

How Much Capital Have You?

Many of us farmers do not realize the extent of our investment; nor that during the past few years land values have been increased by the use of improved machinery and more rigid live stock requirements; that the capital invested in our farms has increased enormously.

Most farmers have as great an investment in their business as the average country business man has invested in his business. The amount of capital, and the form in which it is invested on the farm, should be carefully considered by the farmer who wishes to make the greatest profit.

UNPRODUCTIVE INVESTMENT

Capital may be invested in forms which are relatively unproductive. This is true principally where capital is invested in buildings which are too expensive for the use to which they are put; in stock which is unproductive; or in machinery and equipment

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Once awoken the farmers' interest and gain THE FARMERS' CONFIDENCE, and you have something WORTH WHILE. He must buy. He will keep on buying. If he buys from you he will not be quick to part with you.

But you cannot gain the confidence of the farmers in a single spurt. IT TAKES TIME to get next these people. It takes PERSISTENT argument.

The average man is slow of thought—the farmer is not less so.

Because of this fact short contract advertising aimed at farmers is not the most effective. The best results are gotten from THE STEADY APPEAL, from iteration and reiteration WEEK IN and WEEK OUT.

The remarkable growth in farm paper advertising of recent years is a striking tribute to THE FARMERS' ABILITY TO BUY. It shows that many business men are alive to the possibilities of this great market.

These shrewd business men have discovered that the FARMERS WILL BUY. They will buy when they are shown that a proposition fits in with their requirements.

And these business men go about their advertising on the principle laid down by the JOHN WANAMAKERS and MARSHAL FIELDS. They keep at it PERSISTENTLY.

"Little drops of water, little grains of sand,
Make the mighty ocean and the pleasant land."

So it is with advertising.

Farm and Dairy is no exception to this rule save in that MARKED CONFIDENCE AND SYMPATHY THAT EXISTS BETWEEN US AND OUR READERS. This is a mighty factor in your favor when your advertising appears in Farm and Dairy.

It makes it WORTH YOUR WHILE TO GET INTO THIS PAPER.

"A Paper Farmers Swear By"

which is either used insufficiently or is not properly cared for.

Capital, to be productive, must earn current rates of interest. These rates will average from five to six per cent in this country. This means that the average farm valued at \$11,000 must not only pay the cost of operations, but, in addition, pay \$600 in interest, before the owner can figure that he has received anything for his own labor or the labor of his family.

Why some don't do it

A great many farms are not earning interest at this rate for their owners, and paying them wages in addition. This is because of the fact that they are either improperly organized or not well farmed. As the capital invested in the farms increases, methods of farming must be so changed as to give an increased carrying power equivalent to the additional capitalization.

Most of our farms could increase their earning power by using additional capital in the purchase of productive live stock. At the present time, the farms show too large a percentage of their capital invested in land, and not enough in stock and equipment for caring for it.

Wide Tires Preserve Roads

The use of wider wagon tires should accompany the construction of good roads. When a large expenditure is made in road improvement it is only reasonable that this outlay should be protected by preventing excessive and unnecessary wear from narrow-tired vehicles carrying heavy loads. Narrow tires grind, cut and destroy the road surface, but wide tires help to roll and bind it, doing good rather than harm.

Tests and experiments show that on all classes of road except those which are very rough or are deep with mud, wide tires make traction easier. When it is considered that, with wide tires in universal use, the number of muddy and rough roads would be much less, (since they are too often the result of narrow tires) their advantage would be very great.

OF COURSE

The common tire width at present is one and one-half, or two inches. It is self-evident that such a wheel carrying a load of from one to two thousand pounds, and continued in a narrow track from day to day in all kinds of weather, constitutes a serious menace to the best of roads. To properly protect the roads, wagon tires should be proportioned to the weight the vehicle is designed to carry, and might reasonably vary from three to six inches.

The Council of Prince Edward County has enacted a by-law, providing that wagon tires shall have a minimum width of three inches.—Report on Highway Improvement.

Coming Events

Second Annual Toronto Fat Stock Show, Union Stock Yards, West Toronto—Dec. 11 and 12.

Ontario Provincial Winter Fair, Guelph—Dec. 12-15.

Eastern Ontario Dairymen's Association, Campbellford—Jan. 3, 4, and 5, 1912.

Western Ontario Dairymen's Association, 45th Annual Convention and Winter Dairy Exhibition—Jan. 10-11, 1912.

Ontario Agricultural and Experimental Union, Guelph—Second week in Jan., 1912.

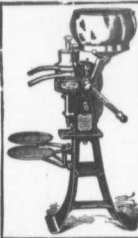
Short Course in Poultry, O.A.C., Guelph—Jan. 10 to Feb. 4, 1912.

Short Course in Stock and Seed Judging, O.A.C.—Jan. 10 to 21, 1912.

Short Course in Fruit Growing, O.A.C.—Jan. 24 to Feb. 4, 1912.

Short Course in Dairying, O.A.C.—Jan. 2 to March 2, 1912.

Eastern Ontario Live Stock and Poultry Show, Ottawa—Jan. 16 to 19, 1912.



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