

To the Victor Belongs the Spoils.

"Not only in actual warfare, but in all the battles of life, this is an accepted maxim. The successful business man, who with indomitable energy and perseverance, vigorously pursues the prosecution of the business in which he is engaged, with honorable conduct in his relations to all with whom he is brought in contact, and successfully outruns his competitors in the field, is rightfully entitled to all the emoluments and glory of a victorious combatant. To no one line of business is this, at the present time, more applicable than to advertising agencies. Advertising in this country has, within the past few years, made such immense strides and assumed such vast proportions as now makes its prosecution one of the leading pursuits to which our business men are turning their attention. The rapid growth of advertising as a business and as a science, has naturally and necessarily called into the field men of talent, energy and enterprise, thus creating a rivalry which has compelled each to look well to his laurels, as 'to the victor belongs the spoils.'"

Farmers as a class are not so well aware of the advantages of advertising as the residents of cities. In fact it is not necessary for many of them in disposing of their shrunk wheat, buggy peas, gudgeon grease butter, or their pork, and would not be much benefited by it, even if they did advertise, as there are public every day markets known to all, and such articles can be had at any place and at any time. But on the other hand, if any farmer should be successful in raising better grain, in making better butter, or in raising a superior class of pork, he would by advertising be able to realize a better price for his products than his more negligent or less enterprising neighbors—and thus obtain a victory over them; as the first person in the field always secures the best customers and the best prices.

It is time that farmers should begin to look on their farms in a real business light, that is to say, as business establishments or manufactories, and be able to show their expenses, such as cash invested, the value of every person's labor, the cost of implements, seeds, stock, repairs, &c., and be able to show the cost of a pound of pork, or a pound of wool, or a bushel of wheat—which, to our disgrace be it said, there is not one farmer in ten thousand can do. But the time is fast approaching when you will find it a necessity to know more exactly how your business progresses, or you will have to acknowledge other persons victors over you—and you or your descendants will be compelled, either from choice or necessity, to leave the farms you now possess. The Township, County and Provincial Exhibitions are, strictly speaking, business establishments, the success of which just depends on the benefits they offer to advertisers. That poor, careless, slipshod farmer, who accidentally dropped a pumpkin seed in his neglected corn field, where the manure was unspread, and the corn was allowed to be carried away by the crows,—and from the mere neglect or accident thinks he can gain a prize for that wonderful pumpkin alone,—may be induced to subscribe towards the Association. But what, is it to support the Association? Not a bit of it; there is not a

single dollar ever went into the Association for that purpose alone, from such; but it is to show that he is a victor. And shame and disgrace be on you, yes, every one of you, unless you are endeavoring to be a victor in some thing. How many thousands of you there are who raise the numerous productions of the farm, and at harvest time have not a single pumpkin, or turnip, or bushel of grain, or any thing else that you can take with credit to an exhibition. The Agricultural Exhibitions are the directories to the most successful farmers, as purchasers thereby know where to obtain what they may require. But even this mode of advertizing has its disadvantages as well as advantages; as we are aware that some individuals who would like to be styled breeders, just make a regular practice of gulling, by stuffing, pampering and preparing sheep for exhibition, just for the purpose of gaining publicity by taking prizes; then sell any sheep from common flocks, purporting to be of the same breed and stock as that exhibited.—Some importers practice the same dodge. We do not mention names while making these remarks, or we might have a libel suit to defend; but those that apply to us personally for advice in purchasing do not get directed to those that practice such a course. In fact, there are some persons that do not know the advantages of advertising, because they have never tried it, or have not felt the immediate benefits of it. Time, patience and continuation are necessary in order to receive the proper advantages of advertising.

In Durham Cattle, it is well known that the persistent advertising, in various ways, of Coleat and Campbell, and of Mr. Cochran, have enabled them to make good sales, while others have been compelled to sell just as good animals for one-fourth of the price. Look at all business establishments; if they have anything to dispose of they let it be known. About the best flock of Cotswolds and the best flock of Leicesters we know of in Canada, are not known to the public. The owners just breed, seldom exhibit, and do not advertise through the press; and these sheep are often to be procured at a quarter of what they would realize in other hands.—It is well known to you all that the successful manufacturer keeps his wares before you; how many farmers are there among those who excel in producing superior potatoes or seed grain, that will ever advertise them? Still, hundreds of farmers are wishing for better kinds of seed, and look to the agricultural papers in expectancy of such. If any of you have a really superior quality of seed of any kind, and will let us see a sample, and have full particulars about it in time to be of use, we will make it known at our own expense.

Our object in writing the foregoing is to induce those who are in advance of their neighbors, by being in possession of superior stock or seeds of any kind, to advertise through our columns, and let the country know where such can be had. And this we do, not so much from any direct interest we have in it ourselves, as from a strong desire to see the general products of the country improved. And who is there among us but must admit, and also regret, that there exists so much room for improvement throughout the length and breadth of the land.

Weighing Grain.

