

HER PHYSICIAN ADVISED

Taking Lydia E. Pinkham's Vegetable Compound

Columbus, Ohio.—"I have taken Lydia E. Pinkham's Vegetable Compound during change of life. My doctor told me it was good, and since taking it I feel so much better that I can do all my work again. I think Lydia E. Pinkham's Vegetable Compound a fine remedy for all woman's troubles, and I never forget to tell my friends what it has done for me."

Mrs. E. HANSON, 304 East Long St., Columbus, Ohio.

Another Woman Helped. Graniteville, Vt.—"I was passing through the Change of Life and suffered from nervousness and other annoying symptoms. Lydia E. Pinkham's Vegetable Compound restored my health and strength, and proved worth mountains of gold to me. For the sake of other suffering women I am willing you should publish my letter."—Mrs. CHARLES BARCLAY, R.F.D., Graniteville, Vt.

Women who are passing through this critical period or who are suffering from any of those distressing ills peculiar to their sex should not lose sight of the fact that for thirty years Lydia E. Pinkham's Vegetable Compound, which is made from roots and herbs, has been the standard remedy for female ills. In almost every community you will find women who have been restored to health by Lydia E. Pinkham's Vegetable Compound.

Guide-Advocate

Watford, Ont.
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HARRIS & CO. PROPRIETORS.

Guide-Advocate

HARRIS & CO. PROPRIETORS
WATFORD, JANUARY 20, 1911.

THE Department of Agriculture.

S. E. TODD, B. S. A. PETROLEA.
F. D. SHAVER, Assoc.

MARKETING—The Farmer's Problem.

To the mind of the writer the advancement of agriculture in this county, at least, depends mainly on the solving of three great problems, namely: Labor and capital; a change in the methods and forms of production, and lastly the application of methodical and business methods to the preparation for and in the marketing of the goods produced on the farm.

One only has to look around a little, to realize that much land in Lambton is begging for capital and labor and the farmer insists that he is doing his best with the labor available. The attention that the new move toward intensive farming and better methods backed by our splendid soil and climate is receiving at the hands of the press and public generally shows evidence that there will soon be both capital and labor to develop our lands. The Publicity Association is also hoping to do much to answer this problem.

The introduction on a large scale of such crops as corn, sugar beets,

Shiloh's Cure
quickly stops coughs, cures colds, heals the throat and lungs. . . . 25 cents.

canning crops, vegetable gardening, fruit growing, along with the steady increase of the horse, dairy and poultry industries, all indicate that farmers are learning the lessons that experience is teaching i. e., that specially favored localities should adopt special lines of production. In this work the writer hopes to aid by teaching experiment and demonstration in every way possible.

The evidences are that an intelligent beginning is being made in the solving of the first two problems. How about the third. Is not this one the keystone of the arch? Of what avail will be the filling of the county with labor and capital, what use will there be in specializing and increasing production, if the question of preparing and marketing our product is neglected?

Of all the questions of the farm, marketing is the most intricate and difficult with which to deal. It involves efficient production, manufacture and preparation, and business methods in distribution. Here are three distinct divisions of the industry, yet they all have their bearings on prices to the producer on the one hand and to the consumer on the other. Moreover, each of these divisions so react on one another that it is becoming impossible for the farmer to longer take the advice of a certain class of people who tell him to stick to production and someone else will see to the other acts. The inexorable laws of economics are steadily forcing more and more farmers to the conviction that they must control the means of manufacture and distribution of their products. These same facts are being brought home to the worker in scientific lines of production and also to the intelligent consumer. Last year Canada threw two-million dozens of eggs into the dump heap while she imported one and one quarter million to supply her needs. The blame for this condition rests in part on all of the parties concerned in their production beginning with the farmer, through the country store-keeper to the cold-storage companies and retail dealers. The cure for this condition lies in a discriminating market. We have ample evidence that consumers are ready to pay a good price for fresh eggs, the trouble evidently lies with the dealer. But the dealer finds he cannot discriminate in price. This is evidently a problem for the producer. Likewise the bacon industry has suffered terribly by the fact that the manufacturer has found himself unable to discriminate in price to the farmer between a good and poor type of hog. Experience in this and other countries has shown plainly that the farmer must become the owner of the factory and the means of distribution if quality is to be secured in his goods and he is to get a fair price for his labor and capital invested.

