AND RURAL HOME

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FARM AND DAIRY PETERBORO, ONT.

THIS POULTRY ANNUAL

A \$50,000,000 industry! An industry one-half as important as our great dairy industry! A source of income to over ninety per cent of the farmers of Canada! Such is the poultry industry in this country. offer no apology for devoting one of our magazine issues each year exclusively to poultry. Poultry husbandry is already one of the most important branches of agriculture in Canada, and we believe that when we have improved conditions both for the production and marketing of poultry that we shall see such a development of this industry as will be a surprise to even those who now have the strongest confidence in the moneymaking possibilities of farm poultry.

The science of poultry husbandry is a progressive one. Our editors have endeavored to reflect in this issue of Farm and Dairy the new spirit that is coming over the poultry world. For many years we farmers have been

FARM AND DAIRY devoting ourselves entirely to produccultural press have been teaching us how to produce eggs and poultry at a minimum of cost.

We have almost forgotten the marketing end. Efficiency in marketing is of equal importance with efficiency in production. On good methods in marketing depend the profits that we are to obtain as a result of our labors at the production end. Efficiency in marketing is the subject of modern poultry thought. It is the biggest problem that we poultry men have to solve at the present time. We believe that the solution of the problem lies in cooperation among producers. We have endeavored to give this phase of the industry due prominence in this our Poultry Annual.

CONDUCT OF SCHOOL CHILDREN

President Creelman, of the Guelph Agricultural College, in his speech at the Western Ontario Dairymen's Convention at Ingersoll, stated that while on his way to Ingersoll he had found it necessary to wait at a junction point for a train and while there had noticed a group of high school girls and boys playing cards openly in the station, chewing gum and carrying on generally in a manner that offered cause for regret. In calling attention to this incident President Creelman has done a public service.

There are many parents who have little idea of the manner in which their girls and boys conduct themselves in public places while on their way to and from school daily on the trains. Frequently editors of Farm and Dairy have noticed with sorrow the boisterous, flippant, unseemly conduct of many pupils of high schools ranging from 12 to 17 years of age, who should have known better. From the dress of these children it was evident that they had come from good homes and that most of them were

from the farm. Free from restraint of their parents and teachers, some school children, girls included, appear to think that they are at liberty to conduct themselves as they see fit. Passengers often are shocked by the manner in which these pupils race around the car, pull one another around and indulge in loud talk. We hope that parents and teachers will be able to give some attention to this matter in future. In some sections it has become so serious as to require action if the children are to be protected against themselves.

We would rather hear the song of the birds than the factory whistle. That is why we stay on the farm.

The progress and prosperity of the country is reflected to a fine degree by our larger banking institutions such as The Traders Bank. This week we publish elsewhere the annual statement of this bank, which has always been identified with the farmers' interests and has probably more than other banks sought to serve the farmer and his interests. The report contains information of value to anyone wishing to be informed on the business of the times.

DECLINING EXPORTS

Why is it that our exports of eggs and poultry from Canada are falling off? In 1902, we exported 11,635,108 dozens of eggs valued at \$1,733.242. In the same year our exports of poultry alive and dressed were valued at \$238,047. In 1910 our exports of both eggs and poultry were practically nil, and that year we imported several hundred thousand dozen of eggs.

The increase in home consumption may account for a large part of the falling off in exports, but why has not production increased as rapidly as consumption? Why have we farmers who are the parties really interested allowed themselves to lose such a valuable export trade? Indifference, lack of a good marketing system, and many other factors not so commonly understood have combined to produce this result.

The figures that we have given showing the decrease in the export trade are official and should arouse the departments of agriculture, both Dominion and Provincial, to investigate. Why not hold a convention of American poultry experts to enquire into our poultry industry and the wherefore of our declining export trade similar to the convention of fruit experts to be held in Ottawa this month? The findings of such a convention would be valuable indeed in shaping legislation for the upbuilding of our poultry industry.

COOPERATION FOR POULTRY MEN

Cooperation in production and marketing is no longer an experiment in Canada. And to no branch of agriculture can cooperation be applied with more satisfactory results than to the poultry industry. Through cooperation we may market our poultry produce more cheaply, give better satisfaction to our customers, and hence receive a more profitable price.

And we are doing it. Cooperative egg circles such as have been described in Farm and Dairy from time to time are being operated successfully in at least four provinces of the Dominion, and with satisfactory results. A circle in Victoria Co., Ont., reports that in the six spring and summer months of 1911 they received a premium of two and a half cents to three cents a dozen for their circle eggs marketed cooperatively. The additional price was so much clear profit. Since September the premium has varied from five to fifteen cents. Similar reports have been received from Peterboro Co., Ont., and from circles in the provinces of Quebec, Manitoba, and British Columbia.

Cooperation in the direct marketing of eggs is the simplest form. we get more experience in this line, we will then launch out into the broader lines. For instance, we farm- of the kind that he gets every day, ers will be holding our eggs through the season of large production and small prices to be marketed during the season of small production and high prices instead of giving that privilege to the middleman as we now

Farm and Dairy lately that last August he put twelve dozen eggs in the cold storage at Galt, and when taken out on December 20th the eggs were exceptionally fine, could all be sold as first class and at a great margin of profit. At present the middleman is making that profit. By cooperation we can divert it to our own pockets. This is only one of the many ways in which we can adopt cooperation to our own financial good.

Cooperation has been the very life of the poultry industry in Denmark. Cooperation has given new life in the last few years to the poultry industry in Ireland. We in Canada are beginning to see the light. Farm and Dairy believes that the next few years will be marked by a great growth of the cooperative movement in connection with the poultry industry in Canada. Let us all do our part to further this great money-making, money-saving system-cooperation.

QUALITY COUNTS

Mr. A. G. Gilbert, Manager of the Poultry Plant at the Central Experimental Farm, Ottawa, when asked recently by an editor of Farm and Dairy as to what point in poultry keeping should be most emphasized in this Annual Poultry Number, answered, without hesitation, "Tell your readers to market their eggs fresh." Continuing, Mr. Gilbert said, "I was recently in a large dairy store in this city and the proprietor said to me, 'I will give you fifty-five cents a dozen for such eggs as you sell from the Central Experimental Farm, because I know they are strictly fresh and laid by well and cleanly fed hens.' Pointing to a large number of cases of eggs, he continued, 'These are eggs that we sell at thirty-two cents and thirtyfive cents a dozen. They are supposed to be fresh, but as a matter of fact we can never depend on them.'

The prices that we farmers some times receive for our eggs and poultry produce are discouragingly low. We are told that the market is glutted But the market is never glutted with produce of the first quality. If we market eggs that our customers know are strictly fresh and dressed poultry so finished that it is a pleasure to look at we need have no fear of glutted markets or low prices.

How are we to develop this quality market? Those of us who go in for poultry quite extensively can well afford to get in connection with some reliable city dealer and guarantee to supply him with fresh eggs, shipping at least twice a week in summer and once in winter. We can market our dressed poultry through the same medium. At first we may not receive a As large premium for our quality eg. 8, but the dealer and his customers will soon recognize that our produce is not and he will soon see that we are rewarded for producing quality goods

Most of us, however, are not in poultry keeping extensively. We cannot afford to take a trip to our nearest shipping point twice a week. In that case we must cooperate to deliver Prof. W. R. Graham, of the On-tario Agricultural College, informed of Canada farmers already have co-

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