

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 Bedford District, Quebec, Dairyman's Associations, and of the Canadian Dairy, Argentine and Jersey Cattle Breeding Associations.

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CIRCULATION STATEMENT

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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 circumstances fully. Should we find reason to believe that any of our advertisers are unreliable, even in the slightest degree, we will immediately discontinue the publication of their advertisements. Should the circumstances warrant, we will expose them through the columns of our paper. 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 the time specified in the date of any unsatisfactory transaction, with profits 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.

WHAT IS A MIDDLEMAN?

"Do away with the middleman!" How often we hear this phrase used by those who think that they are thereby offering us a panacea for all our economic ills. Many of us farmers are inclined to fall in with this belief. We believe that the middleman is growing rich at our, and the ultimate consumers, expense. We would do away with the middleman altogether if we could. This unreasonable attitude, for it is unreasonable, that many of us take towards the middleman, is due to our lack of appreciation of the place that the middleman fills in society.

To get an idea of what a middleman is, we must start with the simplest form of society. In ancient times each man was economically independent of his neighbors. He got his food directly from nature. His agricultural implements, rude and in-

efficient, he manufactured himself. The women of his household made cloth from wool of the backs of his own sheep. He was not dependent for the necessities of life on any outside source.

As civilization developed we have a division of labor. For instance, the farmer found that if one man in the community would devote himself entirely to making shoes he would soon become so expert that he could make better shoes and make them cheaper than where they were made in each household. In this way arose the manufacturer. He did some of the work that the farmer had originally done himself, and as both were thus enabled to specialize more wealth was produced than under the old conditions. The manufacturer therefore is a middleman. He is doing some of the work that was originally done by the farmer.

At first the farmers carried their produce directly to the homes of the small manufacturers. Soon, however, as manufacturing centers became larger, our ancestors found that if they allowed one man to market all of the produce of the farms of one section and to spend their time on their farms that they would otherwise spend in going to town with their butter, eggs, etc., that they would be better off. In this way arose the middleman in the sense in which we use the word to-day. And in that he saves the time of the farmer in marketing produce and the time of the manufacturer in distributing his goods over the whole country he is a producer of wealth. Those of us who unthinkingly advocate doing away with the middleman are really recommending that society be again reduced to its most primitive form.

True, there are certain middlemen who do get too much of the consumer's dollar; but this only occurs where the middleman has some special privilege. For instance, it has been suggested that our pork packers, due to the protective tariff, are enabled to charge the consumer more and then to pay the producer less than is rightfully his. Our railroads, also, are levying more than their share of the wealth that is produced. Here government regulation is necessary. But even did we make these changes, take such special privileges as the protective tariff away from middlemen, regulate freight and express rates so that our railroads and express companies were making only a fair profit on actual investment, we would still find that we farmers would not get our share of the consumer's dollar.

There is another party who here steps in and takes a large share of the wealth that we farmers and the working men in our cities produce. But we seldom ever think of him. He is the landlord. A large percentage of the earnings of all produce dealers in our cities goes out in the form of rent. The working man also must pay rents on the house he lives in and is thereby unable to buy as much or

pay as much for our farm produce as he otherwise would. All of the business that we do with the city is increasing the value of the land of the city, and hence increasing this tax on industry in the form of ground rents. The man who owns city land, the chances are, does not himself produce one cent of wealth. He may live in a palace, spend his summers in Europe, and his winters in Florida and look down on those of us who must work with our hands for a living.

When we blame the middleman for the low prices that we receive for farm produce, let us not forget the toll that we pay to his landlord. The middleman is a producer of wealth. His landlord is not. Which should we do away with—the producer of wealth or the non-producer?

INDIVIDUAL EFFICIENCY

Efficiency is the watchword of the manager of the big departmental store. Efficiency should be the watchword of our farmers in managing our dairy herds. In great departmental stores, where everything is sold from a spool of thread to a moving machine, such accurate records are kept of sales and expenses in each little department, or large department as the case may be, that the manager is able to tell just where money is being made, and if it is being lost in any department, to ascertain why. In this way, these great firms are able to give cheaper service and better service to the public and yet derive greater profits to themselves than is possible in the smaller business where accounts are not kept so accurately.

