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⁴ OUR GUARATTEL. We guarantee that every advertiser in this issue is ectivate. The second second second second second control of the second second second second second control of the second sec

advertisers you mean that the provided and the advertisers of Rogues shall not ply their trade at the expense of our subscribers, who are our friends, through the medium of these columns; but we shall not attempt to adjust trilling disputes between subscribers and honor-able business men who advertise, nor pay the debts of business men who advertise, nor pay the debts of business men who advertise.

The Rural Publishing Company, Limited PETERBORO, ONT.

"Read not to contradict and to confute nor to believe and take for granted, but to weigh and consider."-Baron.

The Consolidated School

VERY child is entitled to an opportunity to secure a good education. The problem of providing that opportunity is an easy one in the city, where population and wealth are concentrated in a small area and the school attendance is large. The problem is just as difficult in the country as it is easy in the city. The school population within walking distance of any one centre is small; and constantly getting smaller in most sections of Eastern Canada. The rural child too often secures his or her education in an inferior school and with a second grade teacher. Such a condition is too unsatisfactory to last.

The consolidation of schools is the only feasible plan yet put forward whereby the country child can be given the opportunity to secure a first-class schooling. Outside of Manitoba and in some sections of New Brunswick, consolidation has made little progress in Canada. Progress, has, however, been exceptionally rapid in some states of the American Union. Indiana now has 5,089 consolidated schools and the number is constantly increasing. Nearly all of these schools have adopted the plan of transporting their pupils to and from the school buildings, and the method is giving satisfaction. "Few, if any of the districts," says the Farmers' Review, "express the desire to return to the old one_room school plan. To be sure it costs a little more on the start to organize, build and equip these consolidated schools, but in every instance they have proved they are well worth the extra money."

Farm and Dairy believes that consolidation should be given special consideration in those districts of eastern Canada where the old school buildings have fallen into disrepair and new ones must be built. Would it not be wise, before erecting new buildings, to consider the advisability of neighboring school sections pooling their interests and erecting one good consolidated school? In no other way can the country child be given the educational opportunities that it should have

This Advertising Age

H² who said that if a man made a better mouse trap than any other, the world would beat a path to his door, may have told the truth as it applied to his day and generation. Such a statement would be only partially true to-day. Then the market was a local one: anyone knowing of that mouse trap would spread the fame of the inventor through the locality by word of mouth. Nowadays trade is on national lines and the inventor of that mouse trap would have to advertise his invention to the world if he would become known.

Farmers are coming to realize the value of advertising as a means of attracting attention to their creations. John Arfmann, known from one end of the continent to the other, because of his great Holstein herd, tells of how he sold his first bull calf. He wrote an attractive advertisement for the local paper, pricing the calf at twenty-five dollars. There was a farmer around before breakfast the next morning to get the calf. Before noon there were twelve more. He had a good calf, and the man who got it had a bargain. But if Mr. Arfmann had just kept quiet and waited for the world to find its way to his door for that calf, he would probably have sold it as yeal. Mr. Arfmann's faith in printers' ink was justified from the first and he is now advertising on a national scale.

We mention this instance simply because it was the one that most recently came to our attention. Many Canadian farmers are advertising their cattle and selling them to customers hundreds and in some cases thousands of miles away. All of the most successful breeders now advertise. It enables them to place their superior product before thousands of possible purchasers, whereas in their own locality demand might be limited to a half dozen breeders. Does it pay to advertise? Ask these breeders. Whether it is pure bred cattle or mousetraps one must advertise nowadays.

Migratory Farmers

URING the last United States census each of the 6,361,502 farm operators in that country was asked this question: "How long have you lived on this farm?" Answers were recorded from 5,795,768 farmers or ninety per



-From the "Boston Post."

September 24, 1914

cent. of the whole. An average of results showed that fifty-two per cent. of these farmers had been on their farms less than five years. Had similar information been obtained in connection with the Canadian census it is probable that results in Canada would not be so startling. All who are closely in touch with Canadian farming conditions, however, have noted a tendency to migrate from one farm to another. This migratory tendency is most highly developed in those setions where land values are advancing most rapidly, that is in the rich farming sections of the Dominion.

