

The Farmer's Advocate and Home Magazine.

"PERSEVERE AND SUCCEED."

ESTABLISHED 1866.

REGISTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF 1875.

VOL. XXXIX.

LONDON, ONT., AND WINNIPEG, MAN., JUNE 16, 1904.

No. 612

EDITORIAL.

How to Know What to Produce.

Beginning with the new year, we have been publishing letters from London, England. These reports, coming from the greatest consuming center in the world, and a market that purchases a large amount of Canadian produce, have proved a most interesting and valuable feature of the weekly "Farmer's Advocate." At present, Canadian trade with Britain is largely on the increase, and is likely to continue so for many years. In order to capture new markets and retain our present position, Canadian producers must cater to the demands of the British epicure and the needs of the masses. We must know what our customer wants, and endeavor to supply his needs. He has peculiarities of taste that cannot be fully comprehended by a casual visitor to the old land, even though his mission be to study the conditions and requirements of the British market. That is better done by someone living in the midst of the trade and familiar with all its movements, like our London, England, correspondent, who is especially well posted in the provision, meat and cattle trade. From his letters, producers on this side the water will be able to furnish just the kind of fruit, butter, cheese, bacon, etc., that the British taste demands. This is an age of strenuous competition. Other countries are making Herculean efforts to secure British trade, and if Canadians, by the slightest neglect, fail to supply products that do not equal and surpass in quality and package those of any other country, the result can not be other than disastrous.

Develop the Egg Business.

When the fact is considered that Great Britain, in addition to the home supply, imports annually over \$26,000,000 worth of eggs, towards which Canada contributes only something over \$1,500,000 worth, it may at once be seen what a future there is for the industrious Canadian hen, if she will get down to business in earnest, and if those concerned with the development of the trade will but push it intelligently. It seems to us that the egg trade is capable of very great improvement. Advances are being made in many centers, but in too many places it is a go-as-you-please business from the nest to the shipping-crate. Thousands of farmers' wives are still trading eggs for groceries at country stores, and receiving but small returns. During the past season, a cheese-and-butter factoryman of our acquaintance took up purchasing eggs on commission for a firm of packers and exporters. He paid cash for the eggs, which were delivered at the factory, and were there packed and shipped from the adjacent railway station to the city headquarters. This way of doing business became popular with those who had eggs to sell, and the factoryman, besides satisfying them, was getting as good a return per week out of the egg trade as he was from the factory. In a small way, this illustrates the point we are endeavoring to make. In the Poultry Department of this issue of the "Farmer's Advocate" we give particulars of a much more striking and systematic undertaking carried on most successfully by the co-operative poultry societies in Ireland—an enterprise conducted by the people themselves, and the results of which are fast revolutionizing the egg business, greatly to the advantage of the poultry-keepers of that Island. Is there any good reason

why the principles and plans of the system so successfully operated there cannot be adopted in Canada? The business of the Irish poultry societies does not merely begin and end with that branch of the trade relating to handling and marketing eggs, including supervision of the making of crates, but extends to improvements of breeds, instruction to members on the best methods of breeding, rearing, feeding, fattening, handling and marketing all classes of poultry. We commend the subject to the careful consideration of farmers and all others interested in the advancement of this branch of agriculture.

The Live-stock Catalogue at the Shows.

"Many of the live-stock exhibitors are loud in denouncing fair managers for allowing horse racing and vaudeville to bulk so largely at the big shows as 'attractions,' for which condition, they, the exhibitors, cannot be considered free from blame."

