WHEN FARMERS EXCHANGE IDEAS

The old proverb of home keeping youths having homely wits has much truth in it when taken in its broadest sense. Travelling widens the prospect for any young man and enables him to see things in their proper relation. But while visits to other parts of the country are desirable there are opportunities at home for developing the faculties and gaining knowledge that will have a distinct and profitable bearing on a man's work.

Much may be learned even from the limited experience gained on the home farm and with the supply of books and papers now available at slight cost it is possible to keep in touch with the outside world. A strong and active mind will under such circumstances work out problems of its own, often with remarkable results. For the average man, however, there is needed the stimulus of contact with his fellow men. This he should get in the ordinary course of events by business dealings and by social intercourse with his neighbors. It is, however too often the case that there is no medium for exchanging ideas with his neighbors concerning better methods of conducting his business.

The efforts that have been made to bring farmers together to discuss or to hear discussed the problems of the farm have not always met with the heartiest response. Under government direction farmers' institutes were organized in Ontario a quarter of a century ago. Thanks to the ability of the men who were sent out to address the meetings the institutes grew in numbers and the attendance reached high water mark. Recently there has been a lessening of interest due to several causes. The novelty of the meeting has worn off, while live stock judging classes and farmers' clubs have to some extent taken their place. Possibly there has been a failure to adapt the meetings to the needs of the public and win a fuller measure of support. Many of the members have remained loyal to the institutes through a sense of duty. Others have become tired of the sameness which characterizes the lectures. For one thing the announcement of the topics has been calculated to dampen enthusiasm on the part of young farmers. A statement that Mr. So and So would talk on "Cultivation of the Soil" suggests a formal lecture of an hour or more in length without even the quickening influence of questions from the hearers or items of information from practical men. One writer has been bold enough to say it gives him goose flesh to hear of those prosy essays.

Winter Gatherings

In the coming winter there will be the usual opportunities for getting together and comparing views on these questions that are of most vital interest. There will be the larger conventions devoted to special interests but still making an appeal to a wide circle of farmers.

Winter fairs are assuming greater importance as a means of reaching the farmers. Their success is due to the fact that they combine practical demonstration with the addresses offered. There is an appeal to the eye as well as to the ear and the well rounded programme appeals to every one who raises live stock or produces grain. Many of the agricultural societies holding summer or fall fairs at the present time could with profit replace them with exhibitions held during the winter.

Local clubs are usually short lived but none the less desirable for the interest which they arouse. Even if they have to be revived each year it is well worth while to support them. As a menace of drawing out the boys and younger men they are perhaps more useful than the institute with its formal programmes. On this point it may be remarked that too much teaching is likely to prove a weariness to the hearers. If reports from the field of war are correct the soldiers in the trenches have their moments of relaxation when the joke or the song brings relief to the overtaxed brains that have lost their keenness in the strenuous game of fighting. If the men who are engaged in the most serious business in the world can keep themselves in better trim by such play why cannot a gathering of farmers unbend from their dignity occasionally.

Social Jealousies

Then too the club meeting or convention is the place to lay aside the petty jealousies or prejudices that are sure to exist in every community. It is notorious that farmers allow personal considerations to stand in the way at times when they should join whole heartedly for the common good. If there is a grievance against a neighbor, real or imagined, that is no reason for refusing to join in the same organization with him. Business men overlook such trifles. They even continue to fight their opponents in certain lines of business and meet them under other circumstances with the greatest show of good will. Lawyers fight each other tooth and nail in the court and to the onlooker it might seem that there was a lifelong feud between them. A few hours later they may be fraternizing together on the most confidential terms.

All this may savor of the wiles of the politician to the honest farmer who shows his likes and dislikes only too plainly. Yet without losing any of his sincerity the average man can afford to show more charity for his neighbor and a greater disposition to overlook minor offences. It is one of the principles of business life that personal considerations must be to some extent ignored. Framers' organizations have for their object the furtherance of the farming industry and will most fully accomplish that end if each member will place the common interest above his own individual ambition.

The call for increased production on the farm to meet the requirements of war times will give point to many of the addresses given during the next few months. Seeding of increased acreage will be advocated as the most obvious means of getting greater returns. Better seed, earlier seeding and choice of the variety best adapted to the locality have a wonderful influence in determining the yields. Those are problems to be discussed by the farmers themselves since on the right solution of them depends the harvest of 1915 and succeeding years.—Family Herald.

THE PRODUCTION OF CLEAN, SAFE MILK

Persons engaged in the production of milk and consumers interested in procuring clean, safe milk, will be interested in the factors for producing the same, as outlayed by the United States Department of Agriculture in a recent Farmers' Bulletin (No. 602), entitled "Production of Clean Milk."

