

# FARM AND DAIRY

AND RURAL HOME

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**F. FARM AND DAIRY** is published every Thursday. It is the official organ of the British Columbia, Manitoba, Eastern and Western Ontario, and Bedford District, Quebec, Dairywomen's Association, and the Canadian Holstein, Ayrshire and Jersey Cattle Breeders' Associations.

**5. SUBSCRIPTIONS.** Price, \$1.00 a year, strictly in advance. From Britain, \$1.20 a year. For all countries, except Canada and Great Britain, add 50c for postage per year's subscription fee for a club of two subscribers.

**6. 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.

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

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

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

## CIRCULATION STATEMENT

The paid subscriptions to **Farm and Dairy** exceed 11,000. The actual circulation of each issue, including copies of the paper sent subscribers who are but slightly in arrears, and sample copies, varies from 11,000 to 13,500. No subscription rates are accepted at less than the full subscription rates.

Sworn 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 advertiser have cause to be dissatisfied with the treatment he receives from any of our advertisers, we will investigate the matter thoroughly. Should we find reason to believe that any of our advertisers are unreliable, even in the slightest degree, we will discontinue immediately the publication of their advertisements. Should our reasons 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 letters to advertisers 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 any unsatisfactory transaction, with proofs 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.

## FEDERAL AID TO AGRICULTURE

Elsewhere in this week's issue of **Farm and Dairy** is announced the manner in which the Federal grant for Ontario agriculture will be expended. We wish to commend the Honorable Mr. Duff on the wise manner in which he has apportioned the Federal grant. We would also commend Premier Borden on his honesty in carrying out his pre-election promise of Federal aid to agriculture.

But we still believe that Provincial expenditure should be met by Provincial revenue. Money collected by indirect taxation by the Dominion Government and distributed throughout the province is too apt to be regarded as "money from home." Money received in this easy way will not be expended as wisely as that gathered by direct taxation, and its expenditure, therefore, more less under the eye of the taxpayer.

Money collected by indirect taxation is not "easy" money. Although collected through the medium of a customs tariff it comes directly from the pocket of the Canadian tax payer. The expenditure of such a large grant as the Dominion Government has placed in the hands of Hon. Mr. Duff is too great a responsibility to place on any Minister, and even were it always apportioned as wisely as this first grant has been, we would still question its wisdom. Provincial authorities will soon come to look on this grant as a matter of course, and divert provincial funds now going to agriculture in other directions, and agriculture would receive no greater assistance than it now does. Also, we farmers, if we assent to the principle of Dominion aid to Provincial schemes, are trying ourselves up still tighter to indirect taxation, a form of taxation that bears more heavily upon us farmers than upon any other class in the community.

## WIDER POSTAL SERVICE

The postmasters of Canada, in annual session at Toronto recently, made a suggestion that should receive the hearty support of every farmer in Canada. They in trusted their executive to endeavor to increase the Canadian limit of weight of parcel post matter and reduce the rate of postage on the same. While the object of the postmasters, in taking this action was to increase their own remuneration through their commission on stamp sales, the benefits that would come through the adoption of their resolution would be of more value to us farmers than to any other class in the community, not excepting the postmen themselves.

The adoption of a low rate of postage on parcels shipped by mail offers the most sensible method of regulating express charges. In this country, as in the United States, there is a close connection between express companies and the railroad companies. The shareholders in one own stock in the other. By cooperating in the regulation of rates our transportation companies are thus enabled to keep charges up to what the business of the shipper will stand rather than to pay reasonable interest on the money invested in roadway, rolling stock, and so forth. In the United States efforts that have been made by the Government to regulate express charges have met with but little success. It is now generally recognized in that country that a parcel post system whereby small parcels may be sent by mail at a reasonable rate is the best method of offering relief to the shipper.

Although popular in the country, many and strong interests have brought their influence to bear on the United States Government to prevent the passing of a parcel post bill. In Canada the same interests would make their influence felt at Ottawa.

The advantages of parcel post are evident. It would be a fine thing for

us farmers if we could deliver butter, eggs or even fruit and vegetables by mail to our customers in the cities. It would be a great advantage for us to be enabled to buy by mail where we can buy cheapest and have our goods sent up at a small charge through the post office. If we study our own best interests we farmers will support the postmasters in their recommendation to the powers that be. Our farmers' organizations would do well to add their influence to that of the Postmasters' Association in working for the adoption of a parcel post in Canada.

