

FARM AND DAIRY

AND RURAL HOME

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1. **FARM AND DAIRY** is published every Thursday. It is the official organ of the British Columbia, Manitoba, Eastern and Western Ontario, and Bedford District, Quebec Dairyman's Associations, and of the Canadian Holstein, Ayrshire, and Jersey Cattle Breeders' Associations.

2. **SUBSCRIPTION PRICES** are \$2.00 a year, strictly in advance. Great Britain, \$3.00 a year. For all countries, except Canada and Great Britain, add 50c for postage. A year's subscription free for a club of two new subscribers.

3. **REMITTANCES** should be made by Post Office or Money Order, or Registered Letter. On all checks add 20 cents for exchange fee required at the banks.

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5. **ADVERTISING RATES** quoted on application. Copy received up to the Friday preceding the following week's issue.

6. **WE INVITE FARMERS** to write us on any agricultural topic. We are always pleased to receive practical articles.

CIRCULATION STATEMENT

The paid subscriptions to **Farm and Dairy** exceed 5,000. The actual circulation of each issue, including copies of the paper sent subscribers who are but slightly in arrears, and other copies sent from 5,000 to 10,500 copies. No extra copies are accepted at less than the full subscription rate. Practical articles and lists do not contain any dead circulation.

Sworn detailed statement of the circulation of the paper, showing its distribution by countries and provinces, will be mailed free on request.

OUR PROTECTIVE POLICY

We want the readers of **Farm and Dairy** to feel that they can deal with our advertisers with our assurance of our advertisers' reliability. We try to admit to our columns only the most reliable advertisements. Should any subscriber have cause to be dissatisfied with the treatment he receives from any of our advertisers, we will investigate the circumstances fully. Should we find reason to believe that any of our advertisers are unreliable, even in the slightest degree, we will discontinue immediately the publication of their advertisements. Should the circumstances warrant, we will expose them through the columns of the paper. Thus we will not only protect our readers, but our reputable advertisers as well. It is our policy to limit to the benefits of our Protective Policy, you need only to include in all letters to advertisers the words, "I saw your advertisement in **Farm and Dairy**." Complaints must be made to **Farm and Dairy** within one week from the date of any unsatisfactory transaction, with proofs thereof, and within one month from the date that the advertisement appears, in order to take advantage of the guarantee. We do not undertake to adjust trifling differences between readers and responsible advertisers.

FARM AND DAIRY

PETERBORO, ONT.

WHY FORM COOPERATIVE ASSOCIATIONS

The past season with a short apple crop in all parts of Eastern Canada, the advantages to be derived from co-operative packing and shipping have been more prominently demonstrated than ever. Reports received by **Farm and Dairy** from all parts of Ontario show that members of cooperative associations have received higher prices than those disposing of their fruit in the usual manner. In some cases, the difference has amounted to as high as \$1.00 a barrel when the fruit was finally marketed.

It is possible to produce fruit which cannot be excelled for quality and yet lose through poor marketing a large portion of the returns that should be received. Small fruit growers should be taught to appreciate the benefits of cooperative fruit growers' associations in disposing of their crops.

The success of all big concerns in cities is due to their being in reality

cooperative enterprises. The main work of the many men in one of these concerns is to manufacture the goods in which the concern deals. The disposal of goods is under the supervision of a few men who make a specialty of salesmanship, who study markets and are in a position to sell to the best advantage.

Why should we not apply cooperation of this kind in horticulture? It is now being done in many associations. Each individual farmer, with a few acres of orchard is not able to give the time necessary to the study of the problems of packing and marketing. By combining with neighboring farmers they are able to employ a manager who can give all of his time to studying the problems concerned with the marketing end of the business. The success of cooperative fruit growers' associations is due to the working out of this principle. The packing and marketing are under the supervision of a man, a specialist in that line.

Cooperation among small growers is the only way by which they can hope to reap the largest returns from orchards. We need more and more to apply the principles of cooperation, such as are exemplified in large industrial plants, in apple growing and in other branches of farming and we will then reap returns more in proportion to our investment and efforts expended.

SOME PROFIT IN POULTRY

Eggs that cost 10 cents a dozen and on being marketed realize to the producer 48 cents a dozen for a period of over three months are worth producing. Hens in the past may have been of so little importance that a farmer was warranted in placing the care of them with the women folk and children. Can he afford to ignore hens now? We think not.

For years **Farm and Dairy** has been seized of the vast importance of the poultry industry and the possibilities it offered the average farmer. That is why we devote so much space each week to a poultry department. That is why we publish a special poultry annual each year, and in various other ways seek to foster the industry and to disseminate the most practical and helpful information pertaining to it.

