

FARM AND DAIRY

AND RURAL HOME
PUBLISHED EVERY THURSDAY



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CIRCULATION STATEMENT.

The paid subscriptions to Farm and Dairy exceed 23,000. The actual circulation of each issue, including the copies of the paper sent to subscribers who are but slightly in arrears, and sample copies, varies from 25,000 to 25,000 copies. No subscriptions are accepted at less than the full subscription rates.

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OUR GUARANTEE

We guarantee that every advertiser in this issue is reliable. We are able to do this because the advertising columns of Farm and Dairy are as carefully checked as the rest of the columns, and because to protect our readers, we turn away all unscrupulous advertisers.

Should any advertiser herein deal dishonestly with you as our readers, we will advance subscribers, we will make good the amount of your loss, provided such transaction occurs within one month from date of its occurrence, and that it is reported to us within a week stated. It is a condition of this contract that in writing to advertisers you state: "I saw your advertisement in Farm and Dairy."

Requests 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 trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts.

The Rural Publishing Company, Ltd PETERBORO AND TORONTO

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

A Vote on the Dairy Act

THE attention of our readers is directed to page two of this issue on which appears an outline of the referendum which Farm and Dairy has planned to conduct on the Dairy Standards Act. As there stated, the object in conducting a plebiscite on this important matter is to endeavor to arrive at an estimate of where the majority of dairy farmers stand on the dairy legislation. Those who have listened to the discussion which has taken place at the dairymen's meetings throughout the province, or followed the reports of these discussions, will have noted the great divergence of views that are held on the subject. Representative gatherings of dairymen have expressed their unequalled approval of the legislation. Equally representative gatherings have expressed their disapproval of it. Leading dairymen have hailed it as marking an epoch in the advance of dairying in the province. Others have been just as outspoken in condemning it as an unmarked for and unwarrantable interference in the conduct of the dairy business. How amongst this conflict of opinions are those who have the enforcement of the dairy legislation in hand to find out where the majority stands. Obviously that stand can only be ascertained by giving the dairymen an opportunity of expressing their opinion through a referendum on the question. But as we have stated before, there is no referendum law on the statute books of Ontario. There is no provincial machinery by which the people interested can register their opinion. It is because of this difficulty that Farm and Dairy has decided to conduct a plebiscite on the legislation. As the recognized organ of the dairy interests, it is believed that such a plebiscite conducted among its readers will reflect, with a fair degree of accuracy, the majority opinion of the dairymen of the province on the Dairy Standards Act.

It is our desire in conducting this plebiscite to have the fullest expression of opinion from

those whose interests are affected by the dairy legislation. Although Farm and Dairy reaches the homes of over 16,000 dairymen in Ontario alone, we realize that there are many who are interested in the legislation, but who are not included amongst our readers. In order to bring the plebiscite to the attention of practically all of these dairymen, and therefore to get the fullest possible expression of opinion on the subject of the vote, we have, at considerable expense, made arrangements for advertising it through the pages of other mediums. We have endeavored, as near as possible, to place this opportunity of voting on the Dairy Standards Act within the reach of every dairy farmer in the province.

From the first Farm and Dairy has taken a stand in favor of the Dairy Standards Act. We stated, shortly after the Act was passed by the Legislature that, provided steps were taken to have the testing done by thoroughly competent and reliable men, we stood for the Act to take effect on March 31st next as provided. In taking steps to have the instructions do the testing for the factories, we believe that the Department of Agriculture removed any ground for objection to the Act that might be taken on the score that unsatisfactory tests would be made. We wish to reaffirm the stand we have taken and to again voice our support of the Act. The plebiscite will be conducted in a perfectly fair manner for those on both sides of the controversy. The ballots will be counted by two men who hold opposite views on the question. Everything will be done to make the referendum reflect the true sentiment of the dairy interests on the Dairy Standards Act. We reserve the right, however, to continue the support of the Act and to continue to urge that it take effect on the day appointed.

Everybody Should Vote

THOSE opposed to the Dairy Standards Act have not been slow in voicing their objections to that measure. On the other hand, there has been discernible among those who favor the Act a certain amount of apathy regarding it. Their attitude apparently is that the Act has been passed, that it will come into effect on the day provided for, and that, therefore, to use a phrase of current—and expressive—slogan, "they should worry." They have not, it seems to us, attached weight enough to the fact that the Legislature, which had power to pass the Act, has also power to postpone it or to remove it from the statute books.

