October 30, 1913.

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Underwood Tariff. The man who produces beef, pork, mutton, poultry, and dairy products should benefit by it to some extent. Prices for most food products are higher in the United States than here, and if our products can enter free a market with a popu-lation of 90,000,000 people, we need have no fear in not having a ready market. market.

have no fear in not having a ready market. But whether the farmer will benefit by it or whether the middleman will get advantage of the margin, remains to be seek-topogeration in producing to be seek-topogeration in producing to be seek triphy belongs to him. Around here quite a lot of feeders had sold and put in stockers, and im-mediately after the signing of the bill by President Wilson prices tok an up-ward jump. We expect to break even sext spring when we sell. All kinds of dairy products are ex-pected to strengthen if we allow the law of supply and demand to adjust itself. In Wilston County we are not as the border.

Few Radical Changes Expected

W. F. Stephen, Huntingdon Co., Que. W. F. Stephen, Huntingdon Co., que. There is no appreciable difference as yet on dairy conditions here. The built of the cream has gone to the United States for some time, especi-ally when butter prices were higher in the United States than in Canada. It will continue to be slipped across-amount of milk being shipped to New York. Gity in the near future. The Amount of mink being simpler to New York City in the near future. The Borden Condensory have lately fitted up their plant here with pasteurizer, cooler, and bottler, and are putting up milk for city trade with a de-

AD. TALK OXV

Influence

What are you buying with your

advertising money ? Do you feel satisfied that your ap-propriation is placed to give the best results ?

is circulation your "measure stick"? Possibly that monstrous list of sub-scribers is the magnet? Or do you measure the value of a publication by the influence it carries with its readers in creating sales? It's the prestige of a paper that gives its ad-vertising value. Is circulation your "measure stick" vertising value.

presting out a paper that give no av-vertising value. Now we don't mean to say that the circulation must be despised-mething of the heid duence it largely fives of the subscribers for its value. Farm and Dairy enjoys the confi-dence of its readers. To them it has become a necessity. They know we stand right back of them with our reputation. That's why we are in a position to give you selling efficiency, in the homes of our prosperous dairy-men. They act upon the hints and suggestions in their favourite farm paper.

And, that, we take it is the high-etform of influence. You can do your even thinking an this subject. Our one suggestion is that where influence with readers with a where influence with readers with a dwerting into good sales. The form paper which is a neces-sity to its readers is the most influent that it readers is the most influent in the quality field Farm and Dairy helds a distinct position in that it reaches our wealthiest and most up-tedate community of farmers—Farm and Dairy.

and Dairy.

"A Paper Farmers Swear By"

Waterloo County and the Tariff C. H. Shuh, Waterloo Co., Ont. As yet it seems almost too early to sy much about the effects of the new Inderwood Tariff. The man which we have to be the set of their output will go roduces beef, pork, mutica, poultry and dairy products should benefit with to some extent. Prices for mosi to some extent. Prices for mosi food products are higher in the United states than here, and if our products can enter free a market with a popu

Prices Better all Round

C. M. Macfie, Middlesex Co., Ont.

C. M. Movie, Middleare Co., Out. The farmers of this locality, with fire exceptions, are possessed of a to the independent feeling as a result of the exception of the cliniced States market. They can dictate a little higher prior and didition of the state higher prior of the clinical distances they have no addition; They have no addition; advantage in purchases of machinery as the question arises whether the protective turiff that still walls in the manufac-turers will not enable them to in-crease the cost of machinery to the living to offset the higher cost of living to offset the higher cost of living the other what the farmer sells.

CAPITAL INVESTMENTS HIGHER CAPITAL INVESTMENTS HIGHER There is almost evident another re-sult in relation to the farmer who has been buying finished cattle. Stockers as well as finished cattle will be in-greater, if as great, as formerly be-tween the classes. The capital invest-ment will be much higher and the feeder will have smaller profits than formerly. The tendency will be to in-crease the production of stockers on the farm where the will be finished

The new sector of the sector o

Withdrawal of U.S. Duties a Help

R. R. Stoan, Huron Co., Ont.

The recent change in the United States tariff will have the effect of somewhat firmer prices for Canadian somewhat firmer prices for Canadian farm produce, such as cattle and grain. So far cattle are very much more in demand than they have been for some time. This occurred even before the duty was removed. Ameri-can buyers were through this section of the country looking for beef cattle as well as stockers. The prices were also better than they have been for a considerable

they have been for a considerable length of time, so the producer in this case is getting a better return for his cattle than before the duty was removed.

was removed. The general opinion is that the price of swine and sheep, especially the former, will not be changed much while dairy products and grain will be somewhat firmer in demand and therefore will be a little higher in price. There are occasions when sheep will be shipped to American markets, but on the whole the mar-ket through time will equalize in the two countries.

ket through time will equalize in the two countries. The price of calves will be much higher here than before the duty was removed. On the whole, it is thought that the recent change in the tariff will be a great benefit to Canadian producers, though it is somewhat premature to tell exactly.



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