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# The Merchant's Viewpoint

Jno. A. Gunn, Produce Dealer, Mont-

On all sides we hear the cry, "What causes the high cost of living?" Governments may employ all the students of economies in the country to investigate conditions, but I say here, without fear of contradiction, that without rear or contradiction, that unless the farmer makes a greater at-tempt to keep up with the growing demand of the cities the prices of

### AD. TALK

LXXV

One of the most remarkable advertisements ever in Farm and Dairy, and possibly EVER IN ANY FARM PAPER IN THE WORLD, is that live stock ad. of Mr. G. A. Brethen's that was in last issue-great Dairy No. inside back cover.

The typography in the ad. is not as good as it might have been, nor is the expression as clear as it should be to get properly into the minds of the average reader, but the illustration is good and ef-

The idea of the ad. is wholly Mr. Brethen's own. You'll agree that it is an exceedingly good one.

Perhaps not one man in hundreds of thousands ever has the facts available just anywhere near those on which Mr. Brethen has based his advertisement.

His greatest cow is a world beater. She gave 20,686 lbs. milk in one year as a Jr. 3-yearold! Her dam has also made over 20,000 lbs. milk in one year and produced twin calves as well.

But all this would have counted for but little to Mr. Brethen were the people not made aware of it. The value from the record is derived in greatest measure by letting people know the facts by advertising.

'Twas a big opportunity. You'll agree that it has been cleverly grasped and developed.

Some city people and a few business men would not have thought a farmer could or would get out an adv. like Mr. Brethen's. Most people now-a-days, however, know that the farmers, -especially the breeders of pure bred Dairy cattle, - are right up-todate. They have business acumen far in advance of what is required to run most jobs in cities. Their's is a many-sided business calling for keen insight, progressiveness, and great executive ability to manage and make of it a satisfying success.

You see this reflected right along in the people who read Farm and Dairy.

They are the prosperous dairy farmers, equal to many great things-even to big, striking, remarkably conceived advertise-

It is these people we invite you to talk to and sell your goods when you advertise in Farm and

"A Paper Farmers Swear By"

food products generally will be higher

food products generally will be higner instead of lower.

Look at the condition of the beef, hog and sheep industries. Today packers are at their wits end to know what to do. Instead of lower prices at this season of the year, we see prices firm and advancing on ac-count of short supplies. Only last count of snort supplies. Only last week our company had an inequiry for 10 cars of dressed beef for Calgary and Vancouver. Think of it—only and Vancouver. Think of it—only two or three years ago train loads of live cattle passed through this port for export to Great Britain. Today, there are not sufficient cattle produced in the West to take care of the

demana.

I dislike to think of what the next few years will bring forth. Get busy Mr. Farmer. Work overtime to take care of the growing demand for your wares, just as the manufacturer is doing every day to meet this situation doing every day to meet this situation by equalizing the supply and demand. Try a few years of increased intensive farming, and we are satisfied the re-sults will justify the experiment.

#### Our Front Cover

Organization is now the keynote of success in any industry. It is the growing realization of the necessity of organization that explains the new activity in Grange circles. Down in Essex county all the Granges of the Grange. The likener es of the officers of this county organization may be seen on the front cover of Farm and

seen on the front cover of Farm and Dairy this week.

Back row, left to right: W. Brad-don, Asst. Steward; Frank Bainard, Steward; Janes N. Futcher, Overs. Steward; Janes N. Futcher, Cores. Mrs. Jas. N. Futcher, Cercs. Mrs. Jas. N. Futcher, Cercs. Mrs. Jan. Park Hunt. Lectures, Hallingson, Sec.-Treas.; Charles Say-well, Chaplain; Frank Hunt. Lectures, Walter Wardell, Acting Master; John Cartis, Member of Executive. Liboratis, Member of Executive. Liboratis, Member of Executive. Liboratis, Member of Executive. Liboratis, Member of Executive. McBane, Pomona.