In these days of high prices the consumer asks himself is not the farmer getting too much already for his products. This is a serious and proper question and the farmer must justify himself to the consumer before he can expect the over-charged dwellers of the town to look with favor on him receiving better prices for his goods. The report of the Secretary of Agriculture for the United States throws some much needed light on this question. The following quoted from "The Market Growers' Journal" is instructive both to producer and consumer:—

"The annual report of the Secretary of Agriculture for 1910 is important not so much for the statement that nothing short of omniscience can grasp the value of the farm products of this year, as for the array of figures showing what part of the consumer's dollar the farmer gets. The tiller of the soil is set right before the great consuming public. Heretofore Secretary Wilson has simply set forth the tremendous value of farm products year by year, and the impression has been created that the farmer is becoming fabulously rich. The figures secured by careful investigation, and which are given in the report for 1910, will serve to convince the consuming public that the farmer is not responsible for the high cost of living.

In the case of milk in seventy-eight cases distributed throughout the United States, where the subject was investigated by the Department the farmer receives a scant 50 per cent., or one half the price paid by the consumer. The railroads get about 7 per cent., so that the remaining 43 per cent. of the consumer's

price is received mostly by the retailer.

The farmer receives hardly more than half of the consumer's price in the case of poultry, 69 per cent, in the case of eggs; cabbage 48 per cent. when bought by the head and 65 per cent. when bought by the pound; celery 60 per cent. when bought by the bunch.

"The apple grower receives 56 per cent. of the consumer's price when the purchase is by the bushel and 66 per cent. when by the barrel; the strawberry growers get 49 per cent. of the consumer's price in purchases by the quart and 76 per cent. when by the crate. When the consumer buys a peck of onions at a time the farmer receives 28 per cent. of the retail price; when he buys a barrel the farmer receives 58 per cent. So, in the case of oranges, when the purchase is by the dozen the grower receives 20 per cent. of the consumer's price, whereas, when the purchase is by the box the grower receives 59 per cent. The rule seems to be the smaller the retail quantity, the smaller the farmer's share of the consumer's price.

"Among the many other products represented in the list are oats, with 74 per cent. of the consumer's price going to the farmer when bought by the bushel; melons, 50 per cent. when bought by the pound; parsnips, 60 per cent. when bought by the bunch; potatoes, 69 per cent. when bought by the barrel; string beans, 80 per cent. when bought by the barrel; sweet potatoes, 21 per cent. when bought by the barrel; turnips, 60 per cent. in purchases by the bunch; water melons, 34 per cent. when bought singly.

"After presenting many details with regard to the increase of prices on farm products between farmer and consumer, the Secretary of Agriculture declares that "The conclusion is inevitable that the consumer has no well-grounded complaint against the farmer for the prices he pays. The farmer supplies the capital for production and takes the risk of losses; his crops are at the mercy of drought and flood, heat and frost, to say nothing of noxious insects and blighting diseases. He supplies hard, exacting, unremitting labor. A degree and range of information and intelligence are demanded by agriculturist which are hardly equalled in any other occupation. Then there is the risk of over production and disastrously low prices. From beginning to end the farmer must steer dexterously to escape perils to his profits and indeed to his capital, on every hand. At least the products are started on their way to the consumer. The railroad, generally speaking, adds a percentage of increase to the farmer's price that is not large. After delivery by the railroad the products are stored a short time, are measured into the various retail quantities, more or less small, and the dealers are rid of them as soon as possible. The dealers have risks that are practically small, except credit sales, and such risks as grow out of their trying to do an amount of business which is small as compared with their number.

"In continuation of this subject the Secretary of Agriculture suggests that the problem of high prices is one for treatment by the consumer. 'Why do not consumers buy directly from the farmers?' he asks.

"But the problem is not completely one for the consumer; the producer, the farmer, must do his share towards its solution. He must study his markets and determine the best method of reaching the consumer. The shortest road will be the best nine times out of ten. It is the grower's business to see to it not only that he gets more of the consumer's dollars, but also that the consumer gets more for his dollars."

(Continued next week.)
S. E. T.

\$100 Reward, \$100.
The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly on the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the system and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.
Address F. J. CHERNEY & CO., Toledo, O.

A New Laxative—the best known to modern medicine—is the active principle which makes

NA-DRU-CO LAXATIVES

so much better than ordinary physics. While thoroughly effective, they never gripe, purge or cause nausea, and never lose their effectiveness. One of the best of the NA-DRU-CO line.
25c. a box. If your druggist has not yet stocked them, send 25c. and we will mail them.
National Drug and Chemical Company of Canada, Limited. Montreal.

