The feeder who ships a carload of prime steers would refuse indignantly to sell them on the same basis as common stock. Labor and care expended in turning out a good product is worthy of its just reward and the contributors to a superior type of cheese deserve a better price for their product than those who have been more careless or less skilful. More and more we are putting the marketing of our products upon a graded basis. Our wheat is sold on grade, our live state in the side. Our wheat is sold on grade; our live stock is classified on the market according to quality; our fruit cannot be disposed of on the larger markets unless branded with its quality, and lately our creamery butter is achieving a graded basis of sale. Cheese must fall into line with other products or be forsaken by those who will patronize another market where the farmer can secure an outlet another market where the farmer can secure an outlet for his milk that will return him its full market value.

Grading our farm products is a matter of national as well as local importance. Much of our cheese is exported and across the water in Great Britain the Canadian dairyman must compete with the product of dairyman in other countries. Grading confers its greatest value upon the dairyman when it makes it possible for him to sell a uniform product. All markets appreciate uniformity and the consumer invariably pays more for an article that he has found to be of one quality whenever he have it then for another upon which he con whenever he buys it than for another upon which he can never depend. The very foundation of the cheese industry in Canada is our market in Great Britain, a fact which was plainly proven by the consternation which the decision of the British Ministry of Food was able to cause last year. Fortunately, in this as well able to cause last year. Fortunately, in this as well as in other aspects of marketing, sentiment in favor of grading is rapidly gaining and as producers become organized more fully the officers which these organizations elect will have an opportunity to study and appreciate the necessity for standardized products more fully than can individual farmers working singly. The immediate advantage of grading is that inferiority is immediately reflected in the market price, which is an acute reminder that something is wrong. The patron, who is most interested, can then insist upon a speedy improvement. It is to be hoped that it will not be long before all Canadian cheese will be sold on a graded basis, before all Canadian cheese will be sold on a graded basis because then only can the milk producer rest satisfied that the cheese made from milk supplied by him will return him his full share of the world's market price.

CO-OPERATIVE SELLING.

Once the cheese are graded and put in the most Once the cheese are graded and put in the most favorable condition for selling the actual method of selling is next in importance. We believe the present method of sale to be capable of much improvement. It should be distinctly understood, however, that in any discussion of this matter the primary purpose of any method of sale or any channel of distribution is to get the producer to the consumer.

producer to the consumer, These two are the principals in all trade—carriers. dealers, exporters, importers, salesmen, etc., important and necessary as may be the services they provide, are, after all, only incidents along the way. Just as cheese-making is only a means of disposing of milk, so these various agents are in reality merely servants of either the producer or the consumer. Simplicity in barter was left far behind when cities were built and international trade established. Men saw opportunities for profit in performing service for the public, and this service has now become a

necessity.

We do not believe that the farmer should become his own distributor except under exceptional circumstances. For this reason we can see no advantage for him in going beyond large wholesale markets with his produce. At the same time he should be in a posi-

tion to control his produce until it reaches this market. In Canada, Montreal is the primary cheese market, and the greatest return from milk for cheese making will never be secured until the cheese is sold by the patron on this or a similar market. Obviously such sale must be made jointly by many factories if the keenest competition is to be developed between dealers who desire to act as distributors for the consumer. This means co-operative selling.

# CHEESE BOARDS.

At the present time cheese boards are a time-worn institution in the cheese business. It is not the purpose of this article to be unduly critical of local cheese boards nor of the men who compose them. They, both the boards and their individual members, have performed good service in times past and cheese boards were no doubt the natural result of early difficulties in marketing. As a modern sales agency, however, they are faulty and expensive. The producer is at a disadvantage in that he is as far away as he can get from the ultimate destiny of his product. Neither buyer nor salesman see the cheese; and the salesman, unless he sells for a large number of factories, cannot be paid sufficient to make it worth his while to know the market thoroughly. Even if all the cheese on some local boards were sold

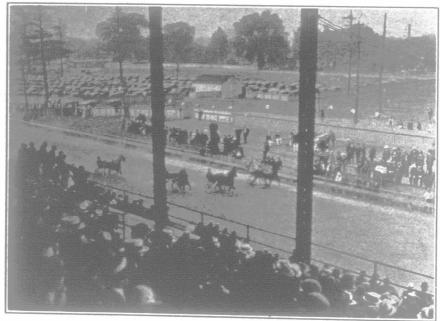
by one salesman there would seldom be sufficient to varrant paying for expert ability in marketing.

