

Greater Production and Better Marketing

By C. R. Barnes

The fact that a large crop of grain and potatoes sometimes nets the farmer a smaller return than he may have received from a smaller crop in a previous year, occasionally prompts some farmer to a protest against the increase of production, to bring about which has been the great aim of agricultural instruction ever since such instruction became a factor in the educational work of our era. Justification is even sought, in the low price which sometimes accompanies a large production, for such action as that of the cotton-planters of the south in agreeing together to limit the production of cotton to a figure far below the world's necessities, and even in turning up a portion of the gathered crop, in order to effect an advance in price. The advance obtained by their recent agreement, by the way, is given as from 5.6 cents in 1910 to 14.5 cents in 1911. It meant the temporary shutting down of millions in Europe and America, with semi-starvation and distress to many thousands of people.

WHY THE ARGUMENT IS WEAK

If it could be shown that the large crop and the low price always go together, the argument for limitation

of production would be somewhat better. But it has not infrequently happened that comparatively high prices have been maintained in the presence of the largest production ever known. This has in several recent years been the case with the wheat crop, and also with the corn crop. It may easily happen, therefore, that when, in the presence of a low price, farmers yield to a temptation to lessen production, conditions may so change, before the smaller crop matures, that a much larger crop might have been marketed at a high figure.

The fact is that the consuming power of the world's sixteen hundred millions of people is equal to the regular absorption of any and all the products of the cultivated lands, year after year. Purchasing ability does not, however, always coincide with consuming power; hence many important and varying factors, aside from the size of crops, enter into the fixing of prices. Among these factors are climatic influences, political disturbances, industrial activities or disarrangements, the cost of transportation and the combinations of middlemen.

The last two factors, especially the cost of transportation, make themselves very active in reducing prices when crops are large. If cargoes are more abundant than ships or trains, transportation costs, and the excess in charges above the normal figure is taken off the price of the products carried.

The remedy for low prices then would seem to lie rather in the betterment of conditions and methods which affect marketing than in discouraging the increase of production.

Land and Government

The division of land now held on speculation would much increase the number of landholders. It would so equalize the distribution of wealth as to raise even the poorest above that condition of subject poverty in which public considerations have no weight; while it would at the same time cut down those overgrown fortunes which raise their possessors above concern in government. The dangerous classes politically are the very rich and very poor.—Henry George.

Marketing is bettered when industrial populations, abroad as well as at home, are busy and happy; when transportation agencies are hindered from charging—contrary to business ethics—"the highest price for the largest order"—as occurs when they advance their figures in the presence of multitudinous cargoes;—and when producers learn to cooperate in placing their products in the hands of consumers without the intervention of superfluous middlemen. They do well who seek to improve the conditions and methods of marketing; but they are none the less doing well who seek to win from every acre the largest possible yield at the lowest cost.

The Daily Grind

The man on the farm wants to get into town so as to get rid of the "daily grind" of farm life.

The man in the city wants to get back to the farm to escape the "daily grind" of the city. And so it goes, everybody trying to escape their own grind. And yet no man ever made a success of life in any spot or place who was looking for a chance to escape the "grind."—Hoards.

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There was never before as good a time to buy a DE LAVAL Cream Separator as **right now**.

The hot weather is at hand when dairying is most difficult without a separator and when the increase in quantity and improvement in quality of cream and butter are greatest through the use of a good separator, which with present high prices means even more now than ever before.



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This is likewise the season when DE LAVAL superiority counts for most over other separators,—in closer skimming, larger capacity, easier running, easier

handling, easier cleaning and absolute sanitation. A DE LAVAL Cream Separator bought now will easily save its cost before the end of the year, and it may be bought for cash or on such liberal terms as to actually pay for itself.

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\$100,000.00 a week!

And this continuing right along for an average of 25 weeks!

Dairy Produce dealers are paying this amount of money to the farmers alone of the Brockville District, Ontario.

Last year these buyers paid the Brockville farmers upwards of \$1,000,000.00.

This money goes out to these farmers—they are DAIRY farmers—regularly, right through the season.

It is quite different in places not keeping and milking Dairy Cows. In these centres not a dollar is paid out for cheese! The farmers get their money from grain, beef cattle and kindred commodities. They must wait till certain seasons—usually the fall—to get their ready cash.

You as a business man can appreciate THE DIFFERENCE GREATLY IN FAVOR OF THE DAIRY FARMERS as prospective buyers of your goods.

We have mentioned Brockville; it is only one of the numerous Dairy centres in Ontario. Others are Belleville, Picton, Napanee, Peterboro, Stirling, Campbellford, Cornwall, Perth, Alexandria and several other centres in Eastern Ontario, not to mention those of Western Ontario and of Quebec province.

Above all question these are the districts into which you can, with unifying profits to yourself, go for more business.

Farm and Dairy, specializing, it is done in Dairying, is THE medium to take you to these prosperous Dairy people.

Farm and Dairy "GETS RIGHT INSIDE" these people, and is—

"A Paper Farmers Swear By"

Every Boy Wants

Spending money of his own. Now that the holidays are here we are prepared to give every live boy who sees this advertisement an opportunity to make his own spending money.

Any bright boy over 12 years of age can get a number of his father's friends and neighbors to become new subscribers to FARM AND DAIRY, and can earn as much money as his parents are willing for him to have, and take time to earn, by getting new subscriptions to FARM AND DAIRY. And besides the training secured and the money earned, he will be doing a real good turn to those friends and neighbors induced to take FARM AND DAIRY weekly.

Tell your boy to write us and find out all about the plan, and what other boys are doing in getting new subscribers for FARM AND DAIRY. The training your boy will get in selling new subscriptions to FARM AND DAIRY will be of great value to him all the days of his natural life. And better still, we will reward him amply, either with cash or with liberal premiums, which he may select from the list we offer.

Write tonight for our special holiday offer for your boy.

FARM AND DAIRY - Peterboro, Ont.