



Quality

The most urgent requirement in Canada's Agricultural Products

CANADA produces every year large quantities of wheat, oats, barley, butter, cheese, bacon, beef, eggs, apples, potatoes, grass seed and clover seed that she cannot consume. Her natural outlet for these products is, of course, Great Britain—the one great consuming country of the world with an open market.

Unfortunately, nearly every other country with any surplus of food products seems to want to send its surplus to this same market.

The keenness of the competition on this, our only market, and the energy and resourcefulness of our competitors began to impress themselves upon the Department of Agriculture some time ago, but it is only within very recent years that the real and only way to grapple with this problem has been discovered, or at least put into effect. This Department now believes, as do also most of the farmers of this country, that the "grading" of our agricultural products is the policy and practice that is seeing us through the struggle and will assure us of our rightful place on the British market.

"Grading" means the classifying of products, whether they be hogs, butter, cheese, eggs or anything else, into what might be called in a general way "BEST", "GOOD", "FAIR" and "POOR" classes.

These exact words are not used in describing the grades, but that is what is meant. The purpose served in grading is threefold—

(1) Educational. When the producer sees the relative quality of his product he is spurred on to maintain that quality if it is the "best" or to improve the quality where necessary.

(2) Fair Play. When products are not graded the inferior article for various reasons often brings as much as the superior article, and the credit and advantage of putting the superior product on the market is lost to the one who really deserves it.

(3) Facilitating Trade. The dealer learns to have confidence in the article he is buying and buys more freely, because it is guaranteed by grading, and gradually everybody gets to know what the "best" article really looks like or tastes like. In short, grading brings about standardization and ensures to the producer the best price.

Canada now grades her cereals, grass seeds, hay, potatoes, apples, eggs, butter, cheese, wool and bacon hogs. The results have been in every case beneficial and in some cases quite markedly so, even though the grading system has been in effect in some cases for only two or three years, thus—

Cheese—Grading began April 1st, 1923. Canadian cheese the year before had fallen into such disfavour on the British market that New Zealand cheese was quite commonly preferred. Today Canadian cheese commands cents per pound higher than New Zealand.

Butter—Grading began same time as for cheese. The reputation of our butter was then indeed at low ebb. Canadian butter today, while not the best on the market, is rapidly improving in quality and gaining in reputation.

Hogs—Over two years ago the Department of Agriculture began to grade live hogs at the packing houses and stock yards. The 10% premium paid by the packers for "select" bacon hogs as against "thick smooths" as classified by departmental graders has done wonders to improve the quality of our hogs and develop the bacon industry.

Best Canadian bacon, which ordinarily was quoted two years ago from 10 to

18 shillings a long hundredweight below Danish, has gradually grown in the estimation of the British wholesale buyer until it is now quoted at only from 1 or less to at most 5 or 6 shillings per long hundredweight below the best Danish.

This improvement in price is, of course, due to quality and has come about very gradually, the spread narrowing down by a shilling or two a month until now it is not at all a rare occurrence to see best Canadian selling on a par with the Danish article.

Eggs—Canada was the first country to grade and standardize eggs. These grades and standards apply not only to export, interprovincial and import shipments, but also to domestic trading.

The basis is interior quality, cleanliness and weight.

Standardizing Canadian eggs has established confidence between producer and consumer and between exporter and British importer, and has resulted in a greatly-increased demand for the Canadian egg both at home and abroad.

Other products might be mentioned where grading has worked to the great advantage of the producer and to the advancement of Canadian agriculture.

Already Great Britain recognizes our store cattle, wheat, cheese, eggs, apples and oats as the best she can buy.

It is for us to so improve our other products, particularly our butter and bacon, as to bring them also into this list of "the best on the British market" and consequently the highest priced.

Grading enabled us to do this for cheese, wheat, eggs and apples.

Grading is helping us to do it for butter and bacon.

Quality Counts

Quality is thus the first objective for the Canadian export trade, and, then steady, regular supply. It is along these lines the Department of Agriculture is working by educational methods, and the result of this policy is seen in the growing volume of Canada's agricultural exports. Look at these figures:—

