I shall be pleased to place any instrument in your home beside any other in fair competition and let you yourself be the judge, without you feeling under any obligations absolutely. I can also save the purchaser quite a few dollars on account of my expenses being so low. I will always give you my best personal service and devote the whole of my time to supplying the country people. A postcard or telephone call will oblige.

Yours truly,

F. WATERS

Telephone 30-4, Waterdown

Dealer in "His Master's Voice" Victor Victorolas, Records, Etc

A. C. SINCLAIR

AGENT FOR

Massey-Harris Farm Implements
O. K. Potato Planters and Diggers
Louden Stable Equipment

A Good Stock of Repairs Always on Hand

Phone 186

Waterdown

ALTON'S HARDWARE AND GARAGE

Battery Service Station
Batteries Re-Charged

A Good Line of Tires at \$15

Alton Bros.

Phone 175

Waterdown

SELLING FARM PRODUCE

Standardization Is Necessary for the Best Results.

Graded Fruits or Vegetables Attract While Mixed Grades Repel—The Satisfied Consumer Will Come Again—Quality Pays.

(Contributed by Ontario Department of Agriculture, Toronto.)

Will the consumer pay for quality? Yes, and liberally if he understands what standardization means. Criticism is frequently directed at the farmer producer for the lack of attention given to grading and packing of the product of his farm. Fruits in different stages of ripeness, different sizes, shapes and colors are frequently seen in the same package. Chickens of various breeds, sizes, types and degree of plumpness are jumbled together in the same crate and form a marked contrast when placed beside a crate containing birds of the same sex, size, plumpness and color. To the well ordered mind uniformity always appeals, while mixtures and jumbles repel as so much junk. If a child goes into a candy store it will soon learn that mixtures are sold at a lower figure than standard confections. And so it goes through life — a mental attitude is developed by the great majority of consumers to regard those products that are not standardized as being less attractive and having a lower value. The percentage of particular consumers has increased much faster than the percentage of agricultural producers who standardize their products. In the old days the wormy apple, the misshapen potato and the old hen may not have lost their attractiveness, but times have changed, more people have more money to spend on foods than ever before. With the increase of the family income or wealth during the past twenty years the attitude of the younger generation towards the foods that they eat has changed very considerably. If we refer to the good old days when oatmeal was the standard breakfast food and citrus fruits were only seen at Christmas time, we will realize what present day attitude toward quality in food-stuffs means when compared with the past. With this advance in tastes for foods which may be largely flavor and of little value when considered from the standpoint of nourishment, the demands for foods that appeal to the eye and to the sense of taste have increased very greatly during the past five years.

People Will Pay for Quality. Standardization of food products will put the rosy cheeked, clean, uniform, sound apples in one basket and it will put the wormy, scabby, misshapen product in another. People are willing to pay for quality providing they have a guarantee that they will be handed a quality product in exchange for their money. How many householders have had the all too frequent experience of putting one-third of their purchase in the garbage can? Inferior materials should be directed into channels

where they would be used to the best advantage instead of being a millstone or dead weight in occupying space, increasing carrying costs in transportation and reducing the attractiveness of the superior portion of the commodity. In seasons of food shortage mixed and lower grades of food products will usually sell and show a margin of profit, but when food products are abundant the more attractive grades sell most readily and create a want for more high-class produce, which demand frequently must be filled from the lower grade. This substitution of a low grade for a high or standard product kills the incentive to buy. Stung once, the particular purchaser consumer will hesitate to buy. They look, but do not buy.

Grading Best for Perishable Foods. The amount of perishable food in the fruit, vegetable and poultry product classes that is now consumed, while very large, is not as great as it would be under standardization. Experiences with mixed grades, poor quality and poor packing leave an impression on the mind of the average purchaser that will take some time to erase. When the perishable food product of Ontario is standardized and marketed in a way that will command the confidence of the consuming public an increased demand is bound to follow.

