

The New President of the United Farmers' Company

Who He Is—What He Is—Why He Has Jumped Into Fame—What We May Expect From Him

WHO is this man Burnaby? This is a question *every* good many farmers and other people as well have been asking pretty frequently of late. It is a natural question.

From a position where he was known to comparatively few farmers, besides those of his own township, and a number of breeders of Holstein cattle, Mr. R. W. E. Burnaby, of Jefferson, Ont., within the past three months, has jumped into a place where he is now one of the most prominent men in agricultural circles in Canada. For, therefore, are naturally asking what are the qualities which have enabled him to make such a rapid advance, who he is, and whether or not he is likely to make good.

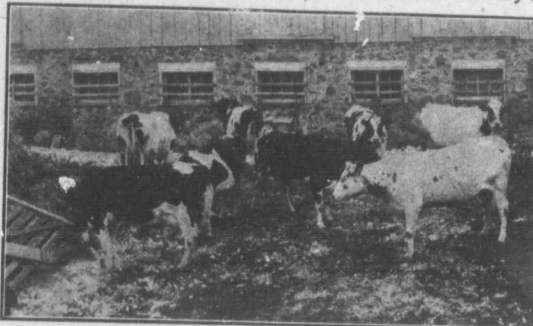
Mr. Burnaby's first big jump into the provincial limelight took place last December, when the farmers who are shareholders in the United Farmers' Cooperative Co., Limited, elected him a director of the company, and when immediately afterwards the directors of the company appointed him, although he had had no previous experience on the board, president of the company. A second advance was made by him in February, when the members of the Canadian Holstein-Friesian Cattle Breeders' Association, at their annual meeting, elected him as fourth vice-president of the association, a position usually obtained only after a breeder has had one or more years' experience at least on the board of directors.

Who Is He?

Mr. Burnaby farms on a large scale in York county. Highland Lake Farm, his home farm, comprises 170 acres. Across the road from it Mr. Burnaby owns another 50 acres. About a month ago he purchased 100 acres near Elgin Mills. In addition to all this, he rents 450 acres of land, mainly for pasturage purposes adjoining the home farm. Thus, between what he owns and what he rents, he has 720 acres under operation.

Mr. Burnaby is one of the most extensive and successful Holstein breeders in Canada. His advance, as a breeder, has been phenomenal. Everything he can do, he likes to do in a big way, as he believes that it often is easier to succeed in doing things in a big way than doing little things in a small way. His success with Holsteins is a case in point. When analyzed it is not difficult to understand. The principles he follows are simple and easily to be understood, although only men with shrewdness such as Mr. Burnaby possesses could hope to make them succeed.

The Highland Lake Herd comprises about 100 head of which 30 are in milk and the remainder breeding and young stock. Mr. Burnaby's start in Holsteins was made only three years ago. When asked why he selected this breed, his reply was characteristic: "I found," he said, "that all world's records for milk and butter, either for short or long periods, were held by Holsteins. I decided, therefore, that that was the breed I wanted to be identified with." Asked further as to how he got his start, he replied, "I went all over Ontario visiting the herds of the best breeders. I made it a point



The Type of Stock on Mr. Burnaby's Farm.
In building up his herd of Holstein cattle, Mr. Burnaby has always aimed at a combination of good records and strong constitutions.

to pick out the cow that the man who had it didn't want to sell." The year he first started Mr. Burnaby purchased 40 animals, from such well known breeders as L. H. Lipsett of Straffordville, J. A. Wallace and Mason Bros. of Simcoe, R. F. Hicks of Newtonbrook, Purteile and Leavens of Bloomfield, and Wellington Sager of St. George.

"In business," said Mr. Burnaby, "a man who has a good article never has any difficulty in disposing of it at a fair price. A good article is often cheap at a high price, whereas a poor article may be dear at any price. When I went into Holsteins I decided that this principle would apply to dairy cattle as much as to anything else, and I decided, therefore, to get the best possible blood in my herd, even if I had to pay long prices to get it. While I knew it would cost me a good deal to get started in this way, I realized that if I had the right breeding I would be able to obtain sufficiently good prices for my stock to more than offset the expense involved in obtaining my foundation herd. As the sire is more than half the herd, I made up my mind that the sire that headed my herd would have to be the very best obtainable. My first sire in service was Sir Lyons Hengerveld Segis, a son of the great King Segis, and Blanche Lyons De Kol, with a record of 33.31 lbs. of butter in 7 days. He is a brother of the sire of Segis Payne Johanna the world's only 50.65-lb. cow."

"Our next herd sire was King Segis Pontiac Canada, a son of the best proven son of the world's greatest sire, King of the Pontiacs and Pride Hengerveld Lennox, 30.12 lbs., a noted show cow and granddaughter of King Segis. Our present sire in service is Avondale Pontiac Echo (under lease) a son of May Echo Sylvia, the world's record cow for milk production and Canadian record for butter, viz., 41 lbs. in seven days. There is only one other 41-lb. bull in Canada."

Some Fine Females.

With such herd sires it is not to be wondered at that Mr. Burnaby has sought to have equally good

females. In this he has largely succeeded, as anyone will see who obtains a copy of his "Book of Bulls," one of the most complete, if not the best, catalogue of animals that has ever been issued by a private breeder in Canada. His herd comprises, with not more than one or two exceptions, more 30-lb. cows than any other herd in Canada. Katy Burke Kornyske Pontiac has a record of 33.12 lbs. of butter in 7 days and 134.64 lbs. in 30 days. Tidy Albino De Kol, as a four year old, has a record of 31.92 lbs. in 7 days, and 123.35 lbs. in 30 days. Daisy De Kol Hengerveld has to her credit 31.43 lbs. in 7 days, and 123.32 lbs. in 30 days. Simcoe Mercedes Queen has a 30-lb. record. In addition there are many other fine females in the herd.

When Mr. Burnaby's farm was visited recently by an editor of Farm and Dairy it was noted that he paid careful attention to the comfort of his animals, even although, as he frankly confessed, he did not maintain his herd for show purposes. "My aim," said Mr. Burnaby, "has been to select animals of heavy producing strains, both males and females. I do not believe, however, in sacrificing type and therefore keep type to the front in my breeding operations. I endeavor to test every animal as it freshens, in order that my customers may always know what they are getting when they buy stock, and also in order that they may reap the benefit of any additional value that may be derived by records made by related animals. Some time ago we sold a bull and heifer from a 22-lb. cow, and within three months their value was more than doubled by our making a record of over 50 lbs. on their dam."

In his catalogue Mr. Burnaby gives some terse suggestions on breeding that are worth repeating. Here are some of them:

"Remember the saying—'The bull is more than half the herd'—one poor cow means one poor calf each year and one poor bull means all poor calves."

"The better bred sire you own the better bred and higher priced will be his offspring."

"You can always sell your bull calves if you own the right kind of sire."

"You do not know how good a bull is if you do not know the official records back of him."

"Do not be satisfied with just pure breeds, test them and be sure your sire is better than your females. Grade up not down, but be sure."

"Never buy a bull because he looks cheap. He will probably prove very expensive, not to mention the years lost in finding it out."

"Remember it is quality that counts. Grow along quality lines."

"Club with your neighbor and buy a good bull, divide the cost and increase your profits by improving your herds, making a demand for your increase."

The Farm Buildings.

As will be seen by the accompanying illustrations, Mr. Burnaby's home and farm buildings are attractive and commodious in character. They are situated (Continued on page 8.)



A general view of the buildings on Mr. Burnaby's farm. From left to right we have hired man's house, barns, and Mr. Burnaby's residence.