

FARM AND DAIRY

AND RURAL HOME

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1. FARM AND DAIRY is published every Thursday. It is the official organ of the British Columbia, Eastern and Western Ontario, and Bedford District, Quebec, Dairyman's Associations, and of the Canadian Hosiery Cattle Breeders' Association.

2. SUBSCRIPTION PRICE, \$1.00 a year. Great Britain, \$1.20 a year. For all countries, except Canada and Great Britain, \$1.50 a year. Notice of the expiration of subscriptions are sent to all subscribers, who then continue to receive the paper until they send notice of discontinuation. No subscription is continued for more than one year after date of expiration. 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 \$2.00. On all checks amounts less than \$2.00. On all checks add 20 cents for exchange fee required at the banks.

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

5. ADVERTISING.—Rates are 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 subscription to Farm and Dairy exceed 14,375. The actual circulation of each issue, including copies of paper sent subscribers who are not strictly in arrears, and sample copies, varies from 14,625 to 15,300 copies. No alterations are accepted at less than the full subscription rate.

Solemn detailed statements of the circulation of the paper, showing its distribution by counties and provinces, will be mailed free on request.

OUR PROTECTIVE POLICY

We want the readers of Farm and Dairy to feel that they can deal with our advertisers' reliability. We try to 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 fully. Should he find 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. In order to be entitled to the benefits of our Protective Policy, you must only include the words "insert your advertisement in Farm and Dairy." Complaints must be made to Farm and Dairy within one week from the date of any unsatisfactory transaction, with proofs thereof, and within one month thereafter, in order to take advantage of the guarantee. We do not undertake to adjust trifling differences between readers and responsible advertisers.

FARM AND DAIRY

PETERBORO, ONT.

A CRITICAL SITUATION

The election of Governor Wilson to the Presidency of the United States and the sweep into power of the Democratic party places Canada in a serious position. What are we going to do about it? The Democrats are pledged to lower the United States tariff. This means, we presume, that one of their first acts will be to admit Canadian products of the farm to their markets without tariff restriction. This would be awful. It would bring in its train practically all the evils that the people of Canada voted so decisively to protect themselves against only a little over a year ago.

Unless something is done much of our wheat may soon sweep over the international boundary to be ground in the mills of Minneapolis and Duluth, and thus build up United States

industries at the expense of ours. "Eastern live stock, hay, cheese and butter will be marketed in Buffalo and New York." "Toronto packing houses will have to go out of business." "East and West lines of travel will be destroyed." "Western Canada will become the backyard of Chicago." All this may even lead to annexation.

We can see only one way in which this catastrophe can be avoided. Let our Government set a good, stiff export duty on every bushel of wheat, every pound of bacon and every print of butter that any disloyal farmer might be tempted to ship to the United States market.

Pachas, too, it would be advisable to impose an export duty on certain lines of manufactured goods, which Canada produces to best advantage, such as agricultural implements and steel goods. Almost any measures will be justified in view of the national catastrophe to which we have strong reason to believe is pending. We do not fear these things ourselves, but we fear these things of the people in Canada dead at the time of our last Dominion election, and of this course is a country in which the rule of the majority must be upheld.

TARIFF FAVORS NOT NEEDED

Of all industries in Canada that have received lavish treatment from the Dominion Government the steel industry is the most lusty infant in the Government nurseries. In seventeen years the people of Canada gave to this industry about \$15,000,000 in bounties. One would think that an infant industry that has been given such a lusty start as this, "would now be able to stand weaning." But apparently not. The bounties that we have for many years been paying to the steel industry have ceased, and in spite of the continued protests of the steel men have not been renewed.

The steel interests now are using every influence in their power to have the bounties renewed or lacking this a higher tariff on all the goods that they produce. They have had private interviews with several ministers of the Government. They make much of the fact that the tariff that they now enjoy is considerably below that on most lines of manufactured goods. They point out that a fairly large proportion of the manufactured steel used in Canada is imported. They claim that they should have the home market to themselves. In fact, they have advanced almost every reason imaginable why they should have greater protection except that they need it. President Plummer has himself made the assertion that they can manufacture steel at his plant in Sydney, Cape Breton, as cheaply as at any other place in the world. That they can do so is proven by the fact that the works at Sydney have shipped manufactured steel all over the world and have competed successfully with the manufacturers of other countries on foreign markets. And yet the steel interests claim that in the home market in Canada they should have protection; that is, the privilege of charging the Canadian consumer

more for Canadian-made steel than the foreigner is charged.

