

## THE FARMER'S ADVOCATE AND HOME MAGAZINE.

THE LEADING AGRICULTURAL JOURNAL  
IN THE DOMINION.

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JOHN WELD, MANAGER.

Agents for "The Farmer's Advocate and Home Journal,"  
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1. THE FARMER'S ADVOCATE AND HOME MAGAZINE is published every Thursday. It is impartial and independent of all cliques or parties, handsomely illustrated with original engravings, and furnishes the most practical, reliable and profitable information for farmers, dairymen, gardeners, stockmen and home-makers, of any publication in Canada.
2. TERMS OF SUBSCRIPTION.—In Canada, England, Ireland, Scotland, Newfoundland and New Zealand, \$1.50 per year, in advance; \$2.00 per year when not paid in advance. United States, \$2.50 per year; all other countries 12s.; in advance.
3. ADVERTISING RATES.—Single insertion, 25 cents per line, advance. Contract rates furnished on application.
4. THE FARMER'S ADVOCATE is sent to subscribers until an explicit order is received for its discontinuance. All payments of arrears must be made as required by law.
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12. WE INVITE FARMERS to write us on any agricultural topic. We are always pleased to receive practical articles. For such as we consider valuable we will pay ten cents per inch printed matter. Criticisms of Articles, Suggestions How to Improve "The Farmer's Advocate and Home Magazine," Descriptions of New Grains, Roots or Vegetables not generally known, Particulars of Experiments Tried, or Improved Methods of Cultivation, are each and all welcome. Contributions sent us must not be furnished other papers until after they have appeared in our columns. Rejected matter will be returned on receipt of postage.
13. ALL COMMUNICATIONS in reference to any matter connected with this paper should be addressed as below, and not to any individual connected with the paper.

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### Money in Wool.

A letter received by "The Farmer's Advocate" from Herbert A. Holdsworth, "Bellevue Farm," Northumberland Co., Ont., recalls an illuminating discussion on the subject of Canadian wools and wool marketing at the last annual meeting of the Dominion Sheep-breeders' Association. On that occasion, T. B. Caldwell, a Lanark woollen manufacturer, pointed out that when a buyer went out he could only guess how much good wool he would get out of a lot purchased; and he put his finger upon one serious weak point in calling attention to the conglomeration of sorts brought together in a given district. It is most unfortunate that farmers who do keep sheep in any section of country do not stick to a given type of sheep. Any good breed rightly handled will make the owner money; and, while men will exercise their individual preferences, they would be very much further ahead all round if community districts were developed and districts made a name for themselves as producers of certain classes of sheep and wool, just as certain counties have become famous for certain classes of horses or cattle, greatly to their financial advantage. Go-as-you-please individualism is in many cases carried too far.

Other speakers at the meeting in question called attention to the ill-condition in which a great deal of Canadian wool is marketed, and personal testimony was given by breeders how better attention to quality had improved their returns. Subsequently, during the season past, articles and letters in "The Farmer's Advocate" shed further light on the subject, notably a communication from Horn Bros., a well-known woollen manufacturing firm, of Victoria County, who, in this way, and through advertisement, made known their willingness to pay a premium for really superior Canadian-grown wool shipped to their establishment. That these admonitions have not fallen upon deaf ears, is shown by the letter from Mr. Holdsworth, who tells us that he is a good many dollars ahead because of the articles appearing in "The Farmer's Advocate." Until he had seen their advertisement in this

paper, he had not heard of the firm in question, but, concluding that they were reliable, wrote them about marketing the wool of his flock of some sixty sheep. "I need not weary you with the details," he writes, "more than just to say that the deal proved satisfactory to us in every way." After shipping his wool, Mr. Holdsworth received the following letter from the manufacturers, under date of June 8th, 1911: "The three lots of wool arrived, and opened up to our satisfaction. We wish we could buy several carloads just as good. The wool weighed considerably more than those weights marked on your shipping bill. Enclosed, please find statement, also check, which we trust will be satisfactory. Hoping to hear from you again next season, we are, yours very truly, The Horn Bros. Woollen Co., Ltd."

Mr. Holdsworth concludes his note to us by saying: "We made over ten dollars more than we could have done from the very best offer of our local dealer who had handled our wool before and whose offer was a cent above the general price. But I don't wish to be hard on the local dealer, whose position is like that of the merchant buying eggs and butter, and who has to purchase the goods cheap enough to let himself out on the poor, because, if he complains, his customers will leave. Our clip was kept free from cards and burrs. I do not mention this as a boast, but merely to explain to sheep breeders two morals: Keep the wool clean, and then carefully read "The Farmer's Advocate."

### Selling the Crop.

Having grown a large and high-grade crop of any farm product, the next vital step is its disposal for a return sufficient to cover the cost of production and leave a reasonable margin of profit on the investment. In the case of fruits, which are all more or less perishable, the problem becomes more serious than in the case of ordinary farm products. In various Provinces of Canada, fruit-growers have been organizing themselves co-operatively for the purchase of supplies and the sale of their products. These organizations are being extended and perfected. Officers and members, alike, will therefore read with keen interest the article by W. R. Dewar, in this issue of "The Farmer's Advocate," describing the California Fruit-growers' Exchange, one of the most complete organizations of its kind in the world to-day. It aims not merely to find markets, but to create them by a systematic advertising campaign, spending as much as \$100,000 in a season to bring the merits of its fruits before consumers. At great expense, also, every possible detail of information bearing upon marketing probabilities is secured from consuming and distributing centers, and upon probable supplies from other producing countries. The promoters of the organization of citrus fruit-growers appear to have solved many vexed problems, such as giving the "little fellows" and the "big fellows" an equal show, and combining flexibility with strength of rules and regulations.