Aside from the expense of many salesmen, many Aside from the expense of many salesmen, many organizations, and many buyers maintained by the dealers at the expense of the local factories, the principle of the cheese board is good. That is to say, there is everything to be gained by the practice of selling the product of a number of factories by auction at one time and to the highest bidder. But, unfortunately, instead of becoming joint auction sales agencies, cheese boards of becoming joint auction sales agencies, cheese boards in many instances degenerate into a game between the buyers, or representatives of large dealers. Of course,



Senator Warren G. Harding Republican Nominee for President of the United States.

keen competition is legitimate and desirable, but in many instances it is not open, and the small factory salesman is as likely to sell under the market as he is to get a fair price. Some salesmen, although boarding their cheese regularly, almost invariably sell off the board, sometimes as "regulars" for a certain dealer who thus secures a certain proportion of his requirements without entering into accept competition for them. ments without entering into open competition for them. This in itself would not be so serious as it is a matter between buyer and seller, but it tears at the very principle upon which the boards are claimed to operate. Some



A General View of the East Middlesex U. F. O. Picnic. Queen's Park, London, Ont., Wednesday, June 9, 1920.

salesmen never sell on the board, although they list their offerings. In a suprisingly large number of cases board meetings degenerate into mock performances when buyers refuse to bid what they are willing to pay and do all their buying on the street afterwards at prices as much as two cents per pound above the highest bid on the board. It is time that this method of selling was replaced by some other that will secure open competition. The large cheese dealer is no sentimentalist in business, whatever he may be in private life. He is out to get cheese as cheaply as possible and there are enough others in the same business and with the same objects in view to make the game a thrilling one and none too open-handed.

So far this season we have secured daily press reports of fifty-three meetings of thirteen local cheese boards in Ontario. At all of these meetings cheese was offered for sale. Six boards held nine meetings at which no sales whatever were made; four boards held seven meetings at which only part of the cheese was sold. Only five of the fifteen boards representing twenty meetings, or thirty-seven per cent of the total, have apparently come through the season so far with straight auction sales of all the cheese offered on the board. There are instances where the bidding did not reach high prices paid on other

boards by nearly three cents per pound. There are other cases where the prices actually paid on the board averaged more than three cents per pound above the prices secured on other boards. This variation does not appear to be due to a difference in the quality of cheese. appear to be due to a difference in the quality of cheese, or any difference made necessary on account of freight charges. No one board appears to have held the advantage of the price throughout the season thus far. We fail to see any virtue in the further continuation of this method of selling. Undoubtedly the auction plan is the safest in the long run, but it should be put upon a really co-operative basis, and the cheese sold by grade and in large volume on the largest market in the country. the country.

We are free to admit that there is, in this article, much that is critical of present practices in the cheese industry. Such criticism as has been offered, however, we believe to be constructive and practical. Criticism is alway good if it is constructive and "The Farmer's Advocate" is devoted to the interests of the producer. The next article of this series will deal with butter as a market for our milk.

# FARM BULLETIN.

### Republican Nominee for President.

The announcement that Senator Warren G. Harding of Ohio, is the choice of the recent Republican convention held in Chicago, as nominee for President of the United States in the forthcoming election will come as a surprise to thousands of individuals. Senator Harding was distinctly a dark horse, and the choice of the machine politicians who brought him forward on the second day of the helloting to break the deadlesh between day of the balloting to break the deadlock between General Wood and Governor Lowden, both of whom, along with Senator Hiram Johnston of California, had been considered favorites.

