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Vol. XLVIII.

LONDON, ONTARIO, DECEMBER 4, 1913.

No. 1079

EDITORIAL

This is the season for renewings.

The winter show season is now in progress. Attend.

Most of the fall plowing should have been done this year.

Two Indian summers were experienced in many localities this season.

On the farm, knowledge more than ever before, is a source of strength.

Renew the pleasure of your home, comforts of your family and profits of the farm.

Our annual Christmas present to our readers will be sent next week in the form of the Christmas Number.

There is safety for the people in publicity; but it is not enough that the press of the country be unhampered—right ideals must guide.

What new buildings and what re-arrangement and repairs do you purpose making next season? Now is the time to lay the plans.

Without the very best available papers devoted absolutely to the interests of the farm and the family, no farm home is properly equipped for the coming year.

Like the every-day farmer on his way to factory or market town, if any class in the community deserves a good road to travel over, it is the rural mail carrier.

"Persevere and Succeed," the motto of "The Farmer's Advocate and Home Magazine" for nearly fifty years, is its motto still, and is a good one for every farm.

Thoroughness is effective in all things, and he who does not slight anything is most successful. This applies to the little things which go to make a success of winter feeding of live stock.

How many of us enter upon our winter's work with as much enthusiasm and put as much energy into it as we do the spring and summer work? Yet it is or should be just as important and valuable on the farm.

Hon. Mr. Houston, the New U. S. Secretary of Agriculture, in a recent address shows that he has gripped the right end of the stick in saying that in the struggle to develop industrial enterprises the foundation of all industry, farming and rural life, has been neglected.

The Canadian railways are calling upon the government for increased subsidies for carrying the mails—four millions instead of two—possibly in anticipation of the parcel post system. Less than that would probably be welcomed by the faithful couriers on the rural routes.

Anyone who carefully examined the fruit at the recent exhibition in Toronto could not but be enthused. This enthusiasm should be carried to the home orchard, where, by persevering effort and determination, the old trees may be made to yield fruit to compare favorably with the best.

Our Duty to the Family.

One of a farmer's first duties is that the farm be so conducted as to provide for the comfort, education and wholesome recreation of the family. Our readers tell us in renewing their subscriptions, which thousands of them have been doing for ten, twenty, thirty and forty successive years, that no one aid has been so valuable to them in the practice and business of farming as the regular, weekly visits of "The Farmer's Advocate and Home Magazine." It has been enabled to render this good service largely because of the accumulated experience and resources of nearly half a century. Without any over-statement it can be said that this paper stands in a class by itself, and is so recognized by the public both on this continent and abroad. There is a reason for this in its record, and also in the fact that, coupled with liberal management, all its editors are, or have been, actively and successfully engaged in farming. For the benefit of its readers a farm is conducted, where methods and materials are put to the practical test with a view to determining what is best, and the cost. No other paper affords its readers so unique a service. And then it would hardly be possible for any publication to have enlisted the services of a larger, more capable and loyal staff of practical contributors than those who, from week to week, provide trustworthy material for its columns, in which, without any extra cost to readers, thousands of perplexing questions are answered during the year, in many cases saving them hundreds of dollars. The greatest possible care is taken that only clean and trustworthy advertising shall appear in its pages, thousands of dollars' worth being rejected every year.

Reliable market reports by men actually in the yards, possessing first-hand knowledge of what is going on, are published for the guidance of our readers.

A service like the foregoing covering all departments of the farm, cannot fail to help any thoughtful man in making a success of his farming operations, and therefore properly providing for the present and future needs of his family.

In the next place, "The Home Magazine" is conducted by editors and contributors who know home life on the farm and its needs by experience, and are in hearty accord with every real movement and means for brightening and bettering the home life of adults as well as the younger people. The former prizes its visits as an old friend, and the latter are the first to scan its welcome pages so full of what is beautiful and instructive. Practically every mail brings us letters of gratitude for the helpful, entertaining and uplifting value of "The Home Magazine." To neglect providing a family with such rich stores of reading matter at so trifling an outlay, is a short-sighted and serious error in these days when so much misleading and questionable literature is afloat in books and papers.

The Profit of Parcel Post.

A report from Washington states that the current year's operation of the newly established parcel post system in the United States shows a profit of approximately \$30,000,000. This, if correct, should cause the people to do some hard thinking. Even allowing some extra compensation to the railways for their increased share in the service, there would still be a big amount to the good. Parcel post is really the people, through the government, undertaking to do their own business. The move was strenuously re-

sisted by the express corporations, and people must now ask what were the sums exacted from them in former times by these subsidiary concerns of the railways, largely capitalized with water, if under the greatly reduced government rates of carriage, such a large surplus can be shown? It has been foreshadowed that the inauguration of parcel post in Canada will show correspondingly favorable returns, and politicians of the mercenary order may be smacking their lips over the prospects of more money to spend. Other branches of the postal service may not be able to make ends meet, but beyond being made reasonably self-sustaining we submit that the postal service should not be run as a money-making concern. For the people the only safe course is to keep the service down to about actual cost. It is the people's business. Let it be conducted economically. The sound policy is to make every tub stand on its own bottom, and not put temptations in the way of patronage hunters. Full treasuries will inevitably breed extravagance even without positive malfeasance. Evidently the initial U. S. parcel post rates were fixed too high, and the demand is that they be brought down. The lessons for Canada, where a parcel post has been promised, are obvious. If rates are fixed so as to create surpluses, signs are not wanting already of alacrity on the part of others to swallow them up. Parcel post may be made of special convenience to the farming community, and should be so operated as not to needlessly burden the farmer for its upkeep.

Together We Stand.

When producers become organized, then they begin to co-operate. Three agricultural organizations or associations met in annual conventions in Toronto recently, and, at every one of them, co-operation was either directly or indirectly the dominant feature. It was the center of the most important discussions of the bee keepers; it characterized most of the addresses of the prominent vegetable growers, and cropped up strongly in many of the addresses delivered to the fruit growers. Speakers dealing with subjects which one would judge from their wording were far removed from co-operation, generally made special mention of the advantage of working together, or it was apparent from what they said that it was considered by them one of the underlying principles leading to greatest success. Co-operation in producing, in buying supplies, in selling, transporting and marketing produce, in planting trees and other fruits and vegetables, in obtaining sufficient and suitable labor, and in a thousand and one minor details of the agriculturists' business was dwelt upon as the one means of satisfactorily overcoming many of the obstacles purposely or circumstantially hampering the producer of honey, fruits and vegetables, in his business. Organized effort always brings results. It may take time, but it is sure to hasten better conditions. If associations did nothing else but further the co-operative idea they would be invaluable to producers. Those who read our reports of the conventions alluded to would learn something of the saving effected in buying supplies. They would also see how important it is in planting fruit and vegetables to co-operate with others in the district, so that large quantities of uniform varieties and quality may be shipped from the one section, thus effecting an immense saving in transportation and marketing and ensuring better returns, and marketing facilities. The larger the quantities mar-