It cannot be urged too strongly upon those who favor the Act that if those who oppose it continue to press their objections upon the government, while those who favor it remain quiet on the subject, the government will have no alternative but to conclude that the Act has not met with a kindly reception at the hands of the majority of dairymen, and it may therefore be rescinded, or at least postponed. The time has come when, to assume a passive attitude, is almost equivalent to active opposition. Those who favor the Act and believe that it is in the best interests of dairying that it take effect on the day appointed, should miss no opportunity of registering their views on the matter.

Margarine Men Show Their Hands

MARGARINE manufacturers and dealers never let up in their fight against any restrictions that are calculated to prevent them from selling their product as butter. In the United States it has been found that since, by long usage, the yellow color has become a distinctive characteristic of butter, the best way to prevent substitution is to reserve for it this distinguishing feature. The federal authorities impose a tax of ten cents a pound for the privilege of coloring margarine, but it appears that

States have the right to prevent the coloring process within their borders. Minnesota, for instance, has a law providing that oleomargarine must not be sold as yellow butter. This law is not satisfactory to the interests, and they are moving heaven and earth to have it declared unconstitutional. Commenting on this fight, Hoard's Dairymen says:

"Now come Swift & Co. with a suit to 'enjoin J. J. Farrell, Dairy and Food Commissioner of Minnesota, from enforcing the Minnesota oleomargarine law. Swift & Co. desire to have the law declared void and unconstitutional. If they can accomplish 'this their product can be sold in semblance of yellow butter as it did before this law 'was passed. In other words, when States 'permit yellow oleomargarine to be sold 'there is a larger chance for deception and 'to sell it at higher prices. Both of these 'opportunities are greatly desired by the oleo 'dealer and manufacturer. . . . If Swift ' & Co. want to test the constitutionality of 'the Minnesota law they will have a chance, 'for Commissioner Farrell is game and a 'read, fighter for justice."

A Noted Advertising Man Gone

NO profession is more exacting in its demands than that of the advertising man. Having for its object education for consumption; having the deciding voice, on this continent alone, of how millions of dollars weekly shall be spent, and being responsible to the business interests for results that will warrant the expenditure of such enormous sums, this profession has an importance in modern life that is not in all cases fully realized. It may seem to farmers at first sight that their sphere of activity is far removed from that of the advertising agency, but such, upon examination, does not prove to be the case. The make of binder they drive, the kind of breakfast food they use, or the brand of shoes they wear, may have in reality been decided for them in the city offices where the great advertising campaigns, designed to place the merits of this and that commodity before the consumers, are planned. The planning and directing of such campaigns is the business of some of the strongest in business or professional life.

Such a man was Anson McKim, of McKim, Limited, the great advertising house of Montreal, and the largest of its kind in Canada, who recently met his death in a train accident. Like so many successful men, Mr. McKim was born and raised on a farm, the Napanee district, in Ontario, claiming the honor in this case. Although his work was apparently remote from agriculture in reality owing to the complexity of modern business life, lines of influence spread out from his office to the farms all over Canada, and he may have had more to do with directing the course of farm life than many whose names have become household words.

The name of C. H. Eckles, Professor of Dairy Husbandry at the University of Missouri, stands high in the list of dairy authorities in this continent. Prof. G. F. Warren, of Cornell, has an equally enviable reputation as the foremost investigator of the day on the business aspects of farming. When, therefore, a book appears with the names of these two men on the cover, it is a guarantee of the quality of its contents. There has just come from the press a book entitled "Dairy Farming" by these two authorities. Prof. Eckles deals with the scientific side of dairy farming, while Prof. Warren is keen up the business aspects of the question. From the standpoint of the dairy farmer, this book is one of the most important of the recent additions to dairy literature.

That actually exodus of try village does not now net stationmen Laurel, in. In h vacant h were oc Village co tradesmen lation of crossed 3 to this a roads, the West were as some o gence. His school with gymnastics hold scier one of the transform ball shoed farmers c lectual enge Archde there were married co dren in the mending th in rural di lack of ide seemed to has been p must be lae It in the r some thes pow.r. A S. J. Cole, summed up ing: "There Ontario, and farms. Wh a farmer li vision stops man degen developed o We want m social being themselves, own experie farmer's so charge of c Young Peop Mr. L. S. Jege, stated most hopef hum. "Ilig could never were the rea and manki division to ti The goal wa The appeal of cial and its "specializat unity." "The conquer," sai