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# FARM AND DAIRY

## & RURAL HOME

"The Recognized Exponent of Dairying in Canada"



We Welcome Practical Progressive Ideas

Trade increases the wealth and glory of a country; but its real strength and stamina are to be looked for among the cultivators of the land.—Lord Chatham

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## A City Business Run by Farmers

### The Farmers' Dairy, of Toronto, and the Dairy Farmers Who Control It

By R. D. COLQUETTE, B.S.A.

OUT of the trouble that arose in the fall of 1908 between the milk producers supplying milk to Toronto and the dealers of that city, arose the Farmers' Dairy Company. The difficulty concerned the price which producers were to receive for their milk. It became so acute that the producers declared a strike, and for two days were successful in withholding about 75 per cent. of the city milk supply. The differences were also aired in court, charges and counter-charges of combinations in restraint of trade being made. From the contest the producers emerged victorious, but it left thoroughly grounded in their minds the idea that in order to keep the situation in hand and avoid a repetition of the trouble, radical changes in policy would have to be adopted by the association.

#### The Germ of a Big Idea.

The conviction gradually grew that the situation could best be met by the farmers undertaking to deliver milk direct to the consumer. Accordingly a committee was appointed by the Association, consisting of President Cornell, Secretary A. J. Reynolds and Mr. L. E. Anna. The records of the association show that their instructions were: "To get all obtainable information along the lines of an organization composed of farmers to produce and distribute to the citizens of Toronto pure and clean milk and cream at reasonable prices, and to report to the executive at their earliest convenience."

In those instructions lay the germ of one of the biggest, most sanitary and most up-to-date city dairy concerns on the continent. The committee, after careful investigation, recommended that a company be formed with a capitalization of \$60,000, consisting of 1,200 shares of \$50 each. The recommendation was adopted by the association, and a provisional directorate formed. The first aim of the directors was to secure subscriptions for sufficient stock to finance the proposed enterprise. This stock was sold provisionally upon the understanding that it was only to be paid in case the formation of the company proved practicable. It might have readily been sold to financiers or other interests outside of agriculture, but the milk producers were determined that this should be purely a farmers' company, owned and controlled by the producers of the milk which it handled. One of the provisions was that a man must be a producer of milk before he could become a stockholder, and in order to prevent the control of the proposed company from falling into the hands of a few, it was provided that no more than 10 shares could be taken by one holder. This insured a wide distribution of the stock amongst producers, a provision which has resulted in a marked addition of strength to the company.

It was not an easy matter to get farmers to subscribe their money for such a purpose. They re-

alized that it was a strange new venture for farmers to enter into a city business, one requiring the soundest of management and having for its competitors strongly entrenched business interests. Hard, pioneer work had to be done, and many of those who now ship their milk to the Farmers' Dairy Company, or who take its product in at the doors of their city home, will never know the magnitude of the difficulties that confronted the men in whose hands the organization of the enterprise had been intrusted. Among those that struggle who earned the enduring gratitude of

those who are now benefiting by the enterprise are Mr. J. G. Cornell, now vice-president of the company; A. J. Reynolds, secretary of the company, and also of the Toronto Milk Producers' Association, Mr. Jas. Crichton and Mr. W. C. Grubbe.

#### The Company Starts Business.

In due time the formation of the company was completed, and operations were commenced in a downtown plant. It was thought at the time that this plant was sufficiently large to accommodate the business for many years to come. Owing, however, to the appointment of new and more aggressive management some three years ago, the business soon outgrew the capacity of these narrow confines, and it was decided to build a dairy plant large enough to comfortably accommodate the business, and that would be the last word in sanitation and efficiency. In order to do this the capital was increased to \$200,000. In due time the new building was finished, and it has now about completed its second year in operation.

#### A Visit to the Farmers' Dairy.

It was on a Saturday afternoon not long ago that I visited the Farmers' Dairy. I had previously endeavored to see the management of one or two other city firms engaged in other lines of work, but had found their offices closed for the week. But such was not the case with the managers of the Farmers' Dairy. They were right on the job, busy, but with time to be courteous and to show visitors over the building. Plant Superintendent Coule, who was born and raised on a Durham county farm, and who knows the city milk business from the milk pail to the milk bottle, kindly showed me over the plant and explained the various processes by which the milk is prepared for city consumption. We began at once with the receiving room, where the milk cans come in from the drays in which they are hauled from the express cars, and followed the milk in its course until it was bottled and ready for distribution next morning.

Upon being unloaded from the drays, the cans pass along a conveyor consisting of rollers, through a partition to where they are inspected, sampled and emptied into a tank. The empty cans then pass on to the washing room, where they received four washings, two rinsings, two blasts of live steam, which effectually dispose of the germs that may be lingering in them, and, finally, three blasts of hot air. From this they come out clean, dry and sanitary, ready to be returned to the producer.

#### Encouraging Cleanliness on the Farm.

The milk from the tank into which the cans are emptied is immediately pumped to the highest part of the building, from whence it flows by gravity until it is finally bottled. The first thing done at this high point is to heat the milk to 120



Fchoes from the Fair.

I HAVE attended nine out of the last ten Winter Fairs held at Guelph, and the exhibit of breeding stock at this year's show is the best I have ever seen here. A particularly noticeable feature is the finish on the animals shown. It is a credit to the farmers of Ontario that, with feeding stuffs as high as they are, they have had the nerve to stay with the live stock game as they have done.—Hon. Duncan Marshall.

Recently I have been in communication with the general manager of one of our largest banks, and he has assured me that he has instructed the managers of all his branches to make loans to all responsible farmers who apply for them as a means of securing feeds for carrying their stock over winter.—Hon. F. L. McDiarmid.

There is an alarming tendency to reduce the number of farm animals from year to year. In some cases farmers are selling merely because others are doing it, and as a result when better seasons come, not a few will find themselves without what would be their most valuable asset. The depletion of our farm herds is the one cloud of importance on our agricultural horizon.—Prof. Geo. E. Day.