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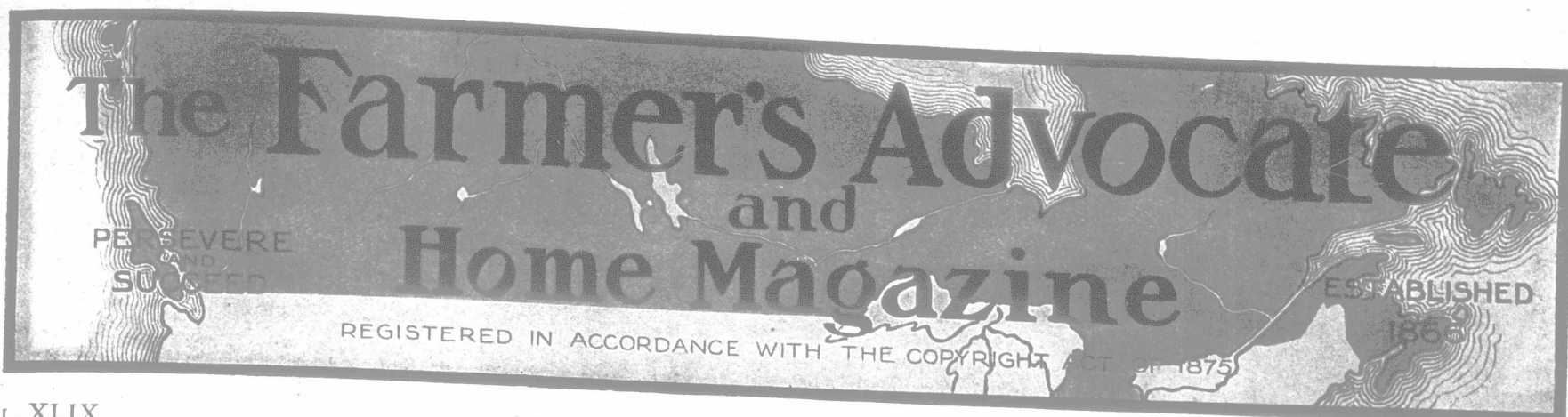
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Vol. XLIX

LONDON, ONTARIO, NOVEMBER 26, 1914.

No. 1157

EDITORIAL.

Business is good !

We "must" help win.

Whose fault is it if the plow is frozen in ?

Your cattle call for comfort in the cold weather.

Great soldiers prefer to die in the fight; great farmers farm to the end of their days.

The best sales, private and public, are the result of a judicious advertising campaign.

The productive end of this war business is necessary to keep the destructive end going.

The United States market is now open to Canadian potatoes, of which there is a surplus.

A stable cool but well ventilated is, to be preferred over one very warm but steaming with foul moisture

Exercise for all the breeding stock is very important, and never more so than at the beginning of winter.

A great deal of prejudice has been aroused since the war. Let us fight with all our might, but at the same time let us be fair minded.

No farmer in these days can do himself and his fellows justice by offering unfinished, cull pigs to be sold on the market. This keeps prices down.

Be prepared for any contingencies in the seed situation next spring by buying seeds early, and further prepare for 1916 by growing your own seeds.

Replenish your farm library early this winter. Much of the time spent in reading dilated war accounts might well and more profitably be employed in more constructive reading.

Markets have not recovered yet from the effects of foot and mouth disease, and sellers of stock should use discretion and not dump too much on the market until things have righted themselves.

The Ontario Provincial Winter Fair should get a stronger support than ever before. It will stimulate the live-stock trade and improve conditions generally if all hands help the show, which surely deserves it this year.

Cheese-producing sections of our dairy districts will be interested to read in our "English Correspondence" this week that cheese is being bought in large quantities for the army, and that cheese is likely to replace a considerable quantity of "bull beef" in the soldiers' rations.

The women of the world are nobly bearing the brunt of the extra work caused by the world war in progress. It is upon them that the greatest hardship has fallen, and they have not winced under the pain which they have been caused. To the women must be given the credit for no inconsiderable proportion of the success at arms. They are the real burden bearers.

Our National Dish.

What shall we as Canadians have as our national dish? Will it be some good, substantial, gratifying plate of Canada's production, or must it be the "apple"? The fruit growers of Ontario recently assembled in annual convention, took steps to recommend that the apple be elevated to the highest place as a national dish, and the Government will probably be asked to ratify the choice.

