THE PRODUCER AND HIS RELATION TO PRODUCTION AND MARKETING

(Continued from page 2077)

is because of the carelessness or ignorance on the part of the producer. Eggs probably more than any other perishable produce degenerate in quality, when improperly handled. When we consider that Canadian records show 17% of our total production of eggs are a complete loss and as this loss must occur somewhere between the time the egg is new laid and the time it is consumed, it surely shows need for better methods on the part of the producer because he must bear his share of the responsibility. The producer may listen to lecturers or read bulletins on the care and proper methods of handling eggs, and no matter how proficient the lecturer or writer may be, the producer will receive more real assistance if a competent person would visit his farm and show him modern methods, which in this instance might consist of what a suitable poultry house is; how the nests should be arranged; the proper type and strain of fowls to keep; how best to feed for egg or meat production; how to gather, keep, pack and ship his eggs for market; how to tell a new laid from a stale egg; how to test new laid eggs for blood spots, blood clots or blood rings, all of which should be causes for rejection of even strictly new laid eggs.

The solution we would offer to this difficulty as already intimated, would be to engage practical men, who fully understand the art of production and the proper methods of marketing, and have them go to our farm sections and demonstrate to each farmer what steps are necessary for him to take to increase the earning capacity of his farm, which means better profit for the farmers and lower cost per pound of food values to the consumer, when properly worked out. We believe that the adoption of this method alone will increase our savings from 10 to 15%, which would show in our agricultural reports as increased production. Any progressive efforts, no matter how small, that we can induce our farmers to practice will tend to make them specialists, and this together with true co-operation will lead towards the solving of the problems of the High Cost of Living, and further more tend to make our farmers the most contented and prosperous people in our land.

Production, however, is only one part of the subject involved, and not more than a half of the responsibility rests upon our producers; especially is this true with regard to those who specialize. A second equally important feature is the marketing. Owing to the utter lack of Canadian Food Standards, it is impossible for our producers to know just how to market. Until such time, as we have a proper standardization of food products, the present system of deception, practiced in a general way on our markets will continue to be the rule and order of our markets days. To get such a standardization, a sane co-operation of the interested public with our Government officials, who have matters of agricultural developments in their hands, will have to be brought about.

The greatest assistance in marketing produce will therefore be to place in the hands of these practical demonstrators recognized standards of food products, so that intelligent co-operation can be exercised between the producer, dealer and consumer; and further aid in the formation of the plans which each farmer must make if he is to produce articles which will meet the demand of the standards. These plans may require weeks months and even several seasons' preparation; but in this very effort lies the interest of removing that humdrum "come-day go-day" from farm life, and transforming the same into an interesting occupation, by making an environment for our country homes that will cause them to draw rather than repel the young people of the present and coming generations.

In concluding these remarks relative to producers and production, I have tried to prove that there is a need for educational effort to help the producers; and I further believe that our Governments would very willing undertake steps to inaugurate a progressive, educational campaign, along the lines suggested, if they recognized the demand, and were assured of the proper support from the producers themselves.

From the producer's standpoint it is only necessary for them to look up Canadian imports of the products which they can produce and market at a profit, to warrant their making the most concentrated efforts to carry on their farm operations in such a manner that increased production in a marked degree will be the result. I will suggest a few avenues which offer splendid opportunities for development work of this kind, and offer these suggestions in the form of a recommendation as to what I consider a farmer tilling 100 acres of land should keep in the way of live stock on his farm: 2 brood mares; 15 milch cows, 5 brood sows, 25 breeding hens, 100 laying pullets and any other lines that he can work in profitably with these animals, whose production is always a staple article on our markets any season of the year.

[The article next week deals with the function and place of the Middleman. Then comes an article on the Consumers.]—Editor.

NOVEMBER BANK CLEARINGS.

Although Canadian bank clearings for the month of November reflect a decrease of approximately 2 per cent., from those of October, when payments were of large proportions, the total now reported, $846,846,136, is the fourth heaviest ever returned for the Dominion.

The following table gives the Canadian figures month by month:—

(Three figures omitted.)

	1913	1912	1911
January........	$789,824	$674,184	$529,526
February.......	662,766	606,371	468,084
March..........	662,635	642,429	522,477
April..........	742,985	706,894	546,623
May...........	783,018	805,739	631,974
June..........	729,533	756,781	594,200
July..........	744,790	796,582	615,922
August.........	678,249	737,872	583,248
September......	725,335	697,982	551,056
October........	863,664	866,191	669,822
November,.....	846,846	876,183	771,772
December......	....	836,237	698,655

For eleven months of the calendar year the total is $8,229,649,311, an increase of seven-tenths of 1 per cent. over the corresponding period last year.

BONUS TO SHAREHOLDERS.

The Montreal Investment and Freehold Company, Ltd., have just paid its shareholders a bonus of $4 per share. So far this year 26 per cent. has been paid by this company. In addition a 10 per cent. dividend is paid.