The manager of the big store is not satisfied to know that his business as a whole is making a profit. We dairy farmers should not be satisfied because we know that the size of our milk or cream cheque shows a larger average production than that of our neighbors. We must get the business of dairying down to such a fine point that we know what every cow in our herd is doing. It is only then that we will get maximum results. The elimination of the unfit does not require the complicated system of book-keeping that the manager of the departmental store follows. It requires only a simple system of records that any of us can take without any trouble. Right now, when our cows are coming in fresh, is the best time to start these records.

THEIR VALUE DEMONSTRATED

"Get rid of the scrub bull. We will never have any great, permanent improvement in our dairy herds until we do." This has been the story of all classes of dairy educators for the last thirty years. Sound logic, the experience of hundreds of our most successful farmers and splendid individual instances have all been brought forward to prove that the pure-bred sire is the only sire worth while. One would think that the evidence for the pure sire was now of such mountainous proportions that a scrub bull would be a rare curiosity.

But he isn't. He is still in evidence in almost every dairy section in Canada. And we are still piling up evidence against him. And shall we continue to do so.

In the Dairy Number of Farm and Dairy was an illustration of a grade Holstein cow that produced over 19,000 pounds of milk in one year. This cow's dam had just ordinary ability as a producer. But her son was a pure-bred animal of a better milking strain. That's what made the difference. The value of the milk that this one cow produced in one year over what her dam could have produced would go a long way towards paying the cost price of a pure-bred sire.

And note the contrast. In a close section of Eastern Ontario last year the books of the factory showed that the average production of ten herds in the section was under 2,800 pounds of milk a cow in the six months of the factory season. There was not a pure-bred sire in that district.

How long, oh how long, will we permit ourselves to be blind to the ineptitude of the scrub sire? We have killed his unprofitable daughters, worse for them early and late, and the returns have been, to say the least, satisfactory. And the remedy is within the reach of all of us, even the poorest, a pure-bred sire of good dam breeding owned on the community plan.

Did you ever see or hear of a man entering a horse in the 2:10 class by a City-landed stallion and a

• **Equity**
Ridiculous
You ever hear of a man entering the race for a living in the dairy business with cows sired by a beef bred bull? This he does everywhere. And to second man stands just as good a chance of success as the first. And may make a living at dairying with the so-called dual purpose cattle, his results will be as far behind the of the specialized dairyman as the heavy horse will be distant from the light one at the finish.

• **False Economy**
(Hoard's Dairyman)
Butter has ruled abnormally high in the present winter. If ever there was a time when it would pay a husband profit to feed good cows liberally it is now. High as the price of feed is the price of butter is high enough to make the proportion between cost and profit a large one. Take this calculation which is an old one, and follow it.
A bushel of oats is worth 15¢. Fort Atkinson market to-day 51¢. Corn is worth 60 to 65 cents a bushel. Fed to a good cow there are 10 pounds of butter in a bushel of oats and three and a half pounds to a bushel of corn. Grind the corn and eat it together and feed the mixture, there are seven pounds of butter in a bushel of the two. We gain a pound of butter by combining the feeds.

The cost of this combined feed is \$1.30, grinding and all.

The value of the butter at 15¢

per pound is 15¢.

There is a profit of 15¢.

Now, if we feed the corn and

oats together and feed the mixture,

we get seven pounds of butter

for the cost of 1.30, grinding and

all. The value of the butter at 15¢

per pound is 105¢.

There is a profit of 105¢.

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wholesale price of \$2.50—two dollars in return—cents costs would be there are a rising to-day liberally under that feel is too high

Did you ever see or hear of a man entering a horse in the 2:10 class by a City-landed stallion and a

There is such a thing as a good stock. Since the going steadily!

There is a reason for it. It did not merely reason for the

It is evident that we have admirable of must have progress. And indeed

They took over the late E. L. C. years ago. Shortly started the Steel

try in Canada.

They have since original lines of the old "Goold"

now manufacture Engines, Grain

ers, Tanks, Con Power Sprayers.

Their factory rated in the up to they attract the be

Not a foreigner the city is employ

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Seventy-five per business is farmer

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