

Dr. Maria Montessori

UNDED 1866

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FEBRUARY 12, 1914

THE FARMER'S ADVOCATE.

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At Guelph, the best results have been obtained, largest average hatches and strongest chicks, other things being equal, by operating the machines at 103 degrees F. with the bulb of the thermometer resting on the top of an egg, not at the side of the egg or at the bottom. This heat is maintained throughout the hatch. They are particular to set clean eggs, usually not over two days old, which have been held at a temperature between 55 and 75 degrees. The eggs are best put in the machine in the morning, then the gradual heating of the eggs goes steadily on during the day and by night we know that the machine is not too hot or cold. Moisture is used from the start; this is more important during the first week of the hatch than at any other period. No ventilation is given until after the ninth day of incubation.

FARM BULLETIN.

Use Business Methods.

By Peter McArthur.

Last week I spent several days in Toronto, where I met some scores of business men. During those days I received more well-considered and conclusive advice about farming than I have been able to get from the Department of Agriculture and "The Farmer's Advocate" in several years. It seemed as if every promoter, financier, merchant, manufacturer and editor I met had been sitting up nights to solve the problem of how to get the farmers to produce more and be more enterprising and up-to-date. But alas, even the best of their homilies left me meek but unconvinced. I do not claim to be much of a farmer, but I have done enough to know a few things that I can do and a few that I can not. And chief among the things I cannot do is to get the results from a piece of good fertile land that these city farmers can get from a lead pencil and piece of paper. Still, they are so logical in their methods that they leave me almost perplexed. But one phrase was dinned into my ears so steadily that it finally brought enlightenment—but not of the kind it was meant to convey.

"Farmers must learn to use business methods."

Quite right. But the business methods they must use are the kind that are put into practice, rather than the kind that are taught in copy-books and applauded in the biographies of great and successful business men. There is one set of principles that business men use like their Sunday suits, to go to church with, and another that they use like their ordinary tweed suits, to go to the office with. The tweed-suit principles are the ones that enable them to make their fortunes and the others are the kind that are pointed to with pride in editorials and sermons. Without touching on the principles that justify them in employing lobbyists and doing the kind of things that are sometimes aired by investigating committees and in the courts, there is one clean and sensible principle that I think farmers could adopt profitably and with clear consciences. I refer to the principle of getting Direct rather than Indirect benefits from business and such legislation as affects business.

The average business man—or rather, every successful business man—works for Direct benefits. The benefits of his business go directly to him or to the shareholders he represents. If he is a merchant, manufacturer, financier or what not, he conducts his business with an eye single to the Direct profits that come to him from his business and if he gets them in sufficient quantities he will sit back in a leather-cushioned chair at his club, and while smoking an expensive cigar, will explain to the country visitor how enormous are the Indirect benefits of his business to the farmers, laboring men and the community at large. He can work himself into a beautiful glow of satisfaction over the thousands, perhaps millions, of dollars that go indirectly to other people from his business. And he is so large-hearted that he does not try to get any of those Indirect benefits. The Direct benefits are enough for him. It sounds wonderful—but I have noticed with concern that Indirect benefits almost always go in the wrong direction. The people who are supposed to get them do not belong to expensive clubs or send their families on trips to Europe. Only the men who get the Direct benefits are able to do that. This explains why all business men are always reaching for the Direct benefits and willing to go to considerable lengths to get them. As nearly as I can figure it out, the Direct benefits are the only ones that the man who wishes to prosper personally needs to take into consideration. That business principle alone accounts for every outstanding success in the business world.

The great trouble with the farmers is that they are expected to prosper and fatten on Indirect benefits. A business man promotes a

scheme for building up a large business that will employ many men. In order to make it prosper he must get a bonus or some special privilege, that can be made to look very trifling, though necessary. But if his business succeeds he will indirectly benefit a whole city or province. He will employ much labor, which will consume vast quantities of country products and the whole country will overflow with Indirect benefits. It is very logical and also philanthropic, but the man who fixes the scheme so that he is the one who gets the necessary special privilege and Indirect benefits is the only one who takes to riding in a private car and dining on nightingale's kidneys. I defy any man to point to a millionaire whose fortune was accumulated from Indirect benefits.

