

Four Points to Watch When You Sell by Mail

BY TOM DELOHERY.
If you're thinking of building up a direct-by-mail market for your farm produce you've probably been asking yourself these four questions:

How should mail prices compare with local values?
Where can I get a list of customers?
How can I collect from buyers?
I've come in contact with a large number of farmers who have found the answers to these questions and have built mighty profitable parcel-post markets. I'm going to try to combine their experiences and my own observations here into one article in the hope that what I have to say may save you some time, trouble, and expense.

City folks will buy anything you can send through the mail—that is, if it is of best quality and reaches them in good condition. Butter, cheese, eggs, honey, canned goods, fruits, and vegetables hold the lead. Pop corn, candy, wild rice, tobacco, and similar products also find a ready sale. The deciding factor is the quality of what you sell. Prompt service and fair prices bring repeat orders and recommendations of your goods to friends.

Parcel-post prices compare closely with wholesale prices at the big terminal markets. By cutting out the dealers and retailers you get more money, and the buyer gets the food a little cheaper than at the corner grocery.

DON'T NEGLECT ADVERTISING.
There are several ways of getting a list of customers. The quickest is, of course, to buy a list of names; but this, plus the cost of circulars and printing necessary to make your goods known, runs into big money. Moreover, when you buy a list from a dealer you can expect a lot of waste. A better way is to exchange or buy names from another farmer handling a different product.

Small newspaper ads are about the cheapest way of getting customers. Four or five-line ads in your nearest city papers, costing from 15 to 50 cents a line, produce good results. I am told by farmers who do it. However, if you buy space try to get into the so-called home or family paper. There is a big difference between the pulling power of the paper bought on the news stands because of "scare heads" and the one delivered to the home by carrier. You can tell the home paper by the large amount of department-store advertising it carries.

Whatever plan you employ to build your list you can use a little printed matter to good advantage. Usually your letterhead with a statement of what you have to sell, the quality, and a testimonial or two will be sufficient to make your approach. In getting up your literature it might be a good idea to illustrate it with a picture of yourself, family, or farm views. These pictures lend a little personal touch and go a long way toward making you better acquainted. These things are not vital at the start.

COLLECTIONS AND WRAPPING.

Making collections depends on how you want to do business, and it is much easier than you imagine. Some farmers demand cash in advance; some ask part of it with the order and the rest on delivery; some send bills in the package, and some make the shipments C.O.D.

Your return address should be on each package. While on the subject of mailing it might be well to call your attention to the importance of wrapping and the season of the year. These two go a long way in delivering products to the buyer in good condition. Of course the distance must be taken into consideration. Ordinarily I believe it best to stick to the first

Spring Duties.

The breakfast dishes in a row
Stand by, like soldiers grim,
And dusty rooms—how dust does
blow!

Murmur of brooms to come.
But—all the birds are calling me
To come and twitter too—
And there are brand new sights to see
And skies are oh, so blue!

Before me is a basket low,
With socks of many a day,
And every hole in heel or toe
Shows Duty leads that way.
But—there's a tiny breeze close by,
A baby daffodil,
Who needs a greeting, sweet and shy,
While snubnoses gild each frill.

I ponder on the How and Why,
Likewise on Ought and Must;
I call to mind my mission high—
Each housewife's sacred trust.
But—out beyond beckons the spring,
With lure of happy hours,
Glad birds, the call of each wild thing,
Red dawns and fragrant flowers—

Why should I work when every one's
at play?
My duty's clear—I'll take a holiday!
Louise Lombard Thomas.

Going-Away Place Cards.

The place cards at a dinner party in honor of several people who were moving from town were "photographs" of the future.
These were made by cutting pictures from magazines and pasting a small photograph of the person over the printed face. These real photographs were easily cut from snapshots and they added to the merriment when they were not the right size to fit the rest of the picture.

The man with a family who was moving to a distant state saw himself and his family ready to board a train. The medical student was starting from the gates of a university with a doctor's satchel. The bride-to-be had a picture of the first breakfast. These give an idea of what is possible with these pictures.

Best Litter for Chicks.

