

The Canadian Dairyman AND Farming World

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1. THE CANADIAN DAIRYMAN AND FARMING WORLD is published every Wednesday. It is the official organ of the Dominion Columbia, Manitoba, Eastern and Western Ontario, and Bedford District Quebec Dairy Farmers' Associations, and the Canadian Holstein, Ayrshire and Jersey Cattle Breeders' Associations.

2. SUBSCRIPTION PRICE, \$10 a year, in advance. Great Britain, \$15 a year. For all countries, except Canada and Great Britain, add 50c. for postage. A year's subscription free for a club of two new subscribers.

3. REMITTANCES should be made by Post Office or Money Order, or Registered Letter. Postage stamps accepted for amounts less than \$1.00. On all checks add 10 cents for exchange fee required at the bank.

4. CHANGE OF ADDRESS—When a change of address is ordered, both the old and new address must be given.

5. ADVERTISING RATES quoted on application. Copy received up to the Friday preceding the following week's issue.

6. WE INVITE FARMERS to write us on any agricultural topic. We are always pleased to receive practical articles.

CIRCULATION STATEMENT

The paid-in-advance subscriptions to The Canadian Dairyman and Farming World exceed 5,000. The actual circulation of each issue, including copies of the paper sent subscribers who are but slightly in arrears, and sample copies, varies from 5,000 copies (never being less than that) to 6,000 copies. Subscriptions unless renewed, are discontinued as they expire. No subscriptions are accepted at less than the full subscription rates. That our mailing lists do not contain any dead circulation, is shown by detailed statements of the circulation of the paper, showing its distribution by countries and provinces, will be made free on request.

OUR PROTECTIVE POLICY

We want the readers of The Canadian Dairyman and Farming World to feel that they can count on our advertisement with our assurance of our advertisers' bona fides. We do not admit to our columns only the most reliable advertisers. Should any subscriber have cause to be dissatisfied with the treatment he receives from any of our advertisers, we will investigate the circumstances fairly. Should we find reason to believe that any of our advertisers are unreliable, even in the slightest degree, we will discontinue immediately the publication of their advertisements. Should the circumstances warrant, we will expose them through the columns of the paper. Thus we will not only protect our readers, but our reputable advertisers as well. All that is necessary to entitle you to the benefit of this Protective Policy is that you include in all your letters to advertisers the words, "I saw your ad. in The Canadian Dairyman and Farming World." Complaints should be sent to us as soon as possible after reason for dissatisfaction has been

THE CANADIAN DAIRYMAN AND FARMING WORLD
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CHRISTMAS GREETINGS

Yuletide, the happiest and holiest of all seasons, is again upon us. Since it is the advent of God's greatest and best gift to man, it is most that the season should be one of rejoicing, of good will and the making of gifts. We wish for all a glad and joyous Christmas.

Christmas giving and receiving, when practised with discretion and discrimination, is not to be belittled. To the young especially, the time of Christmas cheer is one never to be forgotten; to the older folk, it is a time of happy hearts and of forgetting self, a time of home-coming and of renewed associations. Sordid, indeed, is the one who would not welcome Christmas.

As for ourselves, we feel that the time is opportune for us to express

our great appreciation of the good-will and support of our readers. May many returns of this bright and festive season, which commemorates the birth of Christ, be yours.

TOO MANY VARIETIES

Few realize the value of the potato crop in Ontario. According to Prof. C. A. Zavitz, of the Ontario Agricultural College, the estimated value of the potato crop for Ontario the past year is \$12,000,000. From what we hear of the indifferent quality of Ontario potatoes and the praise which is always handed out to this crop as grown in the Maritime provinces, we would conclude that Ontario potatoes count for little in our markets.

Why is it that Ontario potatoes have been side-tracked, so to speak, while those of the Maritime provinces are so widely advertised as being more desirable? A census by counties, taken by Professor Zavitz, through the experimenters connected with the Experimental Union, of the leading varieties grown in different parts of Ontario, brought out the startling fact that 90 different varieties were considered the best and, therefore, were grown extensively in their respective districts.

This fact gives us the key to the potato situation in Ontario. If 90 different varieties are grown extensively over Ontario, we cannot hope to put potatoes of a uniform grade on the market in train-lots or even in cart-loads. Farmers down by the sea have recognized the importance of all growing the same varieties. In this way, they are enabled to fill large orders and have them uniform throughout. The lesson for Ontario farmers is obvious. We must focus our attention on a few of the best and grow them only.

SYSTEMATIC EFFORT NECESSARY

Who is the man most interested in whether or not "cows pay?" Naturally the man who keeps them. He who feeds and milks them, he who attends to their wants twice a day for 365 days each year, he who is both their master and their servant. Yet, in such close touch as he is with them, frequently he overlooks, as has been done many a time, either on the one hand the extra good cow, or on the other, the cow whose profit is to be marked with a minus sign.