A population of migratory farmers is bad for agriculture and detrimental to community development. The great development of the habit in the United States and to some extent in Canada may be traced to the increasing proportion of farm tenants. About fifty per cent. of United States farmers are tenants, and many of them do not remain on one farm more than a year at a time. In Canada we find that the greatest proportion of tenants are in the counties where land values are highest, and so it is natural to find that the migration tendency is there greatest.

The moving habit is one of the evils of the tenant system, which increases in direct proportion as land assumes a speculative value. It is idle to talk of remedies without removing the basic cause, speculative values in land. That this may be done by raising all taxes directly from land values, is the conviction of all who have given careful thought to taxation problems.

The Weak Link

"And so the creamery business struggles on with this poor, weak link preventing success. Every other link has been trained to know its duty; the buttermaker, the railroad, the market man, all doing good, efficient service except cream producer. The cause of it is ignorance, blank ignorance of what he must do to give a paying quality to the butter .-- Hoard's Dairy

Pretty strong language this! And yet it does us good to be told just the plain truth once in a while. Producers of milk and cream are not doing even the best they know. Dairy inspectors, who are in close touch with the producing end of the business in both factory and stable, are unanimous in their decision that at least eighthy per cent, of the defects in Canadian butter and cheese are traceable to carelessness or ignorance or both on the part of the farmer. Judging from the sentiments expressed by our plain spoken United States contemporary, conditions on the other side of the line must be similar.

But can all the blame be heaped on the farmer? Has he been encouraged to produce good milk and cream? Has the cheese maker consistently refused bad milk that reduces yield and quality of output and consequently the price received by the careful patron for his milk? Has the creamery man received suggestions as to cream grading and paying a premium for quality, in the best spirit in the world? True, the farmer who takes a pride in his work will deliver his raw material in good condition just for the satisfaction that he gets out of doing all things well. But is that any reason why he should not be rewarded and his careless neighbor forced into line by a fairer policy on the part of the factory man? Must we not all assume a share of the responsibility for unsatisfactory conditions in the dairy industry?

A rusty nail sticking upright through a board in a place where it does not belong may seem a small thing. If the small boy steps on it with his little bare foot, and contracts blood poisoning, it becomes a serious bit of carelessness If a valuable horse steps on that nail the loss may be counted in dollars up to three figures. It is in the avoidance of such accidents as these that the tidy man receives his reward.

September 24,

Holsteins at Otta

It was the gene opinion of the exhi interested in the H the Central Canada in Ottawa last wee there been a larger of the breed in Car thing is considered. considerably larger t the week before at : tional Exhibition a some 173 head of tional shown. At Ottawa were brought out, an stock to be include head were on exhibit of the high-class sto Toronto Exhibition, Mr. L. H. Lipsit, hibition, other herd than make up this d Haley Bros., of out with their fine s tured most of the but had to fight in n for what they got. of Weisford, N.B. capturing most of th maritime exhibition cears, were out with their way to Ottawa peted at Sherbrooke, large share of t Ottawa, however, keener, and they did

although they made which they had eve Among the leading gether with the nun they had entered, we Stever Wm. C. Steve 16; the Estate 28. Ont. Bell's Corners, ell. Holtby, Port Perry, Britannia Bay, 20; Louis Station, Qu ton & Brethour, Bur Harding Bros., 20; V Son. Woodville, Ont.. Caldwell, Carp, Ont.; Winchester, Ont.; Ric more, Ont., and F. H Navan, Ont. 7 different classes aver to a class of an unusu of animals was one lorgotten by lovers of The awards were p

Barton, of Macdonald whose decisions on t general satisfaction. makes it impossible fo extensive a report of we would like. Some teresting classes and as follows : The Awa

Bull, 3 years old an entries: King Fayr ilde. shown by R. M. H to first place. This b won second place the Toronto, was a differen mal from the others s to go either up top or a is an unusually big fe about twenty-two hund at that. He showed considerable depth, but slack behind the should throughout. A son of May Darkness, shown took second. A numb liked to have seen th higher. He was a bodied, open ribbed, sq bull, possibly rather n quarter, and also a lin general conformation. pearing bull. Hardin known champion, Schuil twice a grand champio and of recent years a champion at the maritin to be content with This bull. now in his te a proud old fellow, but to show his age. He has