This is a matter that concerns every Canadian. The fruit growers are interested most deeply, of course, for most benefit accrues to them through popularizing their product, yet the growers are big enough men surely to relinquish any claim to such aggrandizement, if the suggestion does not meet with the approval of Canadians at large. One hundred fruit growers should go slowly about such a move, and the Government might well feel the pulse of the people before they, to please a few, saddle the apple upon seven and one-half million Canadians as a national dish. Let it be granted that the apple is nutritious, wholesome and beneficial to the system, yet it does not convey in its name the gratifying flavor of roast beef or pork and beans. A national dish, to be national, must be a popular choice, born of wide-spread and constant favor. It should appear on holidays or regular days of the week such as pork and beans may be had practically anywhere on a Sunday in the neighboring Republic. Their national dish is truly national; ours would be, were the apple chosen, a dish coupled with the name of Canada to bring popularity and a few more and better sales to the fruit growers of the Dominion. We do not care to say what the choice of Canada's people would be; we are simply discussing the principle involved, but this we do know, that the favor and general appreciation it now enjoys in Canada do not recommend it as the national dish. It is good, we know, and should be more widely used in preference to imported fruit. The apple was advertised this last season and consumption largely increased; which bears out our contention, many times advanced in these columns, that the growers should advertise their product. Establishing national dishes and similar methods will not solve the problem at hand. It requires a propaganda carried on by big men, who can see ahead and who can wait, to boost the apple in the markets of the world, that consumption may be increased and fruit growing conditions improved. 36,000 enquiries in 36 days and increased consumption were the outcome of the first methodical advertising carried on in Canada. The Fruit Commissioner stated at the convention that he had gathered information to the effect that ten cents per box spent in advertising the apples of a certain association in the States raised their net returns twenty-five cents per box. That sounds like business. Massed advertising by the combined growers, supported by smaller advertisements of individual associations, stating where and at what price fruit may be obtained, will be the methods generally adopted to solve this problem of production and consumption. The inauguration of a national dish will not affect the grower to any great extent, but if the people of the Dominion are calling out for such a dish let the fruit, vegetable, grain and all producers join with the stockmen, and all the people to choose a dish that will be truly national.

Unfinished Pigs Keep Prices Down.

A few days ago a representative of this paper was privileged to go over one of the large pork-packing establishments in Toronto. One of the most striking features in connection with the hogs being marketed at the present time is the large number of inferior, unfinished, thin culls, which are finding their way to the packing houses at a time when they should be placed in the finishing pens and pushed to the limit to make the high-class pork which commands the highest price on not only this market, but the markets of the Old Land, to which our Wiltshire bacon goes in large quantities. It would surprise some of our feeders to see the large percentage of very inferior stock going to market this fall. In one pen we saw 126 culls. These pigs would weigh up to 120 pounds, and would average about 108 pounds; many of them would go little over 60 pounds. From casually looking over the pen we should state that from 75 to 90% of these pigs were of a type and conformation capable of being readily pushed on to the right class of bacon weighing from 185 to 200 pounds, and that this bacon could have been very profitably made by the feeder, notwithstanding the fact that prices of feeding stuffs are high. These culls were of a very low grade.

Next came what is known as a second selection, being a little better class of hogs but still too light and in an unfinished condition; these pigs weighed up to 135 pounds, with an average of about 128 pounds. All told there were in the day's run 467 hogs which could not go into the pen graded as selects, and which would command the highest price on the Canadian or English market.

Of these hogs, as previously indicated, a very large percentage were just at the stage where they should have been forced to the finished condition and when meat could most profitably be put on them. To all appearances they had come straight from the stubble fields, having had very little grain feed. No doubt they did not command the highest price to the farmer who sold them, but they did worse than this, they pulled down the price of good hogs which that farmer or other farmers had finished at the same time these pigs were marketed. This is the point pig feeders should make note of,—every unfinished, little cull that goes on the market with the good hogs lowers the market price of those good hogs, and means a smaller net return to the feeder. Prices for hogs are quoted each day at so much per hundred weight; the buyers figure on a certain percentage of cull and inferior hogs, and prices are set accordingly. No one can blame them for not wanting to pay high prices for culls. When a car load of pigs come in they are bought up at a certain flat rate, and are graded in the yards of the pork packers, the selects going into one pen, the seconds into another, and the third grade into a lower class. The selects always find a ready market. It is not so difficult to get sales for the intermediate classes, but the culls must be peddled out here and there wherever a market can be found for them, and always at a loss. It is plain that the price to the producer and feeder of good hogs must be so lowered as to make the packing-house buyers safe when paying a flat rate for all the pigs.

Feeders themselves have the matter in their own hands. It is a recognized fact amongst them that a pig makes most economical gains, after the growing period of say three or four