

THE FARM

Battling with Bindweed.

Editor "The Farmer's Advocate":

I have noticed several articles in "The Farmer's Advocate" about killing bindweed. Perhaps our experience might be useful to someone. We had a small field of four acres badly infested with it. I think we got the seed with mangel seed which we had planted in that field for a number of years. In the spring of 1911 we plowed the field as soon as it was dry and disked and harrowed till nice and fine. After that, we used the cultivator every few days, or just before the weed got above the surface. I think just once it got ahead of us while we were busy with the hay. We continued this method till the first of September. Then we gave the field a good coat of barnyard manure and plowed it in and seeded it with wheat. The ground was in such fine tilth the wheat came up quickly and soon covered the ground. In the spring, after the snow had all gone, we examined the field and, to our surprise, there was lots of the weed. It was small, but quite green. When the weather got warm, the wheat grew very rapidly and became a thick, heavy crop. When we cut it, there was scarcely a stock of the weed to be seen. As soon as the crop was off, we plowed again, intending to continue the cultivation, but the heavy rains stopped us. Had the weather been favorable, the victory would have been ours. The cultivation weakened the weed and the ground being rich (which is all-important) the wheat smothered it.

Bruce Co., Ont.

G. H. R.

THE FARM BULLETIN.

Progress.

By Peter McArthur.

At last this part of Ontario has made a step forward. A Fruit-Growers' Association has been organized at Glencoe, and preparations are being made to handle the orchards of the district properly. I have been told that thirteen thousand barrels of apples were shipped from this neighborhood last year, so we certainly have the goods to deliver if we go at the work with a will. To me this seems the most progressive step taken in this district in many a year. If it is successful, and I see no reason why it should not be, it will probably mean the transformation of the whole country side in the course of the next ten or fifteen years. The land is admirably adapted to the production of good apples. This is amply proven by the fruit produced in the orchards that have been cared for properly, and visiting horticulturists have been unanimous in saying that apple-growing is our logical industry. Of course, it will take years to convince some people that they should plant out orchards; but when they see proper results from the orchards already in existence, they will gradually fall in line. Unquestionably it takes many years to get a young orchard bearing profitably, and this gives a chance to the wise owls, who exist here, as elsewhere, to hoot dismally: "You will never live to get the good of your tree-planting." Perhaps not, but I have heard that doleful remark before, and the answer is simple. Developing an orchard is like putting money in the bank—only better. If you stop to think it over, you will realize that you will never get the good of the money you put in the bank unless you spend it, and you have no intention of doing that, have you? You intend leaving the money you save to someone else. Well, wouldn't it be just as well to leave that money invested in an orchard, especially as it will increase in value in the land much more rapidly than it will in a bank. And the heirs to whom you leave a good orchard will have a permanent source of income, while the money in the bank might be lost in one flyer in a bucket shop. The argument is all in favor of planting an orchard.

At the meeting which was held for the purpose of organizing the association there was a discussion of the problem of selling that interested me greatly. The prevailing opinion seemed to be that we should try to organize a county association. It was held that the more powerful we were, the more likely we would be to get good prices from the buyers. As the problem of the high cost of living is never long absent from my mind, I could not help seeing that the work we are doing here gives little promise of cheaper rates for city people. Apparently all it is hoped to do is to compel the buyers to give up fair treatment and to exact from them a share of the profits they are making. If this has any result at all in the cities, it will be to force prices still higher, for what the dealers give up at one end

of their transaction they will try to get back at the other. It is hard to see how the cost of living can be reduced in the cities until Consumers' Leagues are organized, or at least Retailers' Associations. If there were organizations in the cities that could handle the products of the country organizations, competition would soon bring down prices to a normal level. Of course, the present middlemen would be eliminated, but considering the character of the service they have been giving of late years, they deserve little sympathy. There are altogether too many men making their livings between the producer and the consumer, and it is time that something was done to weed them out. The distribution of products by the transportation companies and middlemen in some cases costs many times as much as the production, and in order to pay profits to all the intermediaries, both the producers and consumers are being robbed. I suppose, from the point of view of many producers, it does not matter much what the consumers have to pay if the producers get a decent profit. But this is a mistake. If consumers can get apples and vegetables at a fair price, they will use more and the demand will be greatly increased to the producers. In this way it is as important to the producer as to anyone else that the consumers should get fair treatment, and the consumer cannot get fair treatment until we have a co-operative system of distribution that will put an end to such hold-ups as have been experienced in the past.