KERWOOD ROLLER MILLS.

OUR FLOURS:
Ladies' Choice, Silver Leaf and Scotch Thistle.
The Best on the Market. All Tried and Proven.
FEED OF ALL KINDS.
Including a Big Shipment of Corn Just Arrived.
Best Attention Given to Gristing and Chopping HIGHEST PRICE PAID FOR WHEAT.
Thanks for past favors, and we solicit further orders which will receive our prompt and careful attention.
G. A. DUNLOP, Proprietor.

THE FARMER'S MILL.
Chopping, 5 Cents per Cwt.

Give us a trial in grinding your grain and be convinced we have the best chopping mill and as our expense is small, we give the farmers the benefit as we chop at 5 cents per cwt. Call and see us.
Having retired from the retail Flour and Feed Business owing to the increased demand on our time in the wholesale department, we take this manner in thanking the citizens of Watford and surrounding country for the patronage you have given us in the building up the large trade that we enjoyed. In transferring the business over to our successors, Trenouth & Co., we can recommend you to a firm who will always treat you right and cater to your wants and we trust that you will give them the same support and confidence you have given us. You will always find a full line of the best stock that is kept in a first-class flour and feed store.
STEWART & CO.

A. D. HONE
PAINTER and DECORATOR
Specialist in Hand Painted Decorations.
The Best Work at Reasonable Prices. Estimates Furnished
A COMPLETE LINE OF
Samples of WALL PAPER on Hand.
When you have work in his line let him figure on it.

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LONDON, ONTARIO
Business & Shorthand
SUBJECTS
Resident and Mail Courses
Catalogues Free
J. W. Westervelt, J. W. Westervelt, Jr., C.A.,
Principal. Vice-Principal.

SCHOOL REPORTS.
Report of S. S. No. 11, Brooke, for the month of December. Percentage is given.
IV. Class—Gertie Brown 76, Ella Clothier 66, Willie Lett 55, Alex. Fisher 50. III. Class—Eddie Brown 57, Alex. McGregor 54, Lizzie Doan 13. II. Class—Pearl McGregor 79. Pt. II. Class—Gladys Clothier 54, Kenneth Clothier 34. Sr. I.—Mercie Doan 52. Jr. I.—George Brown 60, Gladys Duffy 21. I. to Pt. II.—Mercie Doan. II. to III. Class—Pearl McGregor.
—S. M. LOGAN, Teacher.

Report of Promotion Examinations of S. S. No. 16, Warwick, in December. Names in order of merit. III. to IV. Class—Rheta Bryce, Chester Williams, Melville Buchner, Olive Tully, Elwood Jones. II. to III. Class—Edna Williams.
—LINA MCALPINE, Teacher.

Are You One?
The Owen Sound Sun gives the following straight talk to its readers, on the mail order question:
Are you a mail order fiend? Are you one of those misguided mortals who think you can't get what you want unless you send "to the city?" Or are you tempted by the glittering bait of "close" prices—68 cents, or 59 cents, or \$1.68—figures that are made to look as if they were clipped to the smallest margin? Don't be a sucker any longer! Look about you; visit the Owen Sound stores, and see how their goods and prices compare with those of the big stores. You will find, in nine cases out of ten, that you can buy the self-same goods from the local merchants just as cheap as, or cheaper than, from the mail order house. In the tenth case you may have to pay a shade more but you know what you are paying for. The home merchant lets you see the goods before you pay for them, the mail-order house makes you pay before you see. It's "Cash with order" every time with them. How often have you had to pay for and keep goods that you never have thought of buying had you seen them first? Yet some of you will walk right into the trap again, first chance you get.

SUFFER NO MORE.—There are thousands who live miserable lives because dyspepsia dulls the faculties and shadows existence with the cloud of depression. One way to dispel the vapors that beset the victims of this disorder is to order them a course of Parmelee's Vegetable Pills, which are among the best vegetable pills known, being easy to take and are most efficacious in their action. A trial of them will prove this.

Wm. H. Barrett, for many years a prominent figure in West Williams, died on New Year's Day. He is survived by one son and two daughters, his wife having predeceased him two years ago.

Shiloh's Cure
quickly stops coughs, cures colds, heals the throat and lungs. . . . 25 cents.