It would seem that our manufacturers have come to regard the tariff as a vested right rather than a special privilege granted them as infant industries to be taken away as soon as they had gotten off to a good start. It is up to those of us who must pay the taxes, and we farmers pay 60 per cent. of the taxes of Canada, to see that in the case of steel goods at least the tariff is not increased nor the bounties renewed. The steel interests can make good dividends without tariff favors. Why should we be taxed to make fortunes for a few steel barons?

THAT NATIONAL HIGHWAY

The building of a great national highway from one end of Canada to the other is a proposal of such magnitude that it attracts attention immediately. It arouses one's enthusiasm. The idea appeals particularly to highway improvement enthusiasts of the automobile driving class. They are pushing the idea whenever or wherever opportunity offers. At the last convention of the Canadian Highway Association at Winnipeg recently, the proposition of building such a highway was again brought forward and one and all expressed the opinion that all governments, federal, provincial, and municipal, should be willing to contribute liberally to the construction of such a highway. We have stated our views on the advisability of such a scheme before, but as the question has again been brought to public notice, a re-statement of our stand will not be out of place.

We are Canada in the first stages of development and without railway facilities the expenditure on such a highway might be well placed. The road might then be used for colonization purposes and for the marketing of farm produce. As it is, however, the railroad is a more economic method of transportation, and it is through the construction of new railways and not of great highways that new countries will be opened up. The only class of the community who would benefit materially through the construction of such a highway would be those who tour the country in automobiles. They are the only ones whose business or pleasure takes them from one centre to another via the public highway.

Were the money to be expended on this highway to be raised by a tax on automobiles, it might be advisable to build it. But we have not yet heard that automobile owners wish to have their taxes increased, even were the money expended on the building of a national highway for their use. If the money is to be raised from the general revenues of the country, as it would be, then it should be spent where it will be of the greatest good to the greatest number. The highways that we farmers wish to see improved are those that lead from our farms to the nearest market, be it city or railroad station. It is these roads that are the most travelled, and it is the improvement of these roads that would be of most use to the com-

OUR GUARANTEE:

WE GUARANTEE that every advertiser in this issue is reliable. We are able to do this because the advertising columns of Farm and Dairy are carefully edited and the reading columns, and because we reject all unscrupulous advertisers. Should any advertiser herein deal dishonestly with any subscriber, we will make good the amount of your loss, provided such transaction occurred within one month from date of this issue, that it is reported to us within one month after occurrence, and that we find the facts to be as stated. It is a condition of our contract that in writing to advertisers you state: "I saw your advertisement in Farm and Dairy." Vertices in Farm and Dairy's trade at the expense of our subscribers, who are our friends, through the medium of these columns; but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts.

community. If a grand national highway is to be built let those who will benefit by it pay for it. If the money is to be raised out of government revenues, then let it be spent where it will be of most value to the whole community.

SALESMANSHIP IN COLLEGES

Probably in no one thing do our farmers suffer so greatly through our lack of ability to make sales and to find a profitable market as we do in connection with marketing our apples. The fruit division of the Ontario Department of Agriculture and our district representatives have given most excellent service in showing us the possibilities of our orchards. They have demonstrated to us that we can produce the fruit. We can grow the best of apples, even in our old, uncared for orchards, once they are put in proper shape, pruned, sprayed, fertilized and cultivated. But having produced the apples, what are we to do with them? No provision whatever is made for the sale of the apples. Little information is available as to how we should best seek to market the crop!

Two weeks ago in the columns of Farm and Dairy we advanced the suggestion that some work covering the most vital question of selling be taken up in connection with agricultural colleges. The suggestion has been well received by our people. They realize that the two ends of grass which are to grow where one grew before are of little use to us when we get them unless we can sell them at a profit.

In the business world it is everywhere recognized that to produce is easy. Anyone can manufacture. And this is the real problem. It is high time we came to recognize the importance of selling, and prepare the way by giving instruction, at least at our agricultural colleges, in connection with the great problem of selling.

Difficulties of course are in the way of introducing this subject at Agricultural Colleges. It will be a difficult matter to get a suitable man of the proper training to conduct such a department. For the salary ordinarily going to educational institutions, and especially at Guelph, it would be practically an impossibility to interest a suitable man, for he could con-