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EDITORIAL.

The Greatness of Agriculture.

At the recent dedication of the splendid new agricultural building in connection with the University of Illinois, Hon. L. H. Kerrick struck a note that should dominate the thinking of every Canadian as well as every American farmer, namely, that of all secular business or pursuits, agriculture is the greatest and most honorable.

Right-thinking and discerning men have deplored the trend of people and institutions away from the farm, farm life and the invigorating influences of nature, till to-day there are too few people in the country and too many in the city. There are not enough on the farm to do the work well and comfortably, while in the city there is crowding, poverty and strikes. These desperate struggles, with bloodshed and ruin in their train, while accentuated by a mad and selfish race for wealth, and precipitated by various means, have their foundation in too many people needing the same job. The trend of the schools has been away from the farm, teaching its sons and daughters anything and everything but what they require to make that life attractive, satisfying and successful. To say that the so-called learned professions are full, pressed down and running over, said Hon. Mr. Kerrick, gives but a hint of their actual condition. In addressing a graduating class of Chicago University, President Harper said to the successful graduates before him:

"You are now entering the world, and you will find that poverty will be the strongest opponent to overcome. You who are entering life as lawyers need only to look at the papers to-day to find that the average lawyer does not earn his salt. Those who will become physicians will find that their only companion for a few years to come will be the wolf at the door; while those who go forth to teach, need only to witness the struggles of the school teachers in this city. The School Board is beset with howls and wails for an increase of salaries."

What a prospect for the brilliant students of a great university, and that too in one of the largest, richest, and most thriving of American cities! Imagine President Mills saying to a class graduating from the Ontario Agricultural College:

"Gentlemen, you are going out to the farms. You have not mastered the whole of agricultural science: that will not be done by any living or yet to live; but you have done your work well in the college, and you are well equipped for your business. However, I feel obliged to say to you that poverty will be the strongest opponent you will have to overcome. The average farmer is not earning his salt—that is, for his personal consumption, mind you, let alone the cattle and horses. The only companion you will have for some years to come will be the wolf at the door."

Or imagine, if you can, such a speech from the superintendent to the graduates of any of our Canadian dairy schools, or the School of Horticulture at Wolfville. Human imagination is capable of some great stretches, but it is unequal to flights of this description.

If the FARMER'S ADVOCATE reads aright the signs of the times, and we believe we do, a change is coming over the spirit of the people. Already there is discernible the beginnings of a return to agriculture, a recognition of its primal importance, and also that it is a business requiring business training; that it is an art requiring skill, and that it is the most all-comprehending of sciences. It affords ample scope for the best natural abilities and attainments, and full scope for the best development of manhood. Many have failed because they did not appreciate farming at its par value. In some measure the farmer is responsible for the way in which too many have looked upon his avocation. How can we expect others to esteem a calling for

which we seem to have so little regard ourselves? There is a change, too, coming over the spirit of educators. Everywhere we find them turning their attention to "nature study" and natural science. Schools and colleges of agriculture are being thronged, and never before was there so much real interest manifested in the agricultural experiment station as to-day. Comparatively new, these institutions of instruction and research, which must ever go hand in hand, are abundantly proving their value, and in proportion to the skill, vigor and judgment with which they are conducted, will they win friends and give a generous return for the expenditure involved.

The Question of Advertising.