There is one excellent way of determining without the shadow of a doubt just what each cow is earning. By the simple method of weighing and sampling milk recommended by the dairy division, Ottawa, no dairy farmer need be in doubt as to the net profit earned by any cow in his herd. Why do we not have more cows in Canada giving 10,000 or even 15,000 pounds of milk, instead of meandering along with so many "average" cows that cannot give more than 3,000 or 4,000 pounds? It is not because farmers would not pay the price necessary to secure them, but it is because no systematic effort has been made to discover the best cows at present here, and breed them in the best way, or to develop those of present good attainments.

United effort, co-operative effort, means millions of dollars extra to the country in increased milk yields. The cow-testing associations cannot be developed and extended any too rapidly. Their aim is definite, logical and eminently practical, and as such should appeal to every dairyman in the land.

A CREDITABLE PRODUCTION

The farmers of Canada, as well as the publishers, may well feel proud of the Christmas issue of the Farmers' Advocate of London, Ont. The high standard that had been attained by previous Christmas issues, has been fully maintained this year. Excepting possibly only the Breeders' Gazette of Chicago, no other agricultural publication on the continent issues finer Christmas numbers than the Farmers' Advocate.

This year, the leading contributors are men who are well known from one end of Canada to the other, including Dr. B. E. Fernow, the Dean of the Faculty of Forestry of the University of Toronto; President G. C. Creelman, of the Guelph Agricultural College; Mr. J. H. Grisdale, the Dominion Agriculturist of the Central Experimental Farm, Ottawa; Principal M. Cumming, of the Nova Scotia School of Agriculture, and a number of others. The front cover illustration, printed in colors, is a work of art. It is a pleasure to us to be able to extend congratulations to the publishers over this fine issue.

THE VALUE OF CO-OPERATION

Co-operation, what it means and its value to farmers, was brought out in a striking manner in a discussion at the annual meeting of the Ontario Agricultural and Experimental Union recently held in Guelph. The case of the bean producers organizing in Kent County, where, on a paid-up capital of some \$14,000, they realized in five years \$120,000 more than they would have received had they been unorganized, should start many to thinking out plans which will ultimately crystallize in some form of tangible co-operation, whereby they can sell their produce to the best advantage.

All admit that co-operation has done much for the dairy industry. It has been the very foundation upon which our great cheese industry has been built up to its present status. Co-operation has done much for the fruit growers of Norfolk County, proof of which was the splendid exhibit made at the recent horticultural exhibition in Toronto. Co-operation has done even more for the fruit growers of the Niagara District.

The same principle can be applied equally as well and with telling effect in other lines of agricultural endeavor. Why not extend co-operation to other branches since it has done so much for the fruit and dairy industry. By organizing and by working together in a co-operative way, both in buying and in selling, we can eliminate the profits of the middlemen, produce better crops in larger quantities, get the best price for all that we have to sell and, in doing so, put the farm-

er's calling on a higher plane, where it would be even more attractive and profitable than it now is.

UNDESIRABLE ADVERTISING

Since we announced our intention to exclude all forms of undesirable advertising from the advertising columns of The Canadian Dairyman and Farming World, our stand has been commended in many quarters. The following expression of opinion has been received from one of our readers and is an indication of how the position we have taken is appreciated.

"You are doing well to keep patent medicine, liquor and similar advertisements out of The Canadian Dairyman and Farming World. The patent medicine business is one of the biggest humbugs the country has. Your management deserves credit for not wanting to have your subscribers 'fleece' by them."—Chas. W. Ross, Renfrew Co., Ont.

During the present year, we have refused to accept hundreds of dollars' worth of liquor, tobacco, patent medicine and other forms of undesirable advertising. While we carry one small tobacco advertisement, it is being published with regret on our part and will be discontinued as soon as the present advertising contract expires. The contract was accepted before the present management of this paper assumed control. If the public would stop subscribing for papers that carry questionable advertisements there soon would be very few such advertisements published.

While we did not take our stand on this question with any special desire to please our readers, it is none the less gratifying to us to know that our subscribers appreciate the fact that the advertisements carried in this paper are reliable. We mean every word of the protective policy published in the first column of this page.

Agriculture in Canada

(The Toronto News)

As Mr. Creelman points out, Canadians have not yet really begun to farm their lands. They do not know what intensive farming is. In too many cases they rob the land and put nothing back. Consequently the fertility of the soil falls off. In Europe fields that have grown crops for a thousand years are still fertile. But over there they do things thoroughly. The most successful agriculturist is the man who possesses a little land, and devotes his whole life to keeping it up and making every foot do its very best work. The Grimby district in Ontario is an example of what intensive fruit farming will do for a community. There land sells at \$1,000 an acre.

The President of the Bank of Montreal has drawn attention to the importance of improving our agricultural methods. The soil of Canada annually yields upwards of four hundred millions of dollars, and any percentage of increase in the quantity or improvement in the quality of the crop is of great significance to the country. If by seed selection the wheat plant can be made to increase its yield or shorten its period of ripening, the nation as a whole must benefit. The experimental work being carried on at the Ontario Agricultural College and by Sir William Macdonald at St. Anne's is fraught with vast import to the future of the Dominion.