

FARM AND DAIRY

AND RURAL HOME

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1. FARM AND DAIRY is published every Thursday. It is the official organ of the British Columbia, Manitoba, Eastern and Western Ontario, and Red River, District, Quebec, Dairyman's Associations, and the Canadian Holstein, Ayrshire and Jersey Cattle Breeding Associations.

2. SUBSCRIPTION PRICE, \$1.00 a year, strictly in advance. Great Britain, \$1.20 a year. For all countries except Great Britain and Great Britain add 50c for postage. A year's subscription free for a club of two new subscribers.

3. REMITTANCES should be made by post Office or Money Order, or Registered Letter. Postage stamps accepted for amounts less than \$1.00. On all checks add 20 cents for exchange fee required at the bank.

4. CHANGE OF ADDRESS.—When a change of address is ordered, both the old and new addresses must be given.

5. ADVERTISING RATES quoted on application. Copy received up to the Friday preceding the following week's issue.

6. WE INVITE FARMERS to write us on any agricultural topic. We are always pleased to receive practical articles.

CIRCULATION STATEMENT

The paid subscription to Farm and Dairy exceed \$3,000. The actual circulation of each issue, including copies of the paper sent subscribers who are not signers in arrears, and sample copies, varies from 14,000 to 15,500 copies. No subscriptions are accepted for less than the full subscription rates.

Severe detailed statements of the circulation of the paper, showing its distribution by counties and provinces, will be mailed free on request.

OUR PROTECTIVE POLICY

We want the readers of Farm and Dairy to feel that they can deal with our advertisers with our assurance of our advertisers' reliability. We try to admit to our columns only the most reliable advertisers. Should any subscriber have cause to be dissatisfied with the treatment of his advertiser, or if our advertisers, we will investigate the circumstances fully. Should we find reason to believe that any of our advertisers are unreliable, even in the slightest degree, we will cancel their advertisements. Should the circumstances warrant, we will expose them through the columns of the paper. Thus we will not only protect our readers, but our reputable advertisers as well. In order to be entitled to the benefits of our Protective Policy, you need only to include in all advertisements the words, "I saw your advertisement in Farm and Dairy." Complaints must be made to Farm and Dairy within one week from the date of an unsatisfactory transaction, with proof thereof, and within one month from the date that the advertisement appears. In order to take advantage of the guarantee, we do not undertake to adjust trifling differences between readers and responsible advertisers.

FARM AND DAIRY

PETERBORO, ONT.

LIGHT ON AN IMPORTANT PROBLEM

Good salesmen secure salaries much in advance of what is paid people of equal ability engaged in most other lines of work—in manufacture and production.

There is a reason for this; it is because almost any one can manufacture and produce, but it is really a difficult matter to sell and to sell at a good fair profit.

As farmers most of us are making at least a fair success of production. In many cases we fall far short of our possibilities when it comes to selling.

Realizing the great need for education along the line of selling, and to meet the thirst, which obtains almost everywhere, for information on salesmanship, Farm and Dairy has arranged to conduct a department under the heading "Selling." To conduct this new department, we have secured the services of an expert on salesman-

ship in the person of Mr. Edward Dreier, until lately connected with the business management of the "Business Philosopher," but now Salesmanager for the Metal Shingle and Siding Co., of Preston, Ont.

The first of Mr. Dreier's articles appeared on page five of Farm and Dairy last week. The second article is on page two in this week's issue under the new department heading.

In order to make this department of greatest value to all our people, our readers are invited to ask us questions concerning their selling problems. Suggestions as to topics, for discussion, and all questions, will be welcomed and answered promptly through this new department of Farm and Dairy, which touches a most vital interest on the part of all our readers.

WHY BLAME THE FARMER?

"Farmers are accountable for the high cost of living!" That is an old cry in our cities. The average city dweller seems to be under the impression that we farmers are rolling in wealth. The city editors who know nothing about farming are telling us that we are not producing enough, that did we make our farms live up to one-half their possibilities food would cost only half what it now does and the cost of living problem would be solved satisfactorily—to the city people at least.

Cannot this line of reasoning be applied to city industries as well? For instance, the cost of woollen clothing has gone up considerably in recent years. Is it not, if the first premise is correct, quite reasonable to state that the high cost of woollen clothing is due to the fact that our woollen manufacturers are not producing as much as the capacity of their factories would warrant. In this latter case our city brethren recognize without any trouble that the woollen manufacturers are producing just enough of their goods to make the highest profit. If they produced goods in excessive quantities, prices would be reduced, profits would go down and the concern would have to close its doors.