Often it is the practice to brood chicks or sand without any layer of litter material over it. This is decidedly wrong, for the reason that the sand gets hot and dry and radiates the heat and creates an exceptionally dry, hot atmosphere.

Sand alone also dries up the chicks' feet, especially early in the season before they run out-of-doors much.
Some litter is desirable. It should not be too deep. From half an inch to an inch in depth is sufficient. For this purpose there is nothing better than short-cut clover hay. Short-cut alfalfa hay is good, although rather coarse. In the absence of hay, cut straw makes a good litter.

It should be cut into lengths about an inch long when the chicks are little. After they get older it can be lengthened, until they are eight to nine weeks old when it can be cut into four or five-inch lengths.

Short-cut litter of this kind dries up the droppings quickly by absorbing the moisture. It also buries the droppings and keeps the feeding floor clean. Shavings should not be used as a baby-chick litter. It is rather coarse and rough, and what is of even greater danger is the possibility of their eating small pieces of the shavings, causing impacted crops and digestive disorders.

When the chicks are little, before they learn to scratch, regardless of what type of litter is used, it is a good plan to feed the chicks scratch feed for the first week on a piece of wood or cardboard. A shingle or an egg-case flat is ideal.
In order to avoid coccidiosis and other troubles resulting from contaminated brooders, it is wise to clean the brooder floor frequently, especially during bad weather, when the chicks are of necessity confined to the house a good deal of the time. A brooder floor should be cleaned out every ten days to two weeks.

A good fanning mill if the farmer's best weed getter.

The Best thing for Cleaning Milk Cans.
Use only "Snowflake." Dissolve one tablespoonful of "Snowflake" in a gallon of hot water. It will remove all grease and thoroughly sterilize the cans and bottles.

3 places for Snowflake
Kitchen, Bathroom, Laundry

Snowflake
Softens Water—Removes Grease

At all grocers 10c large package

THE VALUE OF RECREATION

Recreation is a need of human life. Those who do not have enough recreation live warped lives because they have made themselves slaves to circumstances.

The word itself shows the importance of recreation. It means to recreate, to revive, to rest. Recreation really takes one out of the treadmill of existence, it makes life worth living.

In every life there is a strong urge for recreation, and when one is still out of the rut of life, as the young are, strenuous efforts are often made to get recreation. Often false recreation is thus sought and the lights and glitter of the city are lures. The lack of good wholesome recreation enjoyed by the whole family together is probably one of the chief reasons for the young folks running away from home.

But recreation is no more essential for the young than for us who have the realities of life to deal with. We need it even more to help fit us to solve the problems which we continually meet.

Recreation can be had at home, and that is a very good place to have it. But there are times when one wants to get away from familiar sights and to let his mind roam in fancy. To lose one's self in a good book is a fine means of forgetting everyday life. A good play often helps one to forget himself and to live, in a way, another life for a while. Games of the athletic kind, as well as the parlor ones, are good.

A change of scene is a form of recreation and is usually beneficial, but not many of us can come and go as we please. There are times when we would like to roam in the balmy south or to foreign shores where there are strange people. Modern invention has almost made this possible for us. If one wishes to let his imagination roam, he can go to the moving picture show and lose himself with new scenes, and at the same time gain a larger knowledge of the world. It is the most economical way to travel that has as yet been devised. And besides, good music often helps one's enjoyment while he is taking such an imaginary journey. But, at least, it is one's duty to take a trip away from himself occasionally. When he does that he "comes back" refreshed and ready to take on daily duties with renewed energy.

Value of the Forest to the Small Community.
Do we really appreciate the trees as much as we should? Starting from the little seed falling on the ground, fortunately in a soil where it may germinate, it struggles on to a seedling, then into a sapling, and finally into a tree. It has all its natural competitors and enemies to overcome in its fight for existence. The survival of the fittest is no more keenly exemplified than in the efforts of the tree to secure its share of sunlight and moisture. But one tree in many succeeds, the remainder giving up after a losing battle, falling to the forest floor, and adding to the accumulation of dangerous combustible debris that makes forest control so difficult. Without any human assistance the forest of to-day has grown to proportions where it may be utilized for commercial purposes, it is providing employment in out-of-the-way portions of the country for many who are getting together sufficient money to establish themselves in their new homes. In a larger number of our smaller communities the manufacture of forest products is the sole industry, and many of the employees of saw-mills have built their homes—probably all they have in the world—dependent upon the forests to provide employment. Of what value would these homes be if no employment were available?