Now the lesson I learned from this little glimpse into business was that "farmers must adopt business methods." They must see to it that the Direct benefits of their enterprise reach them rather than someone else. If they find themselves cramped for lack of transportation facilities, lack of markets free from combines that put down prices, or any of the schemes that give Direct benefits to others they should get busy at once. Let them see to it that every kind of farm production will yield its Direct benefits to them. Then they can hire some competent writers and speakers to show the manufacturers and financiers and city business men that farming conducted in this way will yield millions of dollars of profit to Indirect benefits to Sir Philabeg McSporrán and Sir Jingo McBores and the rest of the silk-stocking gang. Business is business and Direct benefits are all that are worth considering in business. Let the farmers once learn to apply this great business principle and see to it that they get legislation that will enable them to make it effective and they will prosper so that some men now in other business will come back to the land. The best possible proof that this talk about Indirect benefits is a complete farce is that no prosperous business man takes it into consideration where his own business is concerned. Farmers and laboring men should learn to treat it with the same contempt and look out for the Direct benefits that legitimately belong to them.

Good Prices at the Shorthorn Sale.

It was a large and enthusiastic crowd that gathered at the Union Stock Yards, West Toronto, on Wednesday, Feb. 4th, the occasion being the annual consignment sale of Shorthorn cattle. Breeders were present from all the Provinces of the Dominion and many came from the United States. Bidding for the most part was brisk and the auctioneers, Col. Carey M. Jones, Chicago; Col. Fred. Reppert, and Capt. T. E. Robson, of London, disposed of upwards of sixty head readily.

The top price of the sale was \$875, paid by Prof. G. E. Day, of the Ontario Agricultural College, Guelph, for Proud Diamond, a roan bull just about a year old. The second highest price was paid for Missie Marquis, the five-year-old bull which was last fall champion at the Canadian National Exhibition.

Much of the stock was young and on the whole the sale was considered to be a success. The outstanding feature was the demand for young bulls. There seems to be a great scarcity of the right kind of bulls to head herds in this country. Sixty-five head sold made the grand total of \$16,900, an average of \$260 each.

Gloster Lavender, J. Wilkin, Balsam	195.00
Mollie Stamford, J. Wilkin, Balsam	170.00
Mina 27th, Samuel Harrop, Milton	195.00
Flora C. 14th, Emslie Bros., Oakville	150.00
Sittytton Queen, Lespedeza Farm, Hickory Valley, Tenn.	200.00
Nonpareil Flower 3rd, G. H. Linton, Pickering	125.00
Nonpareil King 2nd, Jas. A. Wallace, Harrowsmith	135.00
Belmar Mina, Dr. G. G. Membrey, Adolphustown	140.00
Butterfly's Jueen 3rd, J. Wilkin, Balsam	305.00
Sweet Violet, A. Barber, Guelph	130.00
Vanda 4th, Wm. Robinson, Everton	205.00
Missie Marquis, R. A. Miller, Lucas, Iowa	850.00
Miss Ramsden, John Milton, Brantford	105.00
Miss Mayflower 4th, Wm. R. Membrey, Adolphustown	125.00
Longfellow, E. W. Monier, Elizabeth, Ohio	325.00
Mina Prince W. A. Wallace, Kars	135.00
Excelsior, W. E. Ostricker, Berlin	500.00
Silverlocks, S. Harrop, Milton	300.00
Zora 5th, J. Howe, Paisley	145.00
Golden Princess, Lespedeza Farm	200.00
Princess Royal 15th, Anoka Farm, Waukegan, Wis.	265.00
Flower Girl 15th, J. Wilkin, Balsam	230.00
English Queen (cow and calf), G. E. Morden, Oakville	250.00
Augusta Queen 8th, Hearts Delight Farm, Chazy, N. Y.	475.00

