

FARM AND DAIRY AND RURAL HOME

Published by the Rural Publishing Company, Limited.

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

2. **SUBSCRIPTION PRICE.** \$1.00 a year. Great Britain \$1.25 a year. In advance, except Canada, where it is sent to subscribers, who then continue to receive the paper until they send notice of discontinuance. No subscription is continued for more than one year after date of expiration. 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 will always pleased to receive fractional articles.

CIRCULATION STATEMENT.
The paid subscriptions to Farm and Dairy exceed 14,000. The circulation of each issue, including copies of the paper sent subscribers who are not in arrears, and sample copies, varies from 15,675 to 17,300 copies. No subscriptions are accepted at rates less than the 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 subscriber have cause to be dissatisfied with the treatment he receives from one of our advertisers, we will investigate the circumstances fully. Should we find reason to believe that any advertiser is unreliable, even in the slightest degree, we will discontinue immediately the publication of his 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 the words, "I am your advertisement in Farm and Dairy." Complaints must be made to Farm and Dairy within one month of 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.

IS IT OUR GAIN?

Taxation of land values in Great Britain, even in the mild form in which the system is there exercised, is having the effect of breaking up the great landed estates which can no longer be held out of use except at great expense. A contemporary believes that Britain's loss will be our gain, in that a considerable number of these landlords are now investing their capital in the Canadian West. But will this threatened migration of the English aristocracy to Canada and the investment of their capital in western lands be of any economic advantage to Canada?

The titled Englishmen who are now coming to Canada are not investing their money in productive enterprises such as the establishment of farm homes or manufacturing plants. They are speculating in land in the West. Of what advantage is it to us to have

the English duke or lord, as the case may be, invest \$100,000 in Western land, hold it for a few months and sell it for \$175,000 or \$200,000? It is clear that Canada is poorer rather than richer by the transaction. If in a rural district, the farmer who eventually works that land must for every pay interest on its enhanced value. If the investment is made in a growing town or city the manufacturing company, before they can start to produce wealth at all, must pay to this investor who has done absolutely nothing to increase the value of the land, two, three, or more times the sum that he paid for it. The same applies to the laboring man who would build a home for himself.

The only investment that can be of advantage to Canada is investment in productive enterprise. A system of taxation that would discourage speculation in land would encourage investment in productive enterprise. The system of taxation that is bringing the land within the reach of the people in Great Britain would, by its adoption in Canada, prevent the exploitation of lands for speculation purposes. By taxing land values as they are now doing in Great Britain, Canada would stand to benefit very materially through the greater supply of capital that would then be available for productive enterprises. Every farmer knows what good use he could make of cheap capital!

ANENT COLLEGE TRAINING

Last month, several hundred boys gathered at the O.A.C. to spend the winter in college halls. Next month a record number of young men will gather at the Nova Scotia Agricultural College for the same purpose. Agricultural colleges at Ste. Anne de Bellevue, in Manitoba, and in Saskatchewan will also have their quota of young men fitting themselves for a life on the farm.

When these young men return from college (and we are speaking of agricultural colleges) probably the first demand which their relatives will make of them will be to grow larger crops, raise better horses and cows, and to accumulate a larger bank account than anyone else in the community. In all sincerity we ask whether such a demand is a fair one. A college graduate should be able to do better farming than his untrained neighbors, but is that the test of his fitness? Should we wish to express the difference in coin?

We do not believe that the money test is the true test to apply. The college trained man, as a general rule, is a better farmer than his neighbors who have not had the same advantages. But the true test to apply in testing the worth of his college training is not what the young man does, but what the young man is. Has he a broader viewpoint? Has he found something bigger to live for than the mere raising of big crops and the making of money? In other words, is he a better citizen? If he is all of these things then his college training may be judged a success and a good investment. This is the first test that we should apply to our

young men when they return to the farm.

THE ROADSIDE WEED EVIL

What does it profit us to labor in keeping our fields free from noxious weeds when all kinds of weeds are allowed to grow in profusion on the roadside where they are continually reseeding our fields and making our labor of none avail? This query, asked in a recent issue of Farm and Dairy by Mr. T. G. Raynor of the Seed Division, Ottawa, should give all of us something about which to think. Labor is so scarce that it seems almost impossible to keep the roadsides clean in addition to the fields, and this cleaning of the roadsides would represent considerable expense in the year.

Farmers in some sections of Nova Scotia have discovered a most effectual way of dealing with the roadside weed evil. On a visit to that province recently, an editor of Farm and Dairy drove over several miles of country roads through the finest of farming country, and it was only occasionally that one saw a fence growing right to the side of the beaten highway, and there was no room left for weeds, nor was any land wasted that might just as well be under cultivation. When a field was pastured stakes were driven in and a couple of strands of wire stretched on them.