The essential factors are outlined as follows:

Clean, healthy cows, kept in clean, light, well ventilated stables.

Stable so constructed as to be easily cleaned.

A clean, well-drained barnyard.

Clean utensils, thoroughly sterilized.

Clean, healthy milkers that milk with dry hands.

A small-top milking pail.

Immediate cooling of the milk to 50 deg. F. or lower.

Storage of milk at a low temperature until delivered.

A separate house for handling the milk.

An abundant supply of pure water.

The new bulletin in its 18 pages contains a number of figures and describes in detail, the practical methods that should be followed in the production of clean milk.

How Milk Becomes Diseased

Bacteria, according to the bulletin, find their way into the milk from various sources. Some may come from the udder itself, where they grow in the milk cisterns and ducts. The greater number, however, come from the dust of the air, the dirt from the udder and flanks, from the milker, and from unclean utensils. Disease-producing bacteria may get into the milk from cows having such disease as tuberculosis, or from people who handle the milk, who may themselves have contagious diseases or who have been taking care of patients afflicted with such diseases as typhoid fever, diphtheria, and septic sore throat.

The consumer is sometimes responsible for the contamination of the milk bottles should not be taken into a sick room, because infectous diseases can be spread by carrying infected bottles back to the dairy farm. If bottles are left where there are contagious diseases, they should not be collected by the milkman until they have been properly disinfected by the board of health in the case of typhoid fever or other serious diseases which may be carried in the milk, it is better for the consumer to put out a covered dish for the milk or have it delivered to some member of the household. Until official permission has been granted no milk bottles should be removed from a home in which there is or has recently been a case of communicable disease. The consumer should not use milk bottles for holding vinegar, kerosene, or liquids other than milk.

Why Clean Milk is Important

The consumer is interested in clean milk primarily because no one cares to use food which is not produced and handled under sanitary conditions. There is a more direct interest, however, because of the danger of contracting disease which may be communicated by this means. Serious epidemics of typhoid fever, septic sore throat, and other diseases have been disseminated through the milk supply. The weight of scientific evidence at the present time leads to the conclusion that tuberculosis may be transmitted from animals to human beings, particularly children, who consume raw milk containing tubercle bacilli.

Cleanliness is not an absolute safeguard against disease, but it is the greatet factor in preventing contamination. From the health standpoint there is great danger not only from the specific disease-producing bacteria previously mentioned, but from milk that contains large numbers of miscellaneous bacteria which may cause serious digestive troubles, especially in infants and invalids whose diet consists chiefly of milk. There is also the consideration of the loss to the consumer from milk souring or otherwise spoiling before it can be used. The cleaner the milk, the longer it will keep good and sweet.

Clean milk not only benefits the consumer, but the milk producer who will consider this subject from an unbiased standpoint will find many ways in which he himself is benefited by producing clean milk. There are a number of items in this connection which, when considered alone may seem unimportant, yet collectively they are of great importance. Moreover, they are not only of immediate value, but have a cumulative value reaching far into the future. Tuberculin testing, for example, is not only a safeguard to the purity of the milk supply for the consumer, but it is a means of assisting the producer to protect his herd against future ravages of tuberculosis.

Most producers of market milk have experienced the chagrin of having a shipment of milk refused or returned because it reached the market sour, tainted, or otherwise in poor condition. Although such milk may be used for feeding pigs it usually means a complete loss to the producer, as it costs too much to transport it back to the farm and because, depending on the market as an outlet for his milk, he has no means of utilizing small amounts at uncertain intervals. Another important consideration is the unpleasant effect upon the purchaser. Delivering sour or tainted milk usually results in losing the confidence of the dealer; or if it is delivered direct to the consumer, it means the loss of good customers. A reputation for clean milk means fewer complaints, a better class of patrons, and a steady market for the product of the dairy.

Safeguarding the purity of the milk is a protection to health on the farm in several ways; first, the health of the farmers family, who use a portion of the milk themselves; second, the health of the calves, which live largely on milk. Healthy cows to breed from and pure milk to feed upon are two important factors in rearing thrifty calves and in the development and maintenance of a healthy and profitable herd. Aside from these immediate and definite there is another consideration, not immediately measureable, but of vast influence, namely the moral influence, for no one can learn to produce good and clean milk without learning good methods of care and management of the herd, and the study of these things leads to greater care and intelligence in the economic features of the business.

ANOTHER ORPHAN

(Les Wallace in Denver Post)

I'm only a colt and I don't understand
I wonder if ever I may?—
But there's something wrong, somewhere, I know,
For they're taking my mother away

We were happy together, my mother and I,
But we'll be together no more,
For last night they said—tho I don't undersand—
"More horses are needed for war!

