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EDITORIAL

Farm Implements in Winter

No farmer can afford to throw away valuable products grown on his farm; neither can he afford to shorten the period of usefulness of that for which he has paid cash. One of the most serious leaks on the farm is in the poor care taken of farm implements when not in use. As soon as the season is over binders and other machinery, no longer needed this year, should be carefully cleaned; the grease and dirt should be removed from the bearings, and these should be carefully oiled and all bright parts greased, to prevent rusting. Preparations should be made for replacing any broken or defective parts.

If time does not permit of all this, make a memorandum to be governed by on some stormy day, and then see that everything is put in readiness for the next harvesting or haying season. Get the repairs and place them on the machines at once. Take care of the plows. Get them under cover. Clean and grease the bright parts, so that when wanted next spring they will scour and save the time so many farmers lose in putting their implements into working order.

The Winter's Fuel

In the Canadian West the supply of fuel on the farm is a part of the farmer's business that needs study. Too many delay this purchase until the frigid weather conditions demand it. By ordering fuel early the dealer is permitted to refill his sheds, railways can haul it when opportunity affords, and the consumer has done his part to avoid having a shortage when severe weather has come.

Generally speaking, mine operators, railway companies and retail dealers have done a great deal to forward the movement of large stocks of coal to the consumer's door in readi-

ness for winter, but the consuming public, rural and urban alike, has not done as much as it easily might have done to avert the possibility of a fuel famine, with its attendant evils in the form of suffering, higher prices and hard feelings. Some have predicted that the coming winter will be a severe one. In view of this possibility are there not too many empty coal bins, and too many empty wagons leaving town these days? Take home a load when you can.

National Advertising for Breeds

The president of the American Holstein-Friesian Association, speaking the other day in Toronto, stated that the national organization for this breed in the United States had expended last year \$50,000 in advertising to farmers and milk consumers the merits of the Dutchman's mild-eyed black and white cow. He was satisfied that results warranted continuation of the advertising. City milk consumers were asking their milkmen if the lactic fluid peddled came from Holstein cows, and milk retailers in some cases were finding it to their advantage to have this breed.

All of which goes to show that national advertising will popularize a breed of live stock and create demand for it, just as the same kind of advertising will make people ask for the things the merits of which are proclaimed week after week in the columns of newspapers and magazines. The discovery, however, that such is the case has only recently been added to our knowledge of the possibilities of advertising. The fact is suggestive for live stock associations other than the American Holstein-Friesian Breeders.

Community Breeders' Associations

In 1906 in a small district in Wisconsin a few men interested in breeding Guernsey cattle got together and formed a local organization for that breed. Wisconsin has a state organization for the breed and there is a national Guernsey association, but the breeders in point figured that these associations were too far removed from their particular community to meet the needs of local breeders. The object of the community breeders' association was the same as the state and national organizations: to promote the interests of the Guernsey breed and establish cordial relations and co-operation between its members in the practice of such methods of care and management as would ensure the most successful and economical results. The members got together at frequent intervals and discussed ways and means of furthering the breeders' interest locally and methods of breeding, feeding and selection that would produce better milk-ers and better strains of Guernsey cows. They

went in for advertising their community and got out sale lists, giving the number, kind and sex of the stock each member had for sale. They advertised their district and its Guernseys in the farm papers of their own and neighboring states; and the venture paid. Wisconsin has now thirty community breeders' associations, and the number is increasing.

There is a field for work along similar lines right here in the West; if not with Guernseys, then with other breeds of live stock. The community that contains six or ten men interested in Shorthorn cattle or Clydesdale horses, or any breed of stock, that will make this fact known to the public, that will let prospective buyers know that in that district there are several herds, studs or flocks to be looked over and selected from, makes the strongest bid that can be made for the business of the man who wants to buy. If for nothing else, the opportunity afforded for exchanging ideas in the particular branch in which its members are interested makes the existence of community breeders' associations worth while.

What About Poultry?

Best export steers at Winnipeg are worth five cents per pound; prime bacon hogs, nine cents, and live chickens, per pound twelve to thirteen cents. Remarks a correspondent in a recent letter to this paper: "Last season I made eighty per cent. profit on the cost of raising chickens. I charged only the cost of incubating and the food consumed, but I do not know of any farm live stock that pays anything like these profits." Strangely this man concludes his letter by saying that he is curtailing his chicken raising operations. It is a regrettable fact that many farmers are doing likewise.

In the face of the comparison of values above given it seems difficult to see what other line of animal husbandry they can go into that will return anything like the profits possible from raising chickens; and chicken raising, by the way, is only one end of the poultry business. Egg production is generally rated the most profitable. We would advise any owner of a farm flock of poultry to do some thinking and figuring this fall before he wields the axe too freely among his feathered possessions. There is money in poultry, just as there is money in wheat raising or horse breeding, and the exercise of intelligence in management is required in the one as much as in the others. Losses in farming are more often due to careless methods than to any other cause, but the man who can successfully produce wheat or oats or flax, and keep within the production cost margin that means profits, can as easily produce chickens or eggs at profit where the margin that means profit is