

The Ontario Agricultural Gazette

The Official Bulletin of the Dominion Cattle, Sheep, and Swine Breeders' Associations, and of the Farmers' Institute System of the Province of Ontario.

THE MONTHLY LISTS OF PUREBRED LIVE STOCK FOR SALE.

The history and other particulars connected with the monthly lists of purebred stock for sale is not known or not understood by a great many Canadian farmers. The publication of these lists was first proposed, about two years ago, to the secretary of the Dominion Cattle, Sheep and Swine Breeders' Associations by Mr. W. E. Butler, of the firm of Wm. Butler & Sons, Dereham Centre, the well known swine breeders. Again in February of this year Mr. Butler wrote the secretary urging him to perfect the scheme suggested in his (Mr. Butler's) previous letters. Immediately thereafter the secretary, who had been for some months carefully considering the matter, prepared an article in which the proposed plan was carefully outlined. This outline was submitted to a number of experienced men and was approved of by each of them. Soon after this the secretary prepared his annual report to the Dominion Cattle, Sheep and Swine Breeders' Associations, and in it he wrote as follows concerning the monthly lists: "It has been the practice of each association to publish in the annual report each year the name and address of each member and specify the breed he reared. This has grown to be the largest breeders' directory in Canada. During the last three years I have been very frequently asked for these lists by parties desiring to buy purebred stock, and have mailed hundreds of copies, sending them to various parts of Canada and the United States. I believe that if these lists of breeders could be revised and distributed monthly it would be of great value. In order to do this, each member of the association would be required to notify me on or before certain dates each month, to be fixed by the association, what animals he or she has for sale, and the price asked. The lists could be revised and copies of the circular mailed. I have now about 4,000 addresses of live stock breeders and of prominent farmers in Canada and the United States. This plan would cost each association about \$15 per month, but would increase the membership of the Cattle and Sheep Breeders' Associations, and it would have a tendency to increase the sales made by our members, not only in Ontario but in the distant provinces in the United States. Besides benefitting the members, it would supply the Departments of Agriculture of the various provinces and states, and the secretaries of farmers' institutes and agricultural associations, farmers and American buyers, with just such information as they desire."

The report containing this extract was published some weeks before the meeting of the directors, which convened in Toronto, March 23rd, 24th and 25th, 1897, and a copy was sent to each director and to other prominent agriculturists. The above-mentioned directors' meeting was well attended, and a great deal of attention was given to the proposed monthly

lists, which were cordially endorsed by nearly every gentleman present, but as the question was one of great importance it was left in the hands of the executive for further consideration.

A joint meeting of the executive of the Dominion Cattle, Sheep and Swine Breeders' Associations was held in Brantford on May 21st, 1897, and careful consideration was given to this subject by the committee. All present were in favor of at once proceeding with the publication as proposed by the secretary, with the exception of Mr. George Green, of Fairview, and Mr. J. C. Snell, late of Snellgrove, now of the *Farmer's Advocate* staff, London. After a lengthy discussion, it was moved by Jas. Tolton, seconded by Major G. B. Hood, that the secretary be instructed to issue monthly a breeders' directory, as outlined in the report of the secretary. Moved in amendment by J. C. Snell, seconded by Geo. Green, that the directory be published monthly without the animals for sale being mentioned. Original motion carried.

Soon after the close of this meeting steps were taken to carry out the instructions of the board. The scheme was still vigorously opposed by one publisher, although approved of by all other newspaper and other public men who have been consulted. So violent was the opposition that it was determined to again lay the matter before the executive officers of the Dominion Cattle, Sheep and Swine Breeders' Associations. An executive meeting of each association was, therefore, called to meet at 7:30 p.m., September 9th, 1897. The officers convened in the tent of the superintendent of Farmers' Institutes on the Exhibition grounds, Toronto. The minutes of that meeting are hereafter given.

EXECUTIVE MEETING HELD ON THE GROUNDS OF THE TORONTO INDUSTRIAL, SEPT. 9TH, 1897.

A joint meeting of the executive of the Dominion Cattle, Sheep and Swine Breeders' Associations convened in the tent of the superintendent of Farmers' Institutes on Sept. 9th, 1897. Mr. Arthur Johnston was elected chairman.

Moved by Joseph Brethour, and seconded, "That all the directors present be members of the executive for this meeting." Carried.

A part of the minutes of the last meeting relating to the publishing of the monthly bulletin was read by the secretary. He also gave a synopsis of the letter sent out to members. A letter was received from FARMING, offering to publish the bulletin on terms to be afterwards agreed upon.