The Satisfied Consumer Is an Asset. If all the food produce offered for sale could be standardized and marketed in such a way as to develop the market for future crops much benefit would result. Satisfied consumers of this year's product will look to the same source again next year. Consumers know or should know what they want, and if given a standardized packet of food product in exchange for their money will, if suited, go on patronizing standard products. Salesmanship has been too frequently used to sell a consumer something that he did not want, material sold with the one idea of getting rid of it and no thought of the future. If the farm end of the food products industry is to develop to the fullest it merits, all produce grown for sale will have to be marketed through co-operative marketing organizations. Standard, honestly prepared, packed and delivered produce is the only course to pursue in developing a worthwhile market for farm produce in our Canadian cities or abroad. Any food producing community that is without a co-operative marketing organization should consider the establishment of such. Those districts that have such should consider expansion by amalgamating with similar organizations. Standardized products, common honesty, any industry will make for success in producing and disposing of farm products.—L. Stevenson, Secretary, Department of Agriculture, Toronto.

Every farmer should keep some sort of account system of his business. It should show the profit and loss of all of his operations. Sometimes we can not prevent outbreaks of live stock disease on our farms, but we can and should always use every preventive measure and see that proper precautions are taken when the disease first makes its appearance.

Effects of Cropping. Frequently one of the mineral elements—lime, potash or phosphorus—is exhausted by cropping or leaching. Nitrogen exhaustion is a very common condition noticeable in lands that have been cultivated for more than twenty-five years. After all, the soil is only a storehouse for those elements required in the life processes of the food plants that the farmer grows. In that storehouse various forms of life are at work converting the unusable to a usable or food condition for the plant. If we crop for years and exhaust the nitrogen or the potash or the phosphorus to a point where any of such could not be supplied in quantity sufficient to meet the full demands of the growing plant then we have a condition of plant mal-nutrition or starvation.

The Reason. Hoggins was travelling at a fair rate of speed, but there would never have been a disaster had not some fools watered the road. The natural thing happened. As he turned a corner the car turned turtle. Fortunately, Hoggins landed in a wet but soft ditch. A few minutes later, when he had scrambled out, and was mournfully regarding the machine, a friend came along. "Hallo, Hoggins!" exclaimed the fool. "What's the matter? Has your car turned turtle?"

Oh, no! Oh, n-n-n-not!" answered Hoggins sarcastically. "These children here wanted to see how the machinery worked, so I had the car turned upside-down just to please them!"

Look for the Ames Holden mark on every pair

FOR SALE BY
Estate of Jas. E. Eager
Waterdown, Ontario

EFFECTS OF CROPPING

Sure to Exhaust the Best Soil in Time.

Plant Food Must Be Supplied—Mother Earth Has Her Limits—Seven Rules for Poultry Raisers—Breaking Up Broody Hens.

(Contributed by Ontario Department of Agriculture, Toronto.)

Lands that have been farmed for half a century usually show a decrease in crop production. A few farms that have been well managed in the various sections of Ontario are still very productive. Some have been so depleted of the plant food materials that were accumulated during the period of forest development as to be unprofitable under tillage today. Previous to clearing and cropping the process was accumulating fertility. Since cropping has been practiced the process has been reversed and supplanted by one of expenditure. Under a farming practice that exhausts the humus and returns no vegetable matter the soil hardens quickly, dries out and becomes non-productive, simply because there is neither food nor soil life to release such to growing plants.

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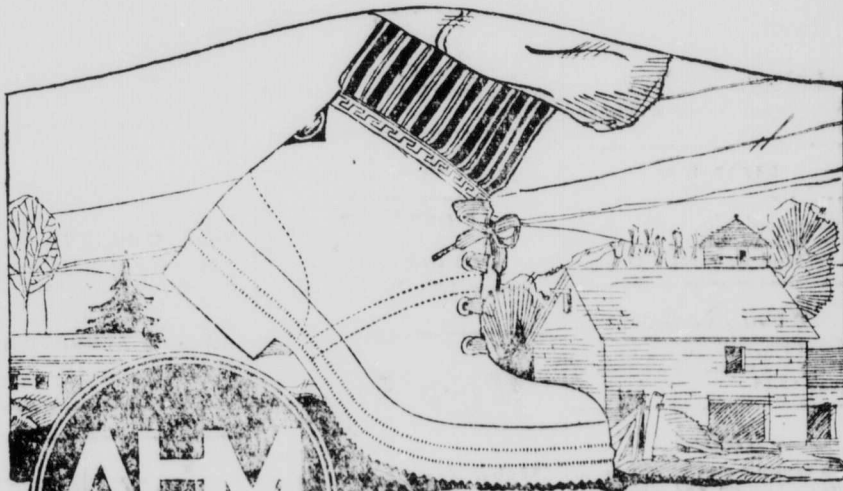
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