There might be objections to this scheme. It might not meet with the favor of Ontario farmers as it has with some of their Nova Scotia brethren. One thing is certain. It offers a most effectual and economical method of getting rid of the roadside weed evil.

WAR SCARES

It is not often that the editors of Farm and Dairy listen to a sermon with which we must thoroughly disagree. Such, however, was our experience recently. The occasion of the sermon was the anniversary of the death of General Brock. Its subject was what we choose to call a "jingoistic appeal" to the patriotism of the congregation by the painting of most lurid pictures of the danger that now threatens the British Empire through the inevitable (according to this speaker) onslaught of the Germans. And we were more than surprised to note the general approval with which this sermon was listened to by the audience. Just at this time when Canada is being urged from many sources to increase her military expenditure because of the so-called "German war scare," let us look at this question in a little saner way than it is generally viewed. It is a question that affects every farmer in this land, for it is we who will be called on to pay the major part of these proposed increased expenditures.

We feel safe in saying that the great majority of the people in both Germany and England are for peace; and in democratic countries the will of the majority is supreme. At the present time the party in power in the German Parliament, the Social Democrats, are pledged to peace.

This party with their allies represent fully three-quarters of the German people. In Germany the war sentiment is kept alive by a small class of jingoes who will profit by war either financially or through the chances of obtaining military glory. This class, through the influence that they exert, because of their control of the German press, are endeavoring to create an entirely false idea of the intentions of the German people as regards the British Empire. In Great Britain it is the same class, military men and those who manufacture war supplies, who aim to instill into the British people that fear of the German that the German jingoes are endeavoring to instill into their people of the Britisher.

Allied against the efforts of this small class will be the influence of bankers, business men, and taxpayers generally. And in the long run it is the men who pay the money who have the determining voice as to whether there shall be war or not. Ministers of the gospel do themselves little credit in endeavoring to spread abroad a false idea of the intents of a friendly people and to foster a sentiment that might lead to war, the most barbarous and unchristianlike institutions in the world. Let us all use what influence we have to promote the friendly relations that should exist between all countries, particularly Christian countries.

Oxygen in Food (Hoard's Dairyman)

We wonder how many dairy farmers who will build barns and cow stables this fall, will do so with the understanding that there are three things that will give us clean milk and air—that she will die the most quickly if the air is taken from her; that the life-giving element in the air is the oxygen; that when you destroy or impair her chance to have pure air and as a consequence oxygen, you are to a corresponding degree taking from her one of the important elements of her support; that you might about as well ask her to eat her food the second time as to compel her to breathe her supply of air twice or three times.

Men who have given these important matters thought and attention, provide a system of ventilation, like the King system, for instance, whereby they can keep up the warmth of the stable room and at the same time get rid of the low withy puff of fresh air full of life-giving oxygen.

The man who does not furnish his cows with pure air at the right temperature is standing bodily in his own high heels in reality trying to rob the cow of one of the most important elements of her food supply.

These things have been talked about, written about, and demonstrated time and time again, yet right in this our dairy section we have passed lots of new barns the present summer without an adequate system of ventilation. The reason for this is that these farmers are keeping cows without realizing the value of pure air. They will pile up the food and drink and let their cows poison themselves with foul air, and such men really do themselves dairymen. It is almost painful to contemplate the injustice they inflict upon their cows and themselves, yet sublimely unconscious of it all spending money to build expensive stables with no knowledge of the oxygen which God gives freely is one of the most important foods the cow consumes.

Quality in Milk

W. T. C., York
There is a startling thing and this is the fact that clean milk is the stable. Our

AD. L.

What is a good question. Let Herbert N. L. This letter. (M. advertising expert several firms in T. Casson \$100.00 per advice and criticism with their business

A good advertiser tract attention. It eye. It must con or suggestion; an some power of pe

The bait, if you be in the upper p tement, for the eye sees the top. And the hook, if be at the bottom, tention above; ac

It is known, t vertisement is eff as it can repre own point of view say, "Cut down y than to say, "Buy me." It is better a man about his o should at all a commodities. Ma

Do not issue a co the people about i and about what y ed to sell them a that is the moti advertiser who sh

In every serie ments there must elements of nove tion. There must be attract attention; be reposition, so will not for getment is best, per combine must hap the new, so that pleases everybody

We have trav old days when ement was supposed mal as a mortg through the back first class magazin there are appeals to feeling, to humi is phases. Ther wit, as yet, or m tement, as well a should not compl tears.

The advertising zine is wonderfu This is true, only tent, of the farm may get perenni studying the adver heeding them you them in Farm; an know we stand ba verisers. We acco nor unreliable ad Dairy.—

"A Paper Farme