Mr. W. L. Smith, manager and editor of *The Weekly Sun*, upon being invited, spoke as follows: "I thank you for the opportunity of speaking. I think the proposal one of the best that has been made in the interests of the stockmen of the province. It will bring you into closer touch with the markets than could be done in any other way. The proposal which came from *The Sun* regarding the publica-

tion of the bulletin, was to the effect that a certain sum be paid annually to send copies of our paper to a list of names supplied by the Secretary of the Live Stock Associations, these names to include members of the Live Stock Associations, secretaries of Farmers' Institutes, etc. We expect this will bring us into closer touch with the farmers generally. The publisher would also receive the benefit of the increased circulation."

It was moved by Jas. Tolton, seconded by D. G. Hanmer "That we confirm the former resolution passed by the executive of the joint associations regarding the publishing of the monthly bulletin, and refer the matter to the secretary, who is instructed to make the best terms he can, and have the bulletin published forthwith."

D. G. Hanmer: "I do not think we should be dictated to by any newspaper or outsider."

Jos. Brethour: "I quite endorse the remarks that have already been made, and think we, at least, should try the experiment. It is a splendid opportunity to inform the farmers as to where good stock is located. Every one has a right to buy where he likes. The more good live stock we can induce the farmers to buy, the better for the country in general. This will be a very cheap way of advertising. The work the associations are doing is greatly helping the live stock interests in Canada."

Major G. B. Hood: "This matter was discussed at Brantford, and I think we cannot go back on what was done there. I do not think we can do better than leave the matter in the hands of the secretary."

D. G. Hanmer: "Would it be wise to restrict the amount of money spent in this way? We take in a certain amount of money as membership fees and with this money we can do anything we wish. The government are assisting us, but we are doing a good work for this province."

F. W. Hodson: "The understanding has been that the money spent in publishing the bulletin should not exceed the amount of the membership fees from the joint associations. A fact to be considered is that each association is now paying from \$90 to \$100 per year in advertising, postage and stationery. This account would be materially lessened by carrying out the plan now under consideration."

With the consent of the mover and seconder, it was decided to add the following to the resolution: "That money spent shall not exceed amount of membership fees."

John Jackson: "I think this is a matter of our own business. I do not think if the members of these associations were to combine and publish an agricultural paper in their own interests and in the interests of the country that the agricultural press could take objection. The live stock breeders have never objected when the managers of agricultural papers bought farms or imported stock and launched into the pure-bred trade."

Arthur Johnston: "Since coming to the exhibition I have met the publisher of a leading agricultural paper, and discussed the question with him. What I said to him I now repeat. It is just as much in his interests as in ours that the number of advertisers should expand, and I firmly believe that the proposed scheme will prove of advantage to all papers publishing agricultural matter."

The motion, which now read as follows, was carried unanimously: "That we confirm our former resolution passed by the executive of the joint associations regarding the publishing of a monthly bulletin, and refer the matter to the Secretary, who is instructed to make the best terms he can and have the bulletin published forthwith. The money spent shall not exceed the amount of the joint membership fees."

The meeting then adjourned.

It will be observed when reading the above that the plan proposed is not the desire of one man only, but of the entire associations as represented by the officers and directors. It is also made plain that the associations intend to pay by voluntary contribution all expenses incurred. No portion of the government grant to any of these associations will be used for the purpose here outlined. The lists published will be of great value to the country. Hereafter it will be much easier for farmers to find the pure-bred animals which are so much needed to improve their stock. The trade between Ontario and the neighboring States and Provinces will be extended; in fact, the monthly lists will be of great value to both buyer and seller. In Ontario the live stock trade is most important, and every effort should be made to improve and enlarge it.

Copies of the "lists" will be sent each month to the Secretary of each Farmers' Institute in Ontario and Manitoba. Persons who wish to buy stock can procure the latest list by visiting or writing one of these Secretaries, or by writing to F. W. Hodson, Parliament Buildings, Toronto.

Fifty copies of the monthly lists of stock for sale were last week sent for distribution to E. E. Sheppard, care of British Consul, Panama, Central America. It is hoped more copies will follow later.

THE PROVINCIAL WINTER FAIR.

The premium list of the Fourteenth Ontario Provincial Fat Stock and Dairy Show has just been issued, and 1,600 copies were mailed this week. The show will this year be held in the city of Brantford, December 7th, 8th and 9th. Upwards of \$4,000 are offered in cash prizes. This promises to be the most successful winter show ever held in America. The prize list in the cattle, sheep and swine departments has been increased in each case. The prizes offered in the cattle department are unusually attractive.

Prize lists, entry forms, etc., may be