#### East Middlesex U. F. O. Picnic.

The Western Fair grounds, Queen's Park, London, was the scene of a monster picnic on Wednesday, June 9, under the auspices of the U. F. O. Clubs of East Middlesex. The baseball games started at ten o'clock in the morning, and several hundred people witnessed the first game. The day was not and bright, and about the contract of the c three o'clock in the afternoon the sports and the main program of the day began. The crowd had swelled to fully three thousand, and later on in the afternoon there were in the neighborhood of five thousand people on the grounds. Horse racing, foot races for the younge people, and other sports, contributed to the day's enjoyment, while the speaking which was to have occupied a prominent place on the program was relegated to a rather inconspicuous position well on in the afternoon. None of the speakers said anything of particular moon. None of the speakers said anything of particular moment, except to compliment the Ontario Government and the farmer members of their accomplishments during the recent session. It is interesting to note that the representative of "The Farmer's Advocate," although comparatively close to the speaker, did not hear Mr. Andrew Hicks, M. P. P., make the statement regarding the attempted bribery of farmer members which he is alledged to have made. We do distinctly remember hearing him make the statement which he says he made. The accompanying illustration gives a general view from the grandstand during the racing, and shows to the left the very large number of cars and shows to the left the very large number of cars present estimated to be worth at least five or six hundred thousand dollars.

# Proposed Changes in Luxury Tax.

On Wednesday, June 9, marked changes in the budget proposals of the Government at Ottawa were announced the House of Commons by the Finance Minister, Sir Henry Drayton. Instead of a tax on all of the essential articles of clothing, amounting to ten per cent. over certain fixed prices, the changes proposed will mean a tax of nearly fifteen per cent.of the amount in excess of these fixed prices. It was also announced that on articles of clothing, the selling price of material and cost of many fixed prices. and cost of manufacturing when sold separately are to be combined for determining the selling price. far as is known, however, these and other changes which were announced by the Finance Minister have not been put into effect by the Finance Minister have not been put into effect by the Government, taxes still being collected according to the Budget Speech of May 18.

## Liquor Referendum Probably on October 25.

It has been announced from Ottawa that the liquor referendum for Ontario will be held on Monday, October 25, although the date so far as we know, has not yet been formally fixed. It is understood that an endeavor will be made to have all the provincial referenda that have been requested held on the same date. Saskatchewan, Alberta and Ontario have made requests to date. On Saturday, July 10, a plebiscite on Provincial prohibition will be taken in the Province of New Brunswick. This will be the first plebiscite under provincial laws at which women will have equal suffrage

It is unfortunate that so many small orchards throughout the country are being neglected. The great bulk of our apples that are exported come from these small farm orchards, and very little attention is being paid to the growing of good fruit.

Toron Week Endin

JUNE 17, 1920

Toronto (U. S. Y.). Montreal (Pt. St. C

Toronto (U. S. Y.) Montreal (Pt. St. C Montreal (East End Winnipeg. Edmonton.

Market C Toronto (Uni Receipts for the forty-eight hund hundred calves, fi

and thirteen hundr and lambs. Price beef cattle were of the previous week the previous week included a great very average qual general average of of a week ago. At the prevailing high unfinished grass ca Monday's receipts, the volume of com were a factor cont undertone. On T dull and sluggish ar market was fairly there was a still wea It is not consider will be marketed in for another week, a should remain stea top sales were the of sixteen head av and eighty pound weighing ten hundr at \$17.50, two he hundred and sixty steer weighing fiftee nine steers avera pounds at \$15.75, averaging eleven pounds around \$16 two choice steers demonstration or \$18 per hundred. placed choice hearange of \$15.75 to quality from \$14 light butchers and \$16 straight loads and medium qualit to \$14.25. Choice from \$12.75 to \$13 \$13.75, and medium \$11.75 to \$12.50. (\$13.25, and a few o \$13.75. Choice farm \$12.50 to \$13. \$11 to \$12. The ceptionally strong being marked up or maintained for the Top sales were made sales from \$17.50 t good calves moved f and common calves \$13 per hundred.

Heavy mutton cut during the week on account of pref shipments of spring of light sheep were h sheep sold from \$8.5 light sheep from \$10 yearlings up to \$ were weighed up fro lighter stock from \$ were sold around ? pects are that ma tinue to weaken.

The hog market packers firm in the duce values as it costs have been out meat market. Price and watered basis with a few going