

The Farmer's Advocate and Home Magazine

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EDITORIAL.

Save the sows.

It is the business farmer that makes good.

Secret diplomacy should end with the war.

Where are the farm implements and machinery?

Make the best use of the fall in preparation for spring.

There are 175,000 farms in Ontario and nearly all are short of man power.

There is only one more-to-be-despised man than the slacker, the grafter.

Sale records prove that there is money in the right kind of pure-bred stock.

Canada can raise the 500,000 but it should be done by more system in recruiting.

Feed over all the cattle possible rather than dispose of stockers to be slaughtered.

The successful dairyman must know what each individual cow in his herd is doing.

No man is independent of his fellowman. No nation can exist without other nations.

We should be prepared for peace, but it is necessary first to be prepared to win the war.

Breed families are almost as important as the breed itself, but in buying do not forget individuality.

The man who stayed with the live-stock game when prices were low and trade dull has been paid for sticking.

It is far better to finish this war up right than to stop half way and have a more gigantic struggle a few years later.

"Gentlemen's agreements" are sometimes responsible for the high prices demanded for certain necessary articles.

The slogan of the Progressive Party in the United States was "Pass Prosperity Around," and the Party did not last long.

The man who relies on mixed farming is safe, but operating too many special lines makes it difficult to bring any to perfection.

Politicians praise the farmer and agriculture generally when running for office. After the election they forget all about it.

The man who accuses another of disloyalty better first be quite sure that all he says and does himself is in the best interests of his country.

There have been many lessons for the farmer in this year's operations. An account of your experiences would be appreciated by Farmer's Advocate readers.

We are told that good grade ewes are worth upwards of \$15 each. Last week we saw some pure-bred yearling ewes sold for \$27 each. And yet the majority of our farmers claim that there is no money in sheep.

The Case Against Oleo.

The agitation over the High Cost of Living takes some peculiar twists and turns, and from time to time some would-be benefactor of the consumer comes out with a policy regarding one or more articles of consumption, and the people, chafing under high prices, get behind him without first carefully weighing the question. During the past few weeks butter has been unusually high in price in Canada, and someone, doubtless interested directly or indirectly in the manufacture and sale of a substitute called oleo-margarine or butterine saw a good opportunity to get a following by asking that this fat be allowed access to this country. The subject was immediately taken up by the daily press, and some city people pronounced themselves strongly in favor of a movement to secure free importation of oleo and this of course would mean manufacture of the product in Canada. There are rumors also that the authorities at Ottawa are contemplating the question.

The last Dairy Bill, which passed the House of Commons April 1, 1914, after a strenuous fight upon the part of oleo interests—a fight in which "The Farmer's Advocate" took a strong stand on the side of Canadian dairying—was very clear cut, and prohibited the manufacture and sale of butter substitutes in this country. It was a Bill upon which we complimented the Hon. Martin Burrell, Minister of Agriculture.

That was before the war and prices were normal under normal conditions. The war came that fall. Conditions became abnormal, but a good season for grass and other feed in 1915 kept the price of butter very close to the average in the winter of 1915-16. The high price of cheese had some effect upon it, but not enough to cause complaint on the part of the consumer. Then 1916 came and with it the worst season for the dairy farmer the greater portion of Canada ever experienced, little grass in summer and less feed for winter. Prices had to go up. Besides, 150,000 cases of butter were exported to Britain, whereas in the last few years very little if any had been sent out of the country. Abnormal conditions on the farm causing a short supply and the gradual all-round price increase because of the war could not but be reflected in the price of butter, and butter went up. Think a minute: What does anyone buy that has not advanced in price since the war began? What in general use is not dearer when scarce? Those interested in the manufacture and sale of oleo saw in this a good opportunity to start the credulous consumer agitating for a butter substitute, and some seem to have swallowed the bait. They claim that it would not injure the dairymen and would at the same time give the consumer something cheaper than butter to spread on his bread. This would appear to be rather a difficult accomplishment. Let us look into the question.