"The mare goes tomorrow."—my mother they meant;
And now tomorrow is here,
And they're leading her off—oh what will I do
When it's dark—and mother's not near

She nuzzled me softly and kissed me good-by—
There were tears, bitter tears, in her eyes—
"Be brave," she bade me, "our masters are men,
And whatever men do must be wise!"

But something is wrong—my mother is taken
Forever and ever away—
I'm only a colt, so I don't understand
I wonder if ever I may?

BUYING CANADIAN GOODS

The appeal is being made to Canadian consumers generally to buy Canadian-made goods and thus to keep Canada's factories running during the present crisis. The logic of the appeal is that every dollar spent on the output of Canadian factories is the dollar that remains in Canada, giving employment to Canadian workmen, enabling the manufacturers to purchase more raw material and serving to help Canada generally to maintain its commercial and financial equilibrium.

There is special reason why the farmer should consider this appeal at this time, without prejudice. The Nor'-West Farmer has never at any time advocated the protective policy and our sympathies have all been with the farmers in their endeavors to obtain lower tariffs. From this attitude we do not recede for one moment. But the conditions at the present time are unusual, and under unusual circumstances one can afford to deal with things in a way rather out of the common.

In all honesty we feel that behind the present appeal to the Canadian public to use "Made in Canada" goods there is on the part of the manufacturers a certain measure of genuinely sincere and unselfish desire to tide Canada over a trying period. Some of the big factories, to be sure, closed their doors at the beginning of the war, and showed a disregard for the welfare of their employees which was in bad taste and which met with such strong disfavor as to cause them to open up again. But this is not representative of the attitude of Canada's factories as a whole. As a class, manufacturers are probably just about as good and as bad as any other lot of people; and consideration of the welfare of large staffs of employees is traditional with many of the best of Canada's manufacturing establishments. This is a fact, and the man who thinks otherwise is mistaken.

In so far as he can possibly go without loss to himself or compromise to his principles, we feel that the Canadian farmer should respond to the appeal to consume goods made in his own country. There is no reason at all why he should limit all his purchases to Canadian manufacturers. There still may be, and probably will be, many articles of outside manufacture that he will prefer, and which he yet can purchase to best advantage. More than that, many farmers will remember that it is the imported, rather than the home-made goods, that, under a policy of tariff customs, pay the national revenue. And we know from personal knowledge that this will, as it has in the past, influence a few to use imported goods, which pay their quota of revenue into the public treasury.

But, while all these and other considerations will make their appeal in different ways to different people, the broad principle obtains that the dollar kept at home will touch more pockets and reach each pocket a greater number of times than the dollar sent directly out of the country. And with a great host of Canadian workmen facing a Canadian winter with before them only the hope that the Canadian demand for Canadian goods will keep their jobs open, the question takes on a humanitarian aspect that it lacks as a mere abstract economic study. However, any farmer may feel toward Canadian manufacturers and their ways, he must know that behind every factory there are a host of other honest Canadian workmen like himself whose silent appeal for a chance to earn wages will receive its final answer in the measure of the nation's demands for the products of Canadian toil.

At such a time as this it does no harm to remember that the customer of a manufactured article is not simply a patron of a manufacturer, but he is also a customer for the time, labor and skill of the Canadian factory wage-earner as well.

In saying all this we do not wish to be misunderstood, in a general sense, we believe that every pot should sit upon its own bottom, and industrial Canada has no claim whatever upon agricultural Canada for charity or unfair support of any kind. But, after all, there are a great many lines of foreign made goods used in Canada that are not superior to those made at home. In some cases their consumption is more due to the scientific salesmanship of foreign agents than to anything else. Where there is no better reason than this for buying foreign goods, we believe that most farmers will feel a sentimental sympathy toward the patronage of home-made goods.

Whatever class of goods we buy, this is no time for prejudices nor retaliation. Canada as a nation has undertaken to help carry on a great war—we believe a righteous war for the principle of liberty and the overturn of tyranny. This will impose upon Canada in many ways a heavy burden which she must bear. The situation will demand that so far as possible every honest Canadian shall be given the opportunity to earn his daily bread, and answer the claims that Canadian citizenship shall lay uopn him. To some measure the Canadian farmer can co-operate with the Canadian manufacturer and Canadin workman without any sacrifice of his own interests but rather to the advantage of himself and the country at large.—Maritime Farmer.

WOMAN'S BEST MEDICINE

Mrs. Kelly Advises all Women to Take "Fruit-a-Tives"

HAGERSVILLE, ONT., AUG. 26th, 1913.