| Canada's Principal Exports of Farm Products | | |
|---|-------------|-------------|
| | 1920-21 | 1924-25 |
| Wheat (bus.) | 129,215,187 | 191,764,537 |
| Flour (bbls.) | 6,017,032 | 11,028,227 |
| Bacon and Hams (cwt.) | 982,338 | 1,208,721 |
| Beef Cattle | 298,511 | 219,804 |
| Butter (lbs.) | 9,739,414 | 24,501,981 |
| Cheese (cwt.) | 1,366,205 | 1,569,432 |
| Apples (bbls.) | 1,358,499 | 1,406,337 |
| Oats (bus.) | 14,321,048 | 32,778,761 |
| Barley (bus.) | 8,653,553 | 22,320,434 |
| Rye (bus.) | 3,201,430 | 7,524,595 |
| Brass Seeds and Middlings (cwt.) | 819,781 | 3,667,038 |
| Oatmeal and Rolled Oats (cwt.) | 397,266 | 830,048 |
| Clover Seeds (bus.) | 179,255 | 417,907 |
| Tobacco (lbs.) | 200,153 | 3,831,422 |
| Cream (gals.) | 1,279,195 | 3,384,156 |
| Flax Seed (bus.) | 1,343,591 | 8,630,105 |

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DOMINION DEPARTMENT OF AGRICULTURE, OTTAWA

POLISH THE GOLDEN RULE WITH GASOLINE

(By Erwin Greer)

The accident problem would be helped a great deal if both motorists and pedestrians would think less about their rights and more about the welfare of the other fellow. There is too much of the feeling that it is altogether the business of the other fellow to exercise the caution.

THE MOTOR CAR DRIVER THINKS IT IS UP TO THE PEDESTRIAN to "WATCH OUT." The pedestrian leaves the "looking out" entirely to the motorists, hence the reason for the emergency hospital being kept so busy.

Technically, both the driver and pedestrian are right in taking these extreme attitudes; but actually both are wrong. Traffic regulation or no traffic regulation, whether signals are clear or not, it remains the duty of every car driver to handle his machine intelligently, and protect the forgetful pedestrian against himself. And it is the duty of the pedestrian to always remember that motorists are human and—also forgetful.

You must not only be careful but consciously careful. Intelligence is to be preferred to instinct, for instinct may get you into trouble. And remember that when you try and bluff the other fellow, that he too, may be a bluffer, in the case—CRASH! Give the other fellow credit but don't try to outguess him. It can't be done.

Witness the traffic jams at corners where there are no policemen. Then take a look at the revolving doors of some office building or department

store. There is no jam at the revolving door because the persons attempting to go through know that the poor will move just so fast and that it can go only one way. Were the motorists who cause the traffic block in congested districts to look upon such a corner as they do a revolving door there wouldn't be any traffic jam. And the old Golden Rule is the only thing which will prevent traffic jams.

Recently a student of mine tried out the stunt of "after you," and the next morning at the school he spoke thusly:

"Yes, Mr. Greer, I waited at the corner and gave the driver crossing my radiator the right of way, instead of trying to crowd through. But the darn fools just kept on coming, and I was twenty minutes late for my class. This Golden Rule stuff is all right to preach about but it don't work in a traffic jam. What am I to do?"

Do? Why continue to give the other fellow the benefit of the doubt. All drivers aren't dumb, and the chap who does stop to let you by will discover that, and pass the good thing along. Ten to one you'll find that the other fellow has been pushing through because you took advantage of him. He will appreciate the courtesy. Try it and see.

AN ANTHEM

I listened to the church choir sing an anthem, 'bout the settin' sun, they had one awful time I'll say, before they got the settin' done. The organist he started first a-playin' somethin' soft and low, a little toon a-runnin' through with no place

marked for it to go.

Well then he nods his head a spell and 57 singers rose, to sing in 57 ways just how the sun he comes and goes.

Right at the first one lady sang, the rest just standin' there a spell, just like as they would let her go and have her fill of sacred yell. She went up high about two feet, a-tellin' of the settin' sun and how it meant to all the birds that one more day was through and done.

Then all the rest they butted in and sang about their Sunday best, the aim a-seemin' unto me to tell the sun went over west.

Of course that's something we all know. We see the thing most every night, but then the singers seemed to want to clear up doubts and set things right.

Well, then some basso he chirped in and sang notes low down in his shoes, describin' this here settin' sun in all its reds and pinks and blues and he kept singing like the sun, a-strikin' at his notes kerplunk assuring us for sure the sun had gone and sink and sank and sunk.

About this time the other folk not tired of having nought to do, decided that they'd chin in then and do a little singing too. And so they started in to tell, as though the thing was still quite new; about the closin' of the day and where the sun was headin' to.

A tenor then took up the job, a-lifting up his voice on high to break the news unto the folks that the sun was sinking neath the sky.

They wouldn't let the old sun sink just like she ought to go and do, they fished the sun up once again

and let her sink beneath the blue.

We was a-thinkin' by this time the sun was sunk behind the sod, and that by now the moon and stars would be appearin' on the job. But I'll be blest if that could be for Mr. Bass he hollers loud, as how the sun's a-sinkin' now and slidin' down behind a cloud.