#### Opening United States Markets to Canadian Products

The Democratic Tariff Bill that has received the approval of President Wilson and the leaders of the Demo-Wilson and the leaders of the Demo-cratic party, and which was introduc-ed in Congress last week, will, if successfully enacted into law, admit a number of products from Canadian farms to the United States markets free of all cost and materially reduce the duties of other products. The will be of great benefit to the farms to the Canada, especially to those producing the products that are to be admitted free.

#### FREE LIST

The following articles of direct interest to farmers have been placed on the free list: Swine, meats, milk and cream, potatoes, corn and corn

and cream, possible in the duty on horses has been reduced from 25 per cent to 10 per cent; cattle from 27% per cent to cent; cattle from 27% per cent, sheep from 16.41 per

duced from 20 per cent. to 10 per cent.; cattle from 27% per cent to 10 per cent.; sheep from 16.41 per cent. to 10 per cent.; sheep from 18.41 per cent. to 10 per cent.; bay from 43.00 per cent. to 23.07 per cent. to 14.00 per cent. to 23.07 per cent. to 15.00 per cent. to 25.07 per cent. to 16.00 per cent. to 16.0

# A BOOK THAT EVERY COW OWNER NEEDS

In this 72-page book has been gathered together a fund of valuable information covering very fully those questions which are of vital interest to every owner of cows.

Some of the subjects interestingly discussed in this book by the best known authorities in America are as follows:

Dairy Cows' Diseases and The Proper Treatment; Proper Dairy Feeding and Balanced Rations; Most Suitable Dairy Crops; Alfalfa; Dairying for Profit; Silos and Silage; Soil Fertility; Farm Buttermaking, etc.

Illustrations of representative cows of each of the well-known dairy breeds are shown and the special claims for each breed are set forth by the various cattle association secretaries. The book also contains a series of illustrations showing the

desirable points in selecting a dairy cow and much gen-eral information of value to dairymen

While the De Laval Dairy Hand Book covers the various phases of dairy farming most completely, it is in no wise technical, but is written in plain every-day language so that even the children can understand it.

Free to Cow Owners. Just fill out the coupon printed below and send it to De Laval Dairy Supply Co.,

Montreal, Que.

DELAVAL DAIRY SUPPLY Co.,Ltd. Montreal, Que.

Please mail me, postage free, a copy of your Dairy Handbook, I keep \_\_\_\_cows. I sell cream, make butter, sell milk f Cross out whichever

you don't do.) The make of my Separator is , used years. Farm Town Province \_\_\_

The Call of The North

DE LAVAL

DAIRY

HAND BOOK

Do you know of the many advantages that New Ontario, with its Millions of Fertile with the Control of the Contr

For literature descriptive of this great territory, and for in-formation as to terms, homstead regulations, settlers' rates, etc., write to

H. A. MACDONELL. Director of Colonization,

Parliament Buildings, Toronto, Ontario

# Ploughs - Wilkinson



#### DRILLING MACHINES

Over 70 sises and styles for drilling either deep or shallow wells in any kind of soil or rock Mounted on wheels or on sills. or rock mounted on wheels or on sills, engines or horse powers. Strong, eimples or horse powers. Strong, either ending the strong of the control of th

## GRAND TRUNK RAILWAY HOMESEEKERS **EXCURSIONS**

To MANITOBA, SASKATCHEWAN AND ALBERTA

each TUESDAY until Oct. 28 inclusive WINNIPEG AND RETURN .... \$35.00 EDMONTON AND RETURN .... 43.00 Proportionate low rates to other points Return limit two months.

Settlers' Excursions

To ALBERTA AND SASKATCHEWAN Every TUESDAY until April 39th in-olusive, from stations in Ontario, Port Hope, Peterboro and West, at very low rates.

Hope, Peterboro and Weet, at very low rates.

Through coaches and Pullman Tourist Sleeping cars are operated to WINNI.
PEG without change, leaving Toronto the Committee of the

Berth Reservations and particulars from Grand Trunk agents.