To be frank with our readers in dealing with questions affecting the interests of the farmer, or the public generally, has been one of the characteristics of the FARMER'S ADVOCATE. To plainly say what one believes to be right has not always been agreeable, but it has been wholesome. Consequently, frankness in saying a few words about the business of advertising, which concerns so many of our readers and patrons, will hardly leave us open to the charge of "talking shop." This is an age of publicity, of widespread interests, far-reaching intercourse, rapid communication. Men do not live to themselves now. They cannot do so. The wants of primitive men were few and simple. Not so to-day. Modern customs and methods have revolutionized and superseded the methods of the past, and the business man who fails to make himself known and take the public into his confidence by advertising is as great a wonder as the man who formerly launched out as a leader in that respect. The volume of trade transacted by mail is enormous. Human needs exist everywhere, and advertisements give information which thousands of people want. It is now a recognized axiom that no business can afford to ignore advertising. This is true of matters outside of what is usually styled "business." To illustrate: As many of our readers may remember, when the last India famine was on, the manager of the *Christian Herald*, of New York, undertook to raise a relief fund, and in connection with his published audited statement, he now mentions as one noteworthy feature that an investment of \$8,320 in making known his effort by advertisements in good periodicals resulted in inducing contributions to the fund to the extent of \$96,901, or eleven times the original outlay. Instances might be cited, of course, where in ordinary business advertising vastly greater returns, proportionately, were secured, but the lessons to be deduced are the same. The public had confidence in Dr. Klopsch, he presented a good case, he utilized advertising space liberally in papers of good standing and weight, circulating largely among a superior class of people, and the advertisements were skilfully written and well illustrated. Such periodicals could not afford to sell him space as cheaply as some others, but he knew that it would pay much better. And so it proved. Right at this point the experience of one of our oldest and best patrons is instructive. He told us that he was once induced to invest in space in a sheet purporting to have a considerable circulation, though evanescent in character, and for a time received many enquiries; but no business developed therefrom, directly or indirectly. Being a "Cheap John" class of paper, it had attracted a non-progressive, "Cheap John" class of readers, who, if not actually on the "beat," were very close to the line, being only on the lookout for bargains—\$1.00's worth for 50 cents. "I soon found it," said he, "to be a poor and ineffective medium, and, of course, dropped it."

Of all modern plans by which the seller would reach customers for the disposal of manufactures, live stock, agricultural products, or goods of whatever sort, advertising in papers of good repute seems to have become the most pronounced and successful, and for business with or between farmers the agricultural journal naturally best fills the bill. Their readers are educated as to the great value of improved stock, appliances, etc., and the natural medium of reaching them is through such periodicals. Such announcements should be honestly made, and good faith invariably kept with the customer, who should treat the advertiser in a square and reasonable manner, giving the paper due credit in writing the advertiser. The latter will enhance the value of his advertising space to himself by using attractive phraseology, frequent changes of wording (never letting announcements grow "stale"), and the judicious use of engravings which catch the eye. The stockmen should keep us posted as to the disposal of notable animals, and the general advertiser, of any special features cropping up in his trade.

Advertising, like manuring, has an accumulative value; but, as every farmer knows, for steady returns the applications must be regularly repeated. When we desire to enforce any sound principle or practice in farming or stock-rearing, we find it necessary to repeat it, "line upon line," impressing the truth in new forms issue after issue. From new readers or forgetful old ones we receive among the scores of questions reaching us every week for answers the same ones again and again. Repetition is a necessity. The public is forgetful. No matter how well carried on otherwise, a business must be kept in the public eye or drop speedily out of sight. This, of course, does not apply to announcements of a purely transient character.

As is the case with many other periodicals keeping a superior standard in view, the FARMER'S ADVOCATE finds it necessary to decline a very large amount of advertising every year, which is either of an unclean character or which we have reason to believe is fraudulent in its nature. In the long run, a clean and honest business is the only sort it will pay to cultivate. Three parties are naturally concerned in advertising: the person with something to sell, the one who desires to buy, and the publisher who prints the announcement, and the transaction must be satisfactory to all three. To accomplish this the principles which we have outlined must be closely adhered to.

The Solid Security of Improved Live Stock.

Confidence in the future of the industry of breeding pure-bred cattle of both the beef and dairy breeds has been materially strengthened by the results of the recent public auction sales of Herefords, Shorthorns and Jerseys reported elsewhere in this issue. Following close upon a great combination sale of Herefords in Chicago last month, at which the record price of \$5,000 for a cow of this breed was realized, and an average for ninety-eight head, of \$343, we have the Cooper sale, in Pennsylvania, of imported Jerseys, at which a bull was sold for \$3,500, and a cow for \$2,775, and an average scored of \$451 for one hundred and eight head. Close on this we have the sale of Shorthorns from the herd of Mr. Ward, of Iowa, at which \$2,500 was paid for a cow, and an average price of \$725 was recorded for forty-five head; and following on the heels of this the disposal of fifty-nine head in the combined offering of fifteen head from each of the noted Canadian Shorthorn herds of Messrs. Flatt, Cargill, Cochrane, and Edwards, at which an average of \$748.33 was made for the fifty-nine head sold, the