Oleo has given endless trouble to the countries which permit its manufacture and sale in a form which looks like butter. Its sale has been so often associated with fraud and deception that the revenue obtained by taxing it is very likely used up in putting through Acts to control the substitute, paying men to see that Acts are enforced, and regulating the sale in an attempt to put it on a straightforward basis. It is because of this deception and the excellent opportunity the stuff gives for crooked work that we object to it. No one wants to pay for butter and eat a cleverly colored substitute. Few Canadians, we believe, would eat the substitute if it were not colored. There is where the joker turns the trick. Oleo manufacturers in the United States pay ten cents per pound for the right to color their product to make it look like butter, and the consumer pays this ten cents when he buys oleo. Manufacturers claim that they have difficulty in selling it unless it is colored. If the manufacturer could make as big profits without coloring, he would not color

and so save the ten cents per pound, but he makes a higher profit by making it look like butter and the buyer of the grease pays that ten cents, and more, back to the manufacturer for a fraction of a cent's worth of coloring material. This is no guess, for two years ago first grade colored oleo was selling in Chicago for 32 cents per pound at the same time that the same grade of uncolored oleo was selling in Pennsylvania, a state which prohibits the sale of colored oleo, for 18 cents per pound. The manufacturer gained 4 cents per pound by making it look like butter. He encroached upon the butter trade mark "yellow". He would rather pay ten cents per pound for the right to color it than not color it. If oleo were let into this country the Canadian buyer would pay for the color unless our Government prohibited coloring. If oleo were manufactured here it would have to be colored to look like butter, otherwise it would not sell. Fat the color of lard would not be likely to prove a good seller as a top layer for bread and buns. We're afraid the head waiter and boarding-house mistress would have a difficult proposition panning off uncolored oleo as butter. If it comes in, our Government must do something to regulate the sale. The step most likely to be taken would be, as is the case in the United States, make the manufacturer pay a big premium for the privilege to color it. Then the consumer would pay for the coloring matter a good many times over and the masses of people eating in hotels, boarding houses, and restaurants would eat oleo and pay boarding rates for good Canadian dairy and creamery butter. Add ten cents a pound to a product which costs to manufacture from 8 to 15 cents and you pay more for the nice, attractive color than you do for food nutrients. When butter is eaten, the color, being natural, costs little or nothing. Experts tell us that the best grades of oleo are white. There is no doubt about it, the manufacturer adds the color simply to make his product a better seller because it then looks like butter. In European countries there is no fraud or deception and no fight against oleo where coloring is forbidden, where it must be sold in packages differing in shape from those in which butter is sold, where dealers who manufacture or sell it are prohibited from selling butter, and where, also, restaurants, eating houses, stores, etc., using or selling it must advertise that they do. In Great Britain coloring is permitted and we are told that fraudulent sales are frequent. In Denmark the people eat white oleo at a low price and export their good butter to Britain at a high price, but Canadians are not Danes. In this country the Canadian eats the best. All the arguments are against oleo being colored. There is no trouble where all the foregoing regulations are lived up to, but what Canadian manufacturer or shopman will allow a Government to say that if he sells oleo he cannot sell butter, and so on? Five million United States farmers have spent long years in fighting twenty-seven manufacturers of colored oleo with only meagre success.

First grade oleo is mixed with a little butter; second grade is mixed with cream and third grade is churned in whole milk. There you have it. This is the stuff, highly colored, which has given so much trouble to dairy interests across the border. If it were not for the coloring, as previously stated, few would buy it. Coloring deceives; a little butter, cream or whole milk mixed in gives it a butter flavor. The best grade, which is the only grade a Canadian would want at all, would cost to manufacture, coloring rights added, around 25 cents per pound. It commonly sells at a considerable advance on this price to the consumer, or well up to the price of butter in normal times. Sold white it would be cheaper and would not be stealing butter's trade mark.

Now we come to the questions: Can Canada afford to jeopardize the dairying industry in this