The work of county advertising that is now in progress in various parts of the country is also interesting. Having had some experience in the advertising business, I learned a few things that impressed me greatly. To begin with, "Hot

Balfour even quoted from one of the advertisements on the floor of Parliament. It was probably the most skilled piece of advertising ever known, and it was at the same time a model of what advertising should be. If Haxton were advertising one of our Ontario counties, I imagine he would go about the work somewhat as follows. He would learn the history of that county from the time of the first settler. He would get careful records of all industries that had succeeded in it. To this he would add a list of all the property for sale in it, and would classify this property according to the lines along which it could be most profitably developed. He would find out the actual demand for labor within the county, the wages that would be paid, the hours of labor, and other conditions. From this mass of material he would work out the opportunities afforded by his county to men of all classes and would go after those men. Every opportunity he described would be a real one, and he would see to it that a full statement of that opportunity reached the right men. Some advertisers seem to have an idea that all you have to do in an advertising campaign is to "Holler." Noise will, of course, attract attention, but it will not necessarily lead to the transaction of business. Every county in Ontario is bristling with opportunities for the right kind of men. If our advertisers will only work out what these opportunities are, tell about them convincingly and get their advertisements into the hands of the right people, they cannot fail to achieve permanent results. Haphazard, hot-air, advertising would do little more than bring people who should be seeking homesteads into counties where men cannot start without capital. The older counties of Ontario are no longer a poor man's country, and the population they need is not of the kind that comes through the ordinary immigration channels. They should be advertised to the substantial farmers and business men of the old land, to whom enlarged opportunities might appeal. While it is true that good advertising is one of the most profitable forms of investment, there is no easier way of wasting money than by poor advertising.

Parcel Post for Canada.

In the Canadian Parliament last week Hon. L. P. Pelletier, Postmaster General, announced that he expected to introduce legislation providing for the establishment of a parcel-post system in Canada, but it would probably not be possible to adopt a flat rate, as in the case of ordinary mail. The minister stated his position, in response to a motion proposed by the former Postmaster General, Hon. R. Lemieux, "that in the opinion of the House the establishment of a cheap parcel-post system would be to the advantage of the consumers of Canada." During the discussion, it was shown that other countries have a parcel-post, the latest to act being the United States, where it went into operation on January 1st, and had already developed enormously. In fact, the Canadian postal system was now deluged with such mail from the United States particularly. As it is, Canada is carrying the parcels of other countries at low rates, but not her own. In the States it is said that during the first week of operation over 4,000,000 lbs. of such matter had been carried, though it had been long opposed there by the express companies and other interests. It is intimated that objection comes from local merchants, but the real opposition is evidently from other quarters. In the Postal Department a number of petitions were received against parcel post, but these were all type-written and in the same phrasology, so that they were believed not to be individual protests. Judging by the observations of several members of the House, public sentiment is growing strongly in favor of parcel post, and its institution is a foregone conclusion. Hon. Mr. Pelletier intimated that the elaborate zone system of the United States would not be copied. It is thought that the plan may be by territorial zones, based on provincial units. Incidentally it was stated that rural mail delivery development would precede that of parcel post. The Canadian railways, it was stated, now receive two-million dollars a year for carrying the mail.

Lost Without It.

Please find enclosed P.O. order for \$1.50, being my subscription for the coming year. Kindly change my address, as I have left the city and bought a small farm close to the city, and must continue to have our old friend, "The Farmer's Advocate," which we would all feel lost without.

Frontenac Co., Ont.

J. E. JOHNSTON.

Our Western contemporary says that there is strong evidence proving that there is a scarcity of pure-bred hogs in the Canadian West.



Lewis Toole.

President-elect, Ontario Agricultural and Experimental Union.

air," although very popular, is about the poorest kind of advertising known. H. R. Haxton, the man who advertised the Encyclopaedia Britannica so that even the babies cried for it, and everybody who couldn't afford it bought a set, once told me that he could sell mud by advertising, but he could sell it only once. He expressed the whole philosophy of advertising in this way.

"You must have a good thing to sell; you must believe in it, and then you must tell about it so that other people will believe in it." I had an opportunity of studying his methods somewhat closely, and the fact that he sold over four million dollars' worth of books in less than five years proves that his methods were good. He never indulged in "Hot air." Before beginning his campaign, he knew the Encyclopaedia Britannica better than any man living, and knew every use to which it could be applied. When he began to write his advertisements, he dealt only with facts. Of course, he made those facts amazingly attractive. I happened to be in London, England, when his advertising campaign was at its height. He had full-page advertisements in the papers every morning, and people read them before they did the news of the day. Premier