

The Canadian Dairyman AND Farming World

Published by The Dairyman Publishing
Company, Limited and Farming
World, Limited.

1. THE CANADIAN DAIRYMAN AND FARMING WORLD is published every Wednesday, 11 pages in length in the British Columbia, Manitoba, Western and Ontario, and Bedford District Quebec Dairyman, New Brunswick and the Canadian Holstein, Ayrshire, and Jersey Cattle Breeders' Associations.

2. SUBSCRIPTION PRICE, \$1.00 a year, strictly in advance. Great Britain & Ireland, 12 months, \$1.25. For all countries except Canada 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 10 cents for exchange fee required at the bank.

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

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

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

CIRCULATION STATEMENT.

The paid-in-advance subscriptions to The Canadian Dairyman and Farming World exceed 1100. The total circulation of each issue, including copies of the paper sent subscribers who do not pay in arrears, and sample copies, exceeds 14,000.

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

OUR PROTECTIVE POLICY.

We want the readers of The Canadian Dairyman and Farming World to feel that they can rely on our advertisers with our assurance of the advertiser's reliability. We try to admit to our columns only the most reliable advertisers. Should any subscriber have cause to be dissatisfied with the results 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 discontinue immediately the publication of their advertisements. Should the circumstances warrant, we will also continue through the columns of the paper. Thus we will not only protect our readers from unreliable advertisers as well. All that is necessary to enable you to see the results of this Protective Policy is that you include in all your letters to advertisers the words: "I saw your ad. in The Canadian Dairyman and Farming World. Complaints should be sent to us as soon as possible after reason of dissatisfaction has been found."

COMMUNICATIONS should be addressed to THE CANADIAN DAIRYMAN AND FARMING WORLD, PETERBORO, ONT. TORONTO OFFICE: Rooms 505-507 Manning Chambers, 72 Queen St. West, Toronto.

THE ASSOCIATIONS AND MILK INSPECTION

It is unfortunate that the conditions under which milk is delivered to the cheese factories of Ontario, and paid for, make it necessary for the Eastern and Western Dairyman's Associations to employ three officials to look after milk inspection, and the prosecution of patrons who add water or take the cream off the milk. Their action, however, is to be commended. It will relieve the instructors from all testing. They will be able to devote their full time to securing a cleaner and better flavored milk from the patrons, and to aiding the maker at his end of the business.

Besides giving the needed attention to the sanitary conditions of the factories, and dairy farms supplying milk.

But in this age of dairy knowledge and advancement, the need for these inspectors should not have arisen.

Every factory has it within its power to do away with this need at little cost. Pay for milk supplied for cheese-making by test, and the temptation to water and skim is removed. There are many factories doing this with success, and everyone of them could do so. Dairying would be upon a higher plane if this were done.

We have heard the statement that there is money in this milk inspection business for the associations. The experience of the Western Association, with one inspector, last year, shows this, and this, we understand, was a strong factor in inducing the Associations to extend and assume full responsibility for the work the coming season. They should have a higher aim than this. While, as we have stated, it is necessary under the circumstances to employ inspectors for the special purpose of milk inspection, more energetic efforts should be made to induce factories to pay by test, and do away with the need. Has all been done that should be done in this direction? Do the speakers at dairy meetings emphasize it as much as they should? Is any systematic effort being made to induce patrons to adopt this system?

WILL BREEDING MILITARY HORSES PAY?

Attention is again directed to the deficiency in the national horse supply of Great Britain, by a recent statement of a war official that at the end of a year's war, 180,000 cavalry horses would be required, whereas there are only 150,000 horse in the United Kingdom. The situation is looked upon as grave, from a military standpoint.

The British Government is said to have under consideration a scheme for the encouragement of the breeding of horse suitable for military purposes, and some influence is being brought to bear to have it apply to Canada, or at least to have the British authorities keep in view the possibilities of securing a supply from Canada.

Canada has had some experience in supplying military horses. The South African war took from Canada thousands of horses, and helped to clear the country of a lot of inferior types and misfits. Yet the prices paid and the threat up to which the British authorities would go in securing military horses, showed that it would not pay Canadian farmers to breed specially for this trade. This was shown pretty clearly by Mr. Robert Miller in his address at the horse banquet in Toronto a few weeks ago.

If the British authorities have any scheme that will enable us to get a fair price for military horses, we can assure them, and also those in Canada who are urging the raising of this class of horses, that we will go into the business of breeding them. But until profitable prices are assured, it will be wise for us to continue to raise the heavy draft, and high class carriage and saddle horses. If there are any misfits, as there is bound to be, these can be sold for military purposes. The present class

of horses which are being raised most extensively, are in good demand at profitable prices. To change over to some other class, unless the prices are equally as good, would be poor business.