When they got through I didn't know I tried to give the think a thought, I ain't quite sure though even yet if they had sunk that sun or not.—Ark.

CONFESSES TO ALMA HOLD-UP

With a confession today by George Dickson, a prisoner serving a 15-day sentence at the Wellington County jail at Guelph for theft, the police have cleared up a daring hold-up, which occurred near Alma, early in August, when J. Davidson, an aged man, was accosted by two bandits at his home and at the point of a sawed-off shotgun was forced to hand over his watch and a considerable sum of money.

No clue to the robbery could be found until High County Constable Green of Drayton and a provincial officer questioned Dickson at the jail the prisoner admitting, after close examination, that he was one of the young men implicated in the hold-up. He has also given the police the name of his accomplice, as well as that of another man, who, he claims, assisted him in robbing hen roosts in the vicinity of Cooksville. The authorities expect to apprehend both.

Dickson will be taken to Fergus on Friday to stand trial on the hold-up charge.

FIRST BRUCE PRESBYTERY MEETING AT WALKERTON

With all the thirty-three congregations represented by ministers and laymen, the first meeting of the Bruce Presbytery, Hamilton Conference, of the United Church of Canada, was held in St. Paul's Church, at Walkerton, on September 22nd.

The congregations of the Presbytery are: Mildmay, Paisley (2), Elgin (2), Pinkerton, Ripley, Southampton, Saugeen, Salem, Water, Tobermory, Tara, Walkerton, Underwood, St. Andrew's, (West and North Bruce), Pine River, Berens, Whitechurch, Arkwright, Allenford, Armour, Belmore, Eden Grove, Croker, Colpoys Bay, Chesley, Duntroon, Hepworth, Kincaidine, Lion's Head and Lion's Head.

Rev. T. H. Bole was elected clerk, a compliment to himself, Walkerton, and Rev. W. A. Bradley of Teeswater was entrusted with the duties of secretary-treasurer. Many matters of importance to the Presbytery were brought before the assembly of ministers and laymen. The personnel of the following committees were appointed: Religious education, life and work, settlement, boundaries (presbytery and charges).

Rev. K. J. MacDonald of Galt and Rev. A. Lloyd Smith of Toronto represented the General Board of the Church. They explained the effort which will be made in November to launch and carry through a great spiritual forward movement to be followed by a canvas throughout the Dominion for \$4,000,000 to maintain the work of the church for the year in all departments, including missionary. While this appears a sum it is very little greater than the former combined budgets of the Presbyterian and Methodist churches. The following committee was appointed to take charge in this Presbytery: The Maintenance and Extension campaign: Rev. T. H. Bole, Rev. A. Bradley of Teeswater, Rev. McKenzie of Belmore, Messrs. Halladay of Chesley, E. J. Tolson, Walkerton, and George Yeo of Teeswater.

WHY IS HAY FEVER?

An Eastern newspaper suggests that men of medicine turn their attention to hay fever. There is no doubt that a remedy for this distressing and mysterious malady would prove a great blessing for a large number of persons throughout the world. We call it a mysterious ailment because it is so. What is the cause and why must its victims suffer annually in spite of all they do to prevent its recurrence? Those upon whom it has laid its hold know almost to a day when they will be called upon to again endure its agonies. Because hay fever is more prevalent in August than in any other month, it is popularly supposed that pollen from flowers is the cause. But why pollen from August's flowers and not from those blooming in other months of the year? To answer that the adherents of the pollen theory pick on the golden rod. But hay fever claims its victims in places where there is no golden rod and residents of large cities who never are within miles of that popular wild flower at any time often suffer the most severely. And if pollen is the cause of the disease why are not all who live in the country afflicted and all who live in the city immune?

FOX HUNTING WITH A FORD

The glare of a motor car headlight seems to overcome the efficiency of a fox's faculties as well as those of men, as is evidenced by a report from the Bruce Peninsula. On the Centre Road about four miles north of Mar post office, a red fox, appeared in front of a car driven by Mr. Lorne Boyle of Wiarton, about midnight on Friday last. The fox turned and ran ahead of the car, keeping in the glare of the headlights. Boyle opened the throttle and after going at a good speed for a mile or so overtook the fox, which disappeared under the car. The front axle hit the animal on the head, killing him instantly, and Boyle is in possession of a nice large red fox hide.

Expecting guests, Auntie at the last minute had to change Arthur's clothes and wash his face again. The result was gratifying, so she cheerfully invited, "Go to the mirror and see what you think of your looks now."

Arty surveyed himself feagerly in the glass, but, turning a disappointed face toward Auntie said, "I look clean, all right, but not a bit natural."