Forest protection means much to every Canadian. It means employment, prosperity, increased revenues and lower taxes. Are these not worth taking precautions against forest fires?

Potato Planting.
A series of cultural experiments with potatoes were conducted at the Experimental Station, Lacombe, Alberta, in 1923. It was found that small marketable potatoes of medium sized ones, either cut in two or cut to leave two eyes on the set, produced the best results. Sets weighing less than one ounce gave poor yields, while those from one to three ounces were the most satisfactory and showed little difference in yields. Where seed is expensive two ounce sets planted from twelve to eighteen inches apart in the row produces the most economical crop. Where seed is cheap thicker planting would be profitable. In these experiments sets from the seed end of the potato produced the largest yield. Of potatoes planted at depths of three, five and seven inches, the deepest planting gave the best results. In an excessively wet season the shallower planting might be best, but there might be some trouble from sunburn. The earliest planted potatoes, May 1, gave the best yield, those planted after June 1 producing poor crops.

It matters not so much as to just what the name might be as to just what the farm should have a name, and then the farmer should make it a good name by handling only carefully graded products.—H. I. Holt.

THE MYSTIC VINEYARD

BY ANNE M. STARR.

A youth started early in the morning, that he might reach his father's house by nightfall. His way lay over a wonderful highroad, that was always changing. Sometimes it was hilly, and the traveler looked at the valley below. Sometimes it was level and deep, and he gazed up at the majestic mountains.

He whistled merrily as he walked briskly along, admiring the beautiful country, glorious in the misty purple of morning. By-and-by he came to a high stone wall, over whose top he caught glimpses of thrifty vines.

"Oh, that I had some of the delicious fruit that must surely burden yonder vines!" thought he, looking up, longingly.

While thus standing, covetously gazing at the waving leaves so far above him, all at once he knew that some one was behind him—not by sound, for all was still, save the lazy drone of insects—but by an uneasy sensation, that thrilled through his spinal cord to his brain like electricity.

He turned around and saw a majestic being, who glided toward him without any perceptible motion of his own. The youth politely doffed his hat, and wished the stranger good-morning.

"The spirit graciously smiled, as he returned the salutation, adding: "I understand that you long for some of the fruit in my vineyard, and I am going to gratify that longing."

And the being turned to a great iron gate in the wall, that quietly opened when he laid his hand upon it. Rejoicing in his good fortune, the youth followed the generous being into his garden. The gate closed noiselessly behind them. The youth looked back; he saw nothing but the high stone wall. The gate had vanished.

"Your path," said the spirit, "lies directly through this vineyard. As you walk on, you may gather your basketful of any kind of grapes that you fancy most, though you can fill it but once, and must gather the fruit as you come to it; for it is not permitted you to return for what you have once passed."

As the spirit finished, he smilingly waved his hand to the youth, and was gone.

The delighted boy looked around him and saw that he was in a vast and beautiful vineyard. In every direction, as far as the eye could reach, heavily-laden vines hung their graceful heads, crowned with fair grapes of finest varieties. The path pointed out by the master of the vineyard lay through a bowyer that arched above the lad's head.

The Sunday School Lesson

MAY 17
Saul Becomes a Christian, Acts 9: 1-19. Golden Text — If any man be in Christ, he is a new creature.—2 Cor. 5: 17.

ANALYSIS.
I. WHAT SAUL—IN IGNORANCE—SOUGHT TO DO FOR GOD, 1, 2.
II. WHAT GOD—BY GRACE—DID FOR SAUL, 3-12, 17, 18.