Professor Graham, of the Ontario Agricultural College, in his speech at the Poultry Show Course held recently in Elmira, Ont., and which was reported in **Farm and Dairy** last week, stated that he had been offered 48 cents a dozen for the eggs produced at the College until the first of March next and that these cost 10 cents a dozen to produce. These eggs it must be remembered are eggs of quality. They are produced in quantity and they are placed on the market in an attractive manner, graded in color and size, and placed with the consumer almost as soon as laid.

Consumers object pointedly to paying even 30 cents a dozen for eggs such as ordinarily produced and marketed. The demand for quality eggs, however, is never satisfied and people are willing to pay any price to secure

such eggs. Realizing these facts as we do, is it not time that we gave more study and attention to poultry? No other class of farm stock responds so quickly to proper attention and responds so abundantly as poultry.

RESULTS OF SHELTON'S WORK

Small investors, in various parts of Canada, by the thousand entrusted their hard earned savings to the man Sheldon, of Montreal, who made use of it with such splendid results for himself! Sheldon, through his advertisements, which were placed in the larger dailies, appealed to the get-rich-quick passions of his audience. He offered returns of 9,000 per cent. This he hoped to realize from gambling on the stock markets. Several thousand Canadians from their acquaintance with Mr. Sheldon are to-day sadder, and—may we hope—wiser. Mr. Sheldon is reported to be living in retirement near Pittsburg, Pa.

Among this man's victims are numbered a fair sprinkling of farmers; in fact, a goodly number are interested in his game. These people will find experience a sure teacher and, in this particular case, a most expensive one. A return of five per cent, in the business world is considered a good investment. A few concerns such as the Canadian Pacific Railway and the Suez Canal pay from 10 to 15 per cent.

The operations of such men as Sheldon are regrettable. People who got the idea into their heads that they can make big money quickly become dissatisfied with their own business and are often prevented from investing in legitimate enterprises. Papers leaving their columns open to accept such advertising as that of Sheldon's are promoting fraud. **Farm and Dairy** refuses such advertising and publishes only the advertisements of such firms as we know to be reliable.

"Are you going to the Winter Fair this year?" If possible for you to attend, and you are a farmer, you should answer in the affirmative.

A trip to one of the Winter Fairs can be made of great educational value. There are to be seen the very best specimens of cattle, horses, sheep and swine. Then, too, facilities are such as to be most favorable for seeing the animals placed. The judges are required to give reasons for their placings, thereby adding greatly to the educational value of the show. Profitable experience can be gained by any man who takes in the whole fair, watches the judging carefully and attends the lectures on agricultural subjects.

Good milk cows with succeeding years are becoming more and more difficult to buy. It seems only as yesterday

Keep the Best Cows when fairly good milk cows could be obtained for \$30 or \$40 a head. Now a milk cow easily realizes \$70 to \$80, and if pure bred from \$100 up. City milkmen have for years purchased the best cows, milked them as long as they were profitable and then disposed of

them, and made no effort to replace the stock, except by purchasing anew. As a result, some sections of Ontario have parted with their best cows and the average production per cow in these sections is actually decreasing. Dairy men in such sections must awaken to the fact that if they will have good profitable cows, they must keep the best ones for breeding. If any are to be sold, sell the poor ones. The good ones are the kind to keep. Only a rich man can afford to keep a poor cow.

Dollars, and many of them, not only literally but actually, are carried away from the manure pile

Conserve that is left exposed to Manure the weather. The most valuable portion of the barnyard manure is that part which is easily leached out by rain water. It is worth while either to supply a suitable manure pit or to spread the manure directly on the field. The better system on most farms is to haul and spread the manure directly on the land. A dollar saved is a dollar gained. Some of us might gain quite a few dollars by better conservation of manure.

A **Farm and Dairy** correspondent, whose letter was published on page 13

November 17th, claims **Position of Our Cheese** do not hold the same predominant position

on the English markets as do those of Denmark or New Zealand; he refers particularly to cheese. In this he is incorrect. Canadian cheese holds the predominant position on the British market, and the best of Canadian cheese is classed as "finest." Up to the present time Canadian cheese has always commanded a premium over the New Zealand make. By keeping up the quality of our cheese, there is no reason why we should not continue to hold the position on the British market that we now have.

It is poor economy to keep dry cows on a starvation ration, as they will not be in condition to produce a good year's work when freshening.

Dairy Cow Economy A cow of the dairy type will draw upon her body fat for a time, to produce dairy products; but, as self-preservation is one of nature's first laws, she cannot be expected to continue to draw on her own supply unless she has a little extra laid by. The failure to recognize this fact and to practise a rational manner of feeding dry cows is largely responsible for the low yields made by most of the dairy cows of Canada. Verily, we cannot fool a cow either when dry or when milking.

Confidence is the corner stone of large business operations. Confidence is likewise needed where one is to deal in business men with whom he is not personally acquainted. We can assure our readers of the integrity of our advertisers, in harmony with our Protective Policy printed on this editorial page.