Lavender Peer, Goodfellow Bros., Bolton	300.00
Merry Mildred, A. Barber, Guelph	500.00
Beauty 38th, J. Milton, Brantford	170.00
Crimson Maud 16th, Chas. Bowditch, Ills-dale, Mich.	\$555.00
Lady Lovelace 5th (cow and bull calf), J. Wilkin, Balsam	265.00
Lady Fanny A., W. E. Butler, Ingersoll	200.00
Ontario Duchess of Gloster 7th, W. R. Membrey, Adolphustown	295.00
Miss Ramsden 10th, T. C. Brown, Great Falls, Mont.	300.00
Scotch Bloom 2nd, Emsley Bros., Oakville	230.00
Fairy Queen, Thos. Singeworth, Hardington	245.00
Sultan of Hallside, G. H. Rutherford, Bolton	150.00
Master Lavender, Robt. Duff, Myrtle	580.00
Belmar Lass 2nd, E. de Gex, Kerwood	175.00
Superb Ramsden, W. E. Butler, Ingersoll	140.00
Baron Lovelace 7th, W. A. Fairman, Gananoque	115.00
Scotland Yet, W. A. McLure, Elders Mills	200.00
Lauretta, E. de Gex, Kerwood	360.00
Hildred Ramsden, McLean & Sons, Kerwood	195.00
Lovely 51st, W. E. Ostricker, Berlin	330.00
Gloster's Sunbeam, Geo. Fletcher, Binkham	155.00
Salem Gem, Carpenter & Ross, Mansfield, Ohio	450.00
Lavender Gloster, Marshall Abercrombie, Meaford	200.00
Lady Empress 6th, Lespedeza Farm	360.00
Royal Favorite, Wm. Wilken, Balsam	140.00
Diamond Prince, J. Stevenson, Kenilworth	155.00
The Archer, Isaac Salkeld, Goderich	165.00
Proud Diamond, Prof. Day, O.A.C., Guelph	875.00
Crimson Maud 17th, Lespedeza Farm	360.00
The Emperor, E. H. Wise, Clinton	230.00
Royal Prince, F. Richardson, Columbus	220.00
Glenhall, I. L. Norris, Galena, Ill.	170.00
Red Jealousy, John Milton, Brantford	155.00
Lady Fernie 4th, Marshall Abercrombie, Meaford	195.00
Rosebud 18th, J. F. Osborne, Bowmanville	300.00
Golden Drop 19th, Robt. Miller, Stouffville	300.00
Lady's Best, Geo. Riby, Paisley	185.00
Lady Mina 2nd, Robt. Miller	275.00
Lady Rosewood, John Milton, Brantford	155.00
Golden Goods, W. T. Hopper, Paisley	335.00
Golden Drop, Jas. Yule, Winnipeg	220.00
Village Lavender, L. Sargent, Fergus	150.00

Hassard's Horse Sale.

During the week of the Live Stock Association meetings in Toronto an important event to horsemen was the big sale of Clydesdales and Percherons, the property of T. H. Hassard, of Markham, Ont., the sale being held at the Repository, Toronto, on Wednesday, Feb. 4th. A large number of horsemen from near and far attended this sale, which was, without a doubt, one of the most successful horse sales held in recent years. That grand span of Clydesdale fillies, Mary of Silversprings and Lily of Muirton, went to the bid of Robt. Graham, of Claremont, Ont., for \$2,500. This is a grand pair of big mares with all kinds of quality and they will be heard from again in the show ring. Nell of Aikton, the champion at the Guelph Winter Show in December, fell to the bid of the Dominion Transport Co., Toronto, at \$1,150. Some of the Percheron mares also made good prices, two of them selling for \$800 each and another for \$500. Of the Percheron stallions offered Kazak topped the lot at \$1,275.

The following is a list of the animals sold and their purchasers:

Mary of Silversprings and Lily of Muirton, Robt. Graham, Claremont	\$2,500
Nell of Aikton, Dominion Transport Co., Toronto	1,150
Baurech Lady, Dominion Transport Co., Toronto	475
Bessie Burn, W. P. Blair, St. Catharines	280
Poplar's Blossom, W. P. Blair, St. Catharines	280
Victoria's Pride, S. Herdman, Newtonbrook	350
Kocarde, Wm. Pears, Toronto Junction	800
Laheuviniere, McIntyre & Goble, Listowel	800
Juvenile, G. E. Morden, Oakville	500
Kolonne, H. Colbert, Port Perry	470
Majolique, Dominion Transport	325
Macque, McIntyre & Goble	340
Massive, McIntyre & Goble	350
Kazak, W. H. Comstock, Belleville	1,275
Lupin, Wm. Pears	1,175
Laquet, McIntyre & Goble	350
Gay Gordon, G. A. Bell, Nelson	530
Proud Victor, C. V. Robbins, River Bend	280
Royal Hervie, Al. Proctor, Toronto	525
Harviestoun Fanatic, A. Moir, Hamilton	850

Twenty-one head sold averaged \$675.