INTRODUCTION.—We now come to the greatest event in Christian history since the Resurrection. This was the conversion, through a direct interposition of the Risen Jesus, of the arch-persecutor, Saul. We have already seen the young lawyer from Tarsus giving proof of his legal zeal by being a party—and an unmoved and competent one—to the death of Stephen, Acts 7:58; 8:1. Thereafter Saul had flung himself heart and soul into the crusade against Christianity. He became a sort of Grand Inquisitor, whose business it was to stamp out Christianity, and then—suddenly there is a blinding flash of spiritual discovery, and Saul falls at the feet of Christ, a humble and lowly believer.

The importance of this great change lies not only in the work which Saul, hereafter to be known as Paul, is now to do for God and for Christ, but in the fact that to him, more than to any other, it had been given to test the Jewish religion to the uttermost, and to make the supreme proof of the futility of legal righteousness. Hence, when he has grown so far in Judaism, was brought by direct act of God to Christ, he saw, as no one else had ever so clearly seen before, that Judaism was abrogated, and that God had opened up through Christ a new and living way of salvation.

And from being the apostle of a narrow Judaism, Saul became the preacher of Christ to the whole of humanity.

I. WHAT SAUL—IN IGNORANCE—SOUGHT TO DO FOR GOD, 1, 2.
V. 1. Saul had come to Jerusalem to study the Jewish theology. But there was a greater passion in his heart than to know theology, and that was to become right with God. His own letters tell us that he was not altogether happy in this latter effort. Sincere soul that he was, he found and confessed that he could not keep the law perfectly, though only by keeping the law perfectly could he hope for the salvation of God. But the more that conscience stung him, the more he redoubled his zeal, and he considered the Christians to be apostates from law and innovators in religion, he flung himself into a fury of persecution against them. He tried to stamp out their religion as an accursed thing. Like a dragon in human guise, he "breathes threatening and slaughter against the disciples of the Lord."

V. 2. An ardent nature like Saul's could do nothing by halves, and so he found him going to the high priest to obtain a warrant for the arrest of all Christians, men or women, whom he might find at the great centre of Damascus. He is not content to persecute at Jerusalem; he must establish

ONTARIO BREED BETTER LIVESTOCK
Improvement STOCK Committee

Ford Runs 51 1/2 Miles on Gallon of Gasoline
A new automatic and self-regulating device known as the "SUPER" is offered for sale by SUPER SALES CO. of PORT HOPE, ONT. With this device Fords have made 51 1/2 miles per gallon. It removes carbon and does away with all spark plug trouble. Starts in 3 seconds. Super Sales Co. want distributors and are willing to send sample on 30 days trial and allow you 50c for trouble of installing if it does not do all they claim. Write them to-day.

John, living over on the 4th, told this story. Just five years ago I took account of myself. Then I started to weigh the milk from my herd of nondescript cows. In four months I had sold seven and in two months I only had two of my original herd, but had bought four more. My herd was reduced to six, but I was getting as much milk as from the 18. Now I have 15 cows, some pure bred and others good grade and a real good bull.

"Am I making any money?"
"Well you can bet your eyes I'm not losing any."
"What John did others can do."

USE BETTER BULLS

with Africa of the oldest and has intere... on the earth's... scene of ener... many of them... Slowly and... hide man's... The work... nearly eighty... on the site... the discovery... tablet re... the whole... Days... civilization... many thou... water part of... and inhabited... in some res... than we our... that may... the dry land... dry is much... ink... University of... expedition to... going down... temple and... Kharbanapal... down the... Kadashman... at march... march... showing... the signed long... the city of... flourish... Christ was... had not... through... the ex... standing... which was... fully seven... on which... and a key... been... invention... had palace... feet... the relic... 99 tablets... of the life... Replaces... system of... es made... found of... of sale... was a clay... ments of... scription by... them, tell... of some... found while... the temple... no civiliza... to solve... best man... tell... own an... Gobb, in... they say... is now... the Arctic... great city... the great... birthplace... mern idea... races... slowly to... like an... Pacific... have... fifteen... proof... go this... populat... their Chris... the early... did not... long after... man was... name—... as a... gent peo... an name... for some... the... ance, be... remedy... the dig... me Sir... to the... to the... as a... custom... and... in... in... face, gain... ace... obtain... philippa...