Such a statement by a careful observer is worthy of consideration when put in conjunction with the incompleteness of the live-stock catalogue usually found at the big shows. Exhibitors should give the association every assistance in parade. At the Old Country shows, the catalogue is reliable, and is used and appreciated by the visitors, as it is a great aid to locate any animal and learn its breeding, age and ownership, thus assisting in the study of the live stock. The more the visitors study the stock the better for the exhibitor. A catalogue cannot be gotten up by any association, to be of use, unless the exhibitor does his part by carefully filling out the entry form and by sending it in in good time to the show manager or secretary. A catalogue without the color, weight, height, pedigree number or breeding, and correct numbering, is valueless, and if the benefits from this handbook are to be had the stockman must see that either he or his assistant wears the number given to the particular animal in the catalogue when in the showing; not only so, but a duplicate number should be tacked up in a conspicuous place in that animal's stall.

The advantages of exhibiting stock at the big shows are many, especially if one is fortunate enough to be a winner. The publicity obtained, the chances to make sales, and get a share of the prize moneys, all contribute to pay, and pay well, for the effort, and it is up to showmen to do their part by sending exhibits forward in good shape, by being neat in their dress, especially while in the ring, and by giving all the information possible through the catalogue, and those doing so can rest assured that such efforts will return many fold for the exertions made. It is good business to do as suggested. Note how anxious a merchant is to give all information regarding his goods on exhibition, and how neat and attractive exhibits and attendants are. There is no excuse for stockmen being less careful or businesslike. The exhibitor who hangs back from following out the rules of the association, by not furnishing the information for the catalogue, by untidiness, by coming into the ring without his number, or by being late and keeping judges and other exhibitors waiting, deserves to suffer. Allowing him to go scot free is not fair to other exhibitors who are trying to do what is right. In this connection, any fair of importance should have a salaried live-stock superintendent, armed with proper authority, to compel the observance of all the rules, to see that all are warned out

promptly for the classes, and that all get out, as well as the hundred and one other things that need looking after. It is unreasonable to expect directors, unpaid, to do this work, which is sometimes disagreeable. In this matter, there is room for improvement at many exhibitions. The appointment of a man as suggested would aid in the successful, frictionless running of the big attraction—the live stock end of the show. Our shows are past the stage (or should be) when it is, perhaps, necessary or good policy to be lenient with untidiness, lack of business methods, or anything but straight dealing. The visitors to the shows have rights. It is the money they pay at the gates which makes the show possible, and when articles or animals are brought to a show and a fee charged people to see those exhibits, every facility to comfortably see the exhibits should be afforded by the management and the exhibitors.

Nova Scotian Progress.

The Agricultural Department of Nova Scotia is to be commended for the attention which it is devoting to educational work in several directions. The "illustration idea" has been applied in horticulture by the planting of model orchards, of which there are now twenty-seven, one or more in each county of the Province, except in the fruit valley, King's and Annapolis. This work was begun three years ago, and four orchards were planted the present season. They are looking very well, and give encouraging prospects, but the winter just passed has caused some loss of trees in every part of the Province, even in the fruit valley, but nothing serious. These orchards contain about eighty or ninety apple trees, with about as many plums, pears and cherries filled in between the apples on one way of the rows, then, between this, small fruits, the whole forming what may well be considered a model orchard. The indefatigable Secretary for Agriculture, Mr. B. W. Chipman, accompanied by Prof. F. C. Sears, of the School of Horticulture, have been overseeing this work and holding public meetings in many places.

Two or three travelling dairies will be sent out about the first of July. Mr. Logan, formerly of the Acadian Creamery Co., and of late years taking a course in Guelph Agricultural College, is inspector of cheese factories and creameries during the summer months, and will take up this work in a short time.

The agricultural college project is progressing, and will open as a fairly well-equipped institution. In addition to the college building, there will be a large live-stock pavilion, eight square, to seat two hundred and fifty people, with ample room in the center for stock, even horses and carriages. The short course in animal husbandry last winter was given in this building. There is also a creamery in connection with the institution, and a course on dairying will be given in the winter months.

After Thirty-five Years.

I have been taking your valuable paper since the year 1869, and I am not tired of it yet; in fact I don't see how I could farm successfully without it. Enclosed, find my subscription for another year. Wishing you all success, I am,

Yours,

Peel Co., Ont.

JOSEPH G. WIGGINS