## THE CAUSE OF THE TROUBLE

On page two of **Farm and Dairy** this week our cartoonist depicts social conditions as we have them today. The capitalist, the man who has his money devoted to productive enterprise, and the laborer, are battling each other for their troubles. And all the while it is the landlord who is quietly pocketing the wealth that they are producing. He it is who is "chewing the mud" that causes strikes and lockouts, the closing down of industries, and the suffering and loss that unemployment and decreased production entail.

We farmers have a very direct interest in these troubles of society, for we are injuriously affected by them no less than the rest of the community. In a new country where land has practically no value, interest and wages are high. As population increases we have competition for land. A greater and greater proportion of the wealth that is produced by labor and capital must be given to the landlord. The laborer finds rents so high that in our great cities many whole families are compelled to live in a room. The immense amount of money that the capitalist must pay for the land on which to build his factory makes it necessary to reduce wages and increase the cost of his goods in order to pay interest on the investments in land. And the money so invested is not of itself productive of wealth.

Taxation of land values would divert the moneys now going into the landlords' pockets into those of the general public, and thereby reduce other forms of taxation. It would force into use land now held by speculators, and thereby reduce rents both to the laborer and the capitalist. This in turn would reduce the cost of doing business and thereby benefit the public.

It is the city land holder, the men who monopolize our mines and water powers, and the holders of special franchises, that are able to live on the proceeds of their monopoly without labor on their part. Our farmers' organizations, in endorsing taxation of land values and such natural monopolies, take a stand that is to the advantage of farmer, working man and capitalist. Our interests are common.

Stop the manure leak.

## GUARD THE RESERVE

The strength of a bank may be determined in no small degree by ascertaining the value of their reserve fund. Such a reserve is necessary to make the institution a safe one for stockholders and for the general public who deal with it. The Government requires that banking institutions hold a definite proportion of their capital as a reserve. The wise banker is continually adding to his reserve fund.

But of vastly more importance to the well-being of the nation than the reserve funds of its banking institutions is the reserve of fertility in its soil. It is from this reserve that this and future generations must secure that which keeps within them the breath of life. We farmers are the guardians of that reserve. The careless dairy farmers, like the conservative banker, renders his country no real service when he maintains the fertility of the soil on his farm. The farmer who sells the raw materials of his soil, hay, grain, and so forth, not only injuring himself individually but is depleting the store that was intended for all of this and future generations. Let us guard well that which has been committed to our care. And we will get our reward in increased crops and the continually increasing value of our farms.

## AN ADVANTAGE TO ALL

A couple of weeks ago consumers in Toronto were astonished to find that butter, which had been steadily decreasing in price, suddenly steadied and then the price went up one or two cents. And this in spite of the fact that production was steadily increasing. This was due to the fact that the cold storage men had started to buy up butter to hold over for the scarcity of the winter months. Commenting on this condition of the market, a leading Toronto daily paper has the following featured on its front page:

"The reason, then, why the 'Canadian housewife' is paying 'from three to five cents more' for the 'butter in this banner month' of the year is so that the cold 'storage men may reap a harvest' when the commodity is scarce in the 'winter.'"

And more of the same.

Such an attack on cold storage men is apt to be misleading to the average consumer who does not know the conditions of production that exist in Canada today. Most of our dairy products are produced in the six summer months. Were it not that generous quantities of this summer production is placed in cold storage for the period of scarcity in winter, prices of dairy products in summer would be so low that there would be no profit to the producer, and in winter dairy produce could not be had by the most of people at any price and therefore would be the luxury of the rich.

The consumption of dairy products is approximately the same the year

at the great advertisement at Dallas, Texas. Mr. Robbins, of New York, of the "square deal" publishers and advertisers.

"I regard a publication as a public service. You want to know the truth about the travel in good condition, even though he sojourner your general knowledge, even away from home, is secured."

"The most of you are advertising in public, and objectionable and doing harm. When you do this, you are doing harm."

The question of the which the publisher can travel is of great importance.

Mr. Robbins complains publishers on what they do to advertise and what they do to keep and to back it up with a vision of dishonest and will not fill not a human length and breadth of the land can doubt be made in an advertisement, gospel truth.

This all simmers question of the mental of the subscriber, which importance to all advertisers. It has been abundant that the mental attitude of the DAIRY SUBSCRIBER. THEY BELIEVE AND DAIRY ADVERTISERS.

We have maintained a policy seeking every absolute confidence in our readers in our advertisements. ADVERTISING COME INTO ITS FARM AND DAIRY. A Paper Farmers