The case as it applies to farming is exactly the same. If we farmers as a whole were to produce in sufficient quantities to satisfy our city friends prices would go down to such a level that our business would be even less profitable than it now is. If city people would have us produce more they must pay more for the goods that we produce, for we like all other classes of the community, have to live, and our production of goods is determined by the money we can make out of it. The high cost of living must be accounted for in another manner than underproduction of farm produce. The underlying causes of high prices Farm and Dairy is explaining in the series of articles being run on page four each week. Did we farmers and the working men in our cities have a proper understanding of the economic conditions under which we live we would not be so bitter towards each other, but would work together to guard our common interests against

the attacks of what we may call the "financial interests." It is at their doors that we must lay the major portion of the blame for the high cost of living.

NOT MEASURED IN DOLLARS

The cash income from any farm must come from what is sold from it. But we dairy farmers have an additional income that cannot be measured in dollars and cents.

Where the ordinary crops are raised and removed for sale each successive crop takes away a portion of the soil fertility, and be it wheat, corn, or oats, each removal of a crop means the taking away of some of the best of the soil. Where cows are kept and legumes are raised for part or all of their feed, this soil fertility can not only be saved, but, by a careful attention to the details of rotation, actually increased through this process.

The grain-raiser may manage to make both ends meet for a while—it is only a matter of time, and often a very short time at that—until, instead of a fertile farm, he will only have a patch of desert left. We dairymen, who have been surely, though perhaps slowly, increasing our bank accounts, have also made a lasting deposit in that best of all banks, our own farms, which will be an untold value to us and our children.

COUNTY REFORESTATION

Conservation ideas are gaining ground every day.

As a result of the Act passed by the Ontario Government a year ago, empowering municipalities to engage in forestry work, the county of Hastings has taken steps to acquire waste lands for the purpose of reforestation.

Several counties in Eastern Ontario are now undertaking the reforestation schemes. These waste lands were being rapidly acquired by private parties for personal profit, but of late councils have ascribed to the fact that these lands might just as well be reforested under municipal supervision and the profits to accrue be retained for the benefit of the whole people.

Public sentiment in favor of reforestation has developed rapidly since Farm and Dairy, beginning with four years ago, agitated for provincial aid in county reforestation schemes. At that time the provincial government refused to consider a proposition for loaning to the counties of Northumberland and Durham money to be spent on the reforestation of the sand lands of the united counties. Now the work is extending to other counties and has the approval of all.

TRAVELS OF A FARMER'S WIFE

A walk of twelve feet and back, across living-room or kitchen, twenty-two times repeated, makes a mile. Repeated thus often every day in the year—as happens with hundreds of farmers' wives—it equals a journey of three hundred and sixty-five miles in length and in the strain it puts on the woman's strength and energies. Furthermore, it is seldom that the wo-

man traverses the distance empty-handed; she carries pails of water or milk, loads of dishes, basket of supplies, often the baby. Supporting an average load on these short trips she has only ten pounds, it amounts in a year to over forty tons. When these in-door journeys are added the still too often demanded, even in the presence of cheap methods for supplying running water in kitchen and bath—the wonder is that the wife and mother 'lasts' as long as she does.

Why not, where such avoidable journeys are endured, try a little planning and re-arrangement—always practicable—which may reduce the in-door travel to one-half or even one-quarter the present amount? Why not, above all things, at least set about bringing the well-water to the house?

"This is an alfalfa year," writes one of the largest seed dealers in Canada to Farm and Dairy. "Orders already received for alfalfa seed."

An Alfalfa Year
Year

are much in excess of those received in the whole season last year."

The Ontario Agricultural Department at the Ontario Agricultural College receives more inquiries about alfalfa culture than of any other crop. The editors of Farm and Dairy find that alfalfa is being talked about everywhere these days.

More and more farmers are growing this great crop every year. From present indications 1912 will be a banner year in acreage, number of need farmers seeding and in interest taken in the plant. None of us can afford to ignore alfalfa's upkeep. We must grow alfalfa if we will keep in the running and be numbered among progressive, intelligent farmers.

We can all remember the time when as we asked each other what kind of a crop we had in the orchard, we referred to the hay.

A Good Crop
Crop

grain growing there and not to the fruit. We did not then realize that a crop of apples takes just as much out of the soil as a crop of grain.

We tried to take two crops at once and got poor crops of both. Experience has now taught us that the fertility that would yield a twenty-five dollars or forty dollars an acre in grain or hay, if turned out to the apple trees and supplemented with a little extra cultivation, will return one hundred dollars or more per acre. We farmers can see a bargain as quickly as any one. Those of us who have given the matter any thought now direct all the fertility to the production of one good crop of apples. We know that we cannot afford to grow any other crop in the orchard. Those who are still following the two-crop plan are reaping their reward in poor crops and small profits both on the ground and above it.

If you have debts to pay, forget them until you have paid them.

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(Farm)

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