### Crops are Good.

It is glad tidings we are hearing from the Government, the experimental stations, and from the farmers. Boiled down, the joyous news read that "Crops are good." Spring weather has been favorable, all conditions are hopeful, the outlook is propitious.

When crops are good, the Train of Prosperity has a clear track and the right of way.

Bear this in mind. Let it hearten you, encourage you, give you faith in the days which are to come, cause you to perk up, to push your business, and to do it with confidence that you will reap a large harvest of good business.—[Canadian Implement and Vehicle Trade.

So much depends on the farm. And yet there are those who think that the way to make a country great is to handicap agriculture by forcing farmers to pay artificial prices for all they buy. It is a good deal like trying to fatten a pig by choking him.

During the scorching weather of June and early July, these "local thunderstorms" which the weather man mentioned every few days seemed very decidedly local. At least, they were scarce in some parts of Middlesex County.

### A Country Life Conference in Iowa.

"The real rural-life problem will not be solved till we establish and build up better schools, churches, and rural organizations. They must all grow together and reach the highest efficiency before we have the best that is possible in country life."

This was the keynote of the conference on rural life, as sounded by Dean C. F. Curtiss, who had issued the call for the conference and presided at its meetings. The meeting was held at Ames, Iowa, June 22nd to 24th, just at the close of the two weeks' short course in agriculture and domestic science that has been in session there. A notable list of the men who are doing things in a practical way for the betterment of country life were there from all over the corn-belt States. It was a conference of practical men. Not a professional sociologist was on the programme. Many of the speakers were farmers and teachers and preachers who have been "up against" the problems they discussed, and have successfully coped with them. It was an "experience meeting" of successes.

Two of the most interesting speakers were Illinois men, Rev. Clair S. Adams, of Bement, and Rev. M. B. McNutt, of Plainfield. Both are earnest, practical men, with the eloquence given by firm conviction and powerful purpose. Both knew what they were talking about. Mr. Adams told, first, what he had found out in investigating 42 country communities in Central Illinois. In the rich districts, where land sold for \$190 to \$250 per acre, he found that 55 per cent. of the land was farmed by tenants, only 66 per cent. of whom held leases for periods of five years or more. Country life was not attractive in most of the neighborhoods. The social, educational and religious sides of country life were worse than the material conditions, when compared to the same factors in the towns. He found that the average school year for the country boy and girl was 98 days, against 146 days for the town child. The country teacher received \$35 to \$70 per month, against \$16 to \$150 for the town teacher. Country schools were for the most part poorly equipped, and the teachers inefficient, though usually conscientious and hard-working. Of the 225 country churches of all denominations visited by Mr. Adams, only 77 have grown any in the past ten years, 55 have stood still, 56 have lost, and 47 have been abandoned completely. If the averages for the State are in the same proportions as for the districts visited, 1,600 country churches have died in Illinois in the last ten years, and 1,000 more are ready to die. He found 397 people to each church, while the churches averaged 125 members each; 31 per cent. of the rural population were church members, 19 per cent. went to church, and 13 per cent. to Sunday School. Two of the richest communities investigated sent only 9 per cent. of their people to church. He then told of the country "mission" system which he has established at Bement. He has built up a circuit of five country branches surrounding the central town church. These are really federate churches, made up of the members of churches of all denominations who have no live church near, and are all established in abandoned churches. These federations touch every phase of the country life, social, religious, educational, and recreative. They have established agricultural classes, women's clubs, mission societies, baseball teams, Sunday Schools, picnics, and anything and everything that is clean and good, and that appeals to the country people's longing for knowledge, fun, social life, or to the religious nature. Mr. Adams believes that this plan is the solution for the country church problem till the stage is reached when church union can be accomplished. He emphasized the importance of the country church to the church and nation at large. Half the people of the nation are country people. It is no small or unimportant matter to minister to 50 million people. From the country come the leaders; 85 per cent. of the men in "Who's Who in America" come from the farms. The death of the country church means a change for the worse in the nation's leadership, and it has already borne fruit in a scarcity of ministers which will probably be felt more and more. His final call was for a church that would minister, not one "to be ministered unto."

Rev. M. B. McNutt, of Plainfield, Illinois, has accomplished much the same results, but has worked from a single rural church. After outlining some of the difficulties of country-life advancement, such as distance, lack of public spirit, self-depreciation among farmers, lack of appreciation of country life, lack of co-operation, lack of leaders and the spirit of leadership, and lack of the vision of the possibilities of country life, he told what had been done in the Plainfield community, in ten years, to overcome these difficulties. Instead of trying to work city plans under country conditions, Mr. McNutt has but one religious service each week in the church itself. This is the preaching and Sunday School held on