"I can highly recommend "Fruit-a-tives" because they did me an awful lot of good and I cannot speak too highly about them. About four years ago, I commenced taking "Fruit-a-tives" for a general break-down and they did me a world of good. We bought a good many dollar's worth, but it was money well spent because they did all that you claim for them. Their action is so pleasant, compared with other laxatives, that I found only pleasure, as well as health, in taking them. They seemed to me to be particularly suited to women, on account of their mild and gentle action, and I trust that some other women may start taking "Fruit-a-tives" after reading my letter, and if they do, I am satisfied the results will be the same as in my own case".

MRS. W. N. KELLY

"Fruit-a-tives" are sold by all dealers at 50c. a box, 6 for $2.50, trial size, 25c, or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

Miss L. S. T.: A complexion marvelous for its clearness, pinky whiteness and softness, will be produced by the liberal use of rosetone. Rub this cream on the entire face liberally. Let the cream dry on the face. Repeat this again at night. Any good druggist will sell you an ounce of rosetone.

The Winter Term

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ON

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INTERNATIONAL LINE

Leaves St. John Mondays, Wednesdays and Fridays at 9.00 A. M. for Lubec, Eastport, Portland and Boston.

Returning leaves Central Wharf, Boston 9.00 A. M. Mondays, Wednesdays and Fridays for Portland, Eastport, Lubec and St. John.

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$3.00 reduced fare to New York, Oct. 1st—April 30th.

Direct service between Portland and New York. Leaves Franklin Wharf, Portland, Tuesdays, Thursdays and Saturdays at 6.00 p. m.

Through tickets at proportionally low rates on sale at all railway stations. Baggage checked through to destniation.

L. R. THOMPSON, T. F. & P. A.
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"A Man who tries to run a business without Advertising might as well try to run a motor without gasoline. It may be a good business, but it wont go."

Why be content to remain in the same old rut, never making any effort to increase your business, and, worst of all, not offering any inducements to hold the few customers you have?

When you come to look over the matter, do you ever figure out what assurance you have that you will always cater to your present trade? How do you know but what your customers are passing your store and patronizing the man next door, who advertises? In all probability this is just what is going on, and there is only one way to stop this and that is to advertise. This you want to do in the

Union Advocate

ESTABLISHED 1867

one of the oldest papers in the Maritime Provinces. You say you never did advertise, and you do not believe it pays. Don't you think you are giving your own opinion rather a high rating when you put it against that of the great majority of those who do advertise? Surely majority is a better judge.

Do not let your mind rest too strongly on the amount of money you would have to pay; rather think of the increased business which is sure to be yours. You say you do not want any increase, because you would have to increase your staff. Well, if ten new customers came to your store every week would you turn them away? And if that number increased until you had to enlarge your staff of clerks, would you not do so, or would you neglect them? You would certainly increase your staff, attend promptly to your new patrons, and keep your stock of goods on the move, so why not make up your mind to-day to take a space in this paper and keep your name constantly before the buying public.

As an advertising medium, The Advocate is firmly taking its place at the head. If you, Mr. Merchant, are not among the number who are using its columns, why not talk the matter over with our representative and select a good space while you have a chance. We are at your service any time you wish to consult us, and would only be too glad to quote you rates. A telephone call will bring our representative to your store in ten minutes.

THE UNION ADVOCATE'S JOB PRINTING DEPT.

The Advocate is not only taking the lead as an advertising medium, but its Job Department is decidedly in the lead.

Remember that this office is in better shape to handle your Printing than it has ever been before, due to the fact that only competent printers are employed and the most modern machinery used.

There is a difference between plain Job Printing and the kind of Printing that draws business. At one time any kind of a printed letter-head or envelope would do so long as the work was done by a printer. Good paper and high priced ink, the customer did not know enough about to be fussy. It is not so now. The customer to-day figures these items into his contract for printing the same as he does the quality of the goods he purchases to carry on his business.

This is the class of customers who have their printing done at The Advocate Job Dept. Only the best lines of writing paper are kept in stock and the highest grade of inks used for all work. There is not a *CHEAP* line in our office, for experience has taught us to carry only the best and the most serviceable.

People who leave their order for printing with this office, have that inward feeling of assurance that they are going to get just the kind of a job they want. They do not speculate—they know, and they are never disappointed. We spare no pains to give our customers just what they want, and that is one reason why this office has gained the reputation it has for turning out the highest class of Job Printing only.

If you are not yet a customer, join our list and have your letter heads and envelopes, or whatever nature your work may be, printed in an artistic manner. It does not cost any more for good printing than it does for the cheaper kind, and a small order is given as good care as a large one.

We are now in a position to handle all kinds of

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and would be pleased to quote prices for this class of work at any time. We guarantee strict satisfaction in all cases.

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