An article in the *Toronto Telegraph*, (Government organ) the subject of which is the obtaining weekly returns of all grain sold throughout the Dominion, is brought forward, and details given as to the best way of attaining an object in itself so very desirable. Whether the plan suggested is the best and cheapest way of getting these returns, we do not stop just now to enquire, further than only remarking that the tax will fall almost, if not altogether upon the farmers. But we do think if, as is suggested, that the Bureaus of Arts and Agriculture should at once take the necessary steps for having this carried into effect in Ontario. There is a subject demanding their attention ten thousand times more urgently than the one now proposed, and which we have endeavored to arcuse the attention of the Minister of Agriculture to, and have called upon the Government once and again to give it their consideration, viz.:—the urgent need of voting a few hundred dollars—to be placed in the hands of some reliable person—for the importation of seed, especially that of wheat, in order that it be tested, and some suitable kind be obtained, so that our farmers could be able with some certainty to secure seed that would remunerate them for the cost and labor. That such is wanted is known to every farmer in the country, as the fact that the yield of wheat, we regret to say, does not at present require the machinery proposed to enable us to know it has gone back year after year, until in many cases farmers have enough to do to raise what will suffice for their own use, and some of them not even that; and sure we are, had there been applied as much money as will be required to take the statistics of a single county, that the country would have been enriched by thousands of dollars, by affording to the farmers seed wheat which could be relied upon for producing a crop. In fact, we are in that position just now as farmers, so far as the wheat crop is concerned, that we question whether the value of the whole crop raised could defray the expenses incurred by the process of obtaining the desired returns. Now we put it to you as farmers, and to the Minister of Agriculture, the Bureau of Agriculture, and the Government, considering the present almost unheard of circumstances we are placed in by the class of seed wheats, whether it would not be better to obtain at the thousandth part of the expense, some good seed, than to put us to more expense for obtaining the returns of our crops while we cannot purchase seed to grow them. It is a most desirable thing to have full and complete returns of our grain crops, but surely it is much more desirable to have some good reason to expect that we will have good crops to return, which under the parsimonious policy applied by the Government to agriculture, we have no grounds to rest such expectations upon, however devoutly to be wished. Below we give the proposed method for obtaining returns:—

"What is needed, as we think, is that in every county town or railway station, at least, there should be established a public weigh scale; that all grain sold in the market should be weighed thereat; that a record should be kept of the weight of each load and the price paid for it; that

the weight master should each week ascertain the total amount of grain weighed, and the cost of it, and strike an average; that he should transmit these returns to Ottawa, and that then they should be combined, and a general return of the total amount of grain sold at all these towns, and the average price paid for it, should be published in each issue of the *Canada Gazette*.

Politics.

Farmers, it is of far less consequence to us than many of us imagine whether Reformers or Conservatives are in power. Our duty is to put men in power that will foster and aid agriculture, as nearly all the taxation must be paid by us. It is right and necessary that we should have both a Government and an Opposition. Either party would soon be too tyrannical and oppressive if not held in check. The elections will soon be here. For our own part we care but little which party is in majority. We need have no hope for abatement of taxation. There always was and always will be immense sums apparently unnecessarily expended and favoritism shown. What our duty as farmers should be is to send only such men as are really interested in the prosperity of agriculture to the Legislature. If you send double the number of plain farmers, even admitting they cannot address a meeting in such an eloquent, logical, or pleasing manner as the educated and trained, and studied citizen can, your interest will be better looked after. There will be speakers enough in the House. It is voters you have to send. Just put these questions to every one that demands your vote:—Why do not seeds be allowed to pass through the post office as cheaply as books, or as cheaply as in the United States? If you understand the new law on postage you may gain a great point, either from a Conservative or Reform candidate. It has been the duty of the present Government to facilitate the spread of new seeds. It has been neglected. The Reformers, although bringing in various measures, and wasting the country's money by occupying much time in discussing many a little \$30 or \$50 expenditure, have neglected your interests. Seeds are no more trouble or expense to carry than other packages. Then why charge four times as much as on paper, or ten times more than the Americans charge? Again, agricultural information ought to be as cheaply sent as political information. But Ontario has not nor never did have a good weekly agricultural paper. The law allows political papers to be sent through the post office on credit, but every agricultural paper that is published has to be pre-paid; and other advantages are given to political papers, such as sending accounts and receipts, which editors of agricultural papers cannot do. If you consider that either new seed, or agricultural information is of value, make your demand at the Convention platforms or polls from candidates belonging to either political party. They are both wrong. The one for not doing it when the power was in their hands, and the other for not attempting to improve the position of agriculturists. It is necessary for you to watch your interests, and to place such men in power as will look after what will either put down or prevent our pork market from being injured by the Americans. We do not deem it necessary that large expenditures should be made, but we consider that obstructions should not be placed in the way to prevent agricultural progress. You do not want the House of Parliament to be filled with jobbers or place seekers.

broad.

ship called at and informed right vendors purchased some any fork, which the country ed out quite a his pocket to with a view to fortunately he Tow, we wish against having unprincipled a patent, nor but this established a prominent out the country, e using it to their nefarious patent rights.

Fair.

London Horticultural Association Agricultural Society on the 26th organizing the for the year having been read of officers was follows:—

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M. Saunders.
Bride.
Andrus.

on, seconded by nutive Commit- Board, to whom s of detail and d that the said of the President no shall preside Committee, and McKenzie, Lane, Roach, Saun- port to the Joint Carried.

Society had any influence in favor an agricultural need?

Mr. Weld to keep out of the FARM- should be, the fore- in Canada.

on, seconded by e Joint Board is t to be derived aporium properly express our best Mr. Weld in his

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AND WEST OX- SOCIETY FOR 1871. of the above As- Town Hall, Inger- ult, the following d to office for the ent—James Mc- et, Archibald Park; er, Wm. H. Gane. M. P. P., Thomas rris, R. A. Jones, a McLean, John S. olding and Armon hur O'Connor and

w student in Chica- he should practice aw.