MORALITY IN ADVERTISING

More and more, publishers are coming to recognize the fact that they are under just as great a moral obligation to see that their advertising columns are kept free from objectionable advertising as they are to see that the tone of their reading columns is maintained at a high standard. The belief that the publisher is responsible for the character of the advertising carried in his paper, has seldom been more forcibly expressed than it was at the recent convention of the Canadian Press Association, by Mr. Merrill McCormick, of Chicago, the publisher of the Chicago Tribune, one of the greatest and best news papers on the continent.

"I don't God," said Mr. McCormick, "the moral standard of advertising conditions in America is one thousand per cent. higher than it was five years ago. The newspaper is not as honest as its advertising columns. It is only as strong as the confidence it can arouse in its readers. It can make them believe, not only in the news which it publishes but in the advertising which it publishes. We have learned to look the truth straight in the face, and to admit that a filthy medical advertisement is a filthy corner in the newspaper, and that a lying commercial advertisement is a lie in the newspaper, and that the deceptive financial advertisement is a deception in the newspaper."

What Mr. McCormick said of news papers, is even more true of the agricultural press. There are scarcely more than half a dozen purely agricultural publications in Canada. Being published only weekly or semi-monthly, they should be able to maintain a higher standard than is possible in the case of papers that are published daily. Several of the leading farm papers in the United States, including the Orange Juice weeklies, and the Farm Journal, have refused hundreds of thousands of dollars worth of patent medicine, electric belt and premiums given free advertising, during the past few years. Our Canadian papers should not be blind in a matter of this kind.

There is another side to this question. It was touched on by Mr. McCormick. The more the publisher can induce his readers to buy from his advertisers, the more profitable his advertising columns become. When, however, a reader sees an article advertised extensively, buys it, and finds that he has been defrauded, he will be slow to patronize other advertisers in that paper. On this point Mr. McCormick said:

"We must keep out the thieves and the liars from our papers; we must make our readers feel that they will get a square deal in our markets, and come and buy from our printing stalls with the confidence that they will do better than they can at any other market. This is not a question of morality, or a question of expediency, but a question of commercial sanity. The public does not want to be deceived. The public has a memory—the public is

an Indian and never-forgets.

"I look forward to the time when a newspaper will be able to print at the top of the advertising page, 'We are responsible for every line of advertising that we print. We guarantee a square deal to you. We pledge ourselves to make good any loss that you incur through answering any advertisement that we print.'"

Legitimate advertisers should protect their own interests by refusing to advertise in papers that carry questionable advertising. Were our leading advertisers to take a stand on this question they would soon force our papers to take the stand on this question that they should adopt of their own accord.

As far as lies within our power, we try to admit to the advertising columns of The Canadian Dairyman and Farming World, the advertisements of those firms only that we know to be reliable. Recently we have refused hundreds of dollars worth of questionable advertisements. We want our readers to know that they can do so safely with every firm whose advertisement we carry. Our protective policy, as published on the first column of this page, is intended to safeguard the interests of our readers. We hope, therefore, that our readers will feel free to patronize our advertisers, and that our advertisers will appreciate and support us in the stand that we have taken.

A FACTOR FOR THE BUTTER MAKER TO RECKON WITH

While the high price of butter this winter has been a good thing for the producer, it has had the effect of greatly increasing the demand for margarine, or butter substitutes, notably in Great Britain. When the English shopkeeper cannot sell profitably at 1s. 2d. a lb. (25c.) the demand falls off, and the average consumer begins to look around for something to take the place of butter. For the past few weeks, butter has ranged in price in Great Britain, at from 140s. to 150s. a cwt., (112 lbs.) when he buys at these figures the shopkeeper has to sell at, at least, from 1s. 4d. (32c.) to 1s. 6d. (36c.) a lb. to make any profit.

These high prices for butter have created a little "boom" in the margarine business, and the middle-class housewife is having forcibly brought to her attention the fact that butter substitutes are eatable, and that they can be used for cooking purposes. One English factory is making upwards of 700 tons of margarine a week, and others have greatly increased their output. The "neutral" which takes the place of the butter fat in the mixture, is largely imported from the United States, and that country is benefited to some extent. A feature of the manufacture of margarine that is worth noticing is that everything is done in the most cleanly manner, and the conditions under which it is made are of the most sanitary kind. The manufacturer does not neglect to make this known in advertising his goods.

This increased sale of margarine may have some effect upon the future of the butter trade in Great