

FARM AND DAIRY

AND RURAL HOME

Published by the Rural Publishing Company, Limited.



1. **FARM AND DAIRY** is published every Thursday. It is the official organ of the British Columbia, Eastern and Western Dairymen's Associations, and of the Canadian Holstein Cattle Breeders' Association.

2. **SUBSCRIPTION PRICE, \$1.00 a year.** Great Britain, \$1.20 a year. For all countries except Canada and Great Britain, add 50c for postage. Notices of the expiration of subscriptions are sent to all subscribers, who then continue to receive the paper until they send notice of discontinuation. No subscription is continued for more than one year after date of expiration. A year's subscription fee for 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 5c extra for exchange fee required at the banks.

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

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

UNITED STATES REPRESENTATIVES
STOCKWELL'S SPECIAL AGENCY
Chicago Office—1001 N. La Salle Building,
New York Office—236 6th Avenue.

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

CIRCULATION STATEMENT
The paid subscription to Farm and Dairy exceed 13,248. The actual circulation of each issue, including copies of the paper sent subscribers who are but slightly in arrears, and sample copies, varies from 14,126 to 17,246 copies. No subscriptions are accepted at less than the full subscription rates.

7. **OUR GUARANTEE**
We guarantee that every advertiser in this issue is reliable and is able to do so because the advertising columns of Farm and Dairy are as carefully edited as the reading columns and because to protect our readers, we turn away all unproven advertisers. Every advertiser hereon dealt dishonestly with one of our paid-in-advance subscribers, we will refund the amount of your loss, provided such transaction occurs within one month from date of this issue, that it is reported to us within a week of its occurrence, and that we find the facts to be as stated. It is a condition of this contract that in writing to advertisers you state "see your advertisement in Farm and Dairy."

8. **REGIONS** 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.

FARM AND DAIRY

PETERBORO, ONT.

MACHINERY AND CIVILIZATION

The degree of civilization of a people is measured by their ability to multiply their physical power. Hence it is that our civilization is largely dependent on our machinery. So long as the farmer turned over the earth with a crude spade or a twisted branch of a tree, he was dependent altogether on his physical power for his existence, and it took him all of his time to make a mere living. As soon, however, as the wooden plow came into vogue, the farmer did as much in one day as formerly he had done in several days. Hence, he had more time for self-improvement, more produce to sell, and he was thereby able to buy better clothes, live in a better house and give some favored child the benefits of an education. Then came the steel plow, and a still greater multiplication of powers.

And so it is all along the line. The binder and mower in place of the sickle and scythe, the threshing outfit in place of the flail, the hay loader and the horse rake in place of the pitchfork, and power—electric, gas, steam or wind—in place of mere brawn—all of these tend to elevate the farmer higher and higher in the plane of civilization. The inventor of an improved machine is worthy of all honor. He is deserving of a place among the great ones of the land.

AN UNEARNED HARVEST

They say that civilization tends to lift the farmer to a higher plane of civilization. But is machinery doing all for civilization that machinery should do? Is the toiler receiving the full measure of the increased returns of his labor made possible by machinery? We do not believe that he is. Another factor here enters that enables a certain class of the community to reap an unearned harvest and put into their pockets a large share of the wealth that machinery is enabling the laboring man to produce.

So long as land was tilled with the crude spade or the twisted branch, it had little value. All that land produced was necessary to support the life of the laborer who produced it. By the use of improved machinery whereby one man was enabled to produce several times as much as he required for his own personal use, land was immediately at a premium and became a source of profit to the man who owned it. The price of land advanced. The laboring man who formerly had only to go out and start to till a piece of ground, now found that certain private individuals had laid claim to the earth and before he could use it he must pay for it. The interest on the purchase value of the land was almost enough to make the difference between the value of what his labor could produce under the old conditions and the new.

So it is to this day. Every improvement in machinery that makes it possible for the farmer to produce more by his labor, is immediately reflected in the increased value of his land. The man who starts farming now-a-days must pay such a price for the privilege of using a part of the earth that the advantage that machinery would otherwise be to him is largely absorbed by the interest or rent that he must pay. Does not every machine introduced make it that much more difficult for the tenant farmer to become a freeholder, and for the young man without a farm to start farming at all? After all, are increasing land values such a boon to the community as we are sometimes inclined to think?

Many a battle has been won in the end by an army, badly beaten, but which would not give in, and stayed right with the fight. Many a farmer has won a success in the end because he never stopped to think of the failure he was making of things in the beginning.

AIM HIGHER

The average farmer may make a living. The really satisfactory profits come when our production is above the average both in quality and quantity. Farming needs individuality of character and purpose, just as the running of a store or a factory. And yet in this and every other country the majority of farmers seem to be quite content to be classed as "average."

Working on the level is monotonous. The farmer who milks scrub cows, depends on the dealer to select his seed for him, has no particular use for new inventions in the machinery line and in other ways gives evidence of his unprogressive tendencies, has "no kick coming" when his boys up and leave him. What is there to interest a boy in milking cows when it is just "milking cows," that, and nothing more.

Suppose, on the other hand, that that cow is a pure bred animal, and that the boy is trying to make a record with her. Will the boy be interested? Just visit some of our leading breeders and see for yourself the interest that everyone around the farm takes in the cows. Even pedigreed grain gives the farm work added interest.

It is easy to get into a rut. Keeping out of it is a matter of ideals. Let us set a high standard for every product produced on the farm and then devote ourselves enthusiastically and energetically to the accomplishment of that ideal. Then will we hear less talk about lack of interest in farm work. Monetary returns will be greater and we and our children will be bigger and broader because of our ideals.

UNWHOLESOME AND OBJECTIONABLE

The specimens of advertisements we turn away from Farm and Dairy, as grouped on page eleven this week, are but a few samples of the weakness that has come unsolicited to Farm and Dairy, but has been refused insertion in our columns. The revenue these classes of advertising represent is a sum so large as to be almost unbelievable. It is estimated that over 97 1/2 per cent. of commercial advertising available is of this kind. One of our weekly contemporaries in a recent issue had over 40 per cent. of its commercial ads. made up of these classes of advertising, which is absolutely refused the use of Farm and Dairy columns. Another farm paper contemporary on one occasion this last winter, carried as high as 23 1/2 per cent. of its total commercial ads. made up of this kind of advertising! One Toronto daily, it is estimated, carries over \$40,000.00 worth of this business annually!

We draw these facts to your attention in order that you may still greater appreciate the battle we are fighting in your interests; also that other publishers of Farm papers and weeklies and the dailies may come to see the error of their way in publishing advertisements of the classes in question. There is a big moral

"Clean as a Whistle"

The Rural Publishing Co., Ltd.
Peterboro, Ontario

Dear Sirs,

It is a pleasure to look through the pages of your paper. Every one is as clean as a whistle, and each carries that air of sincerity, which is the basis of all salesmanship, whether personal or in print. My warm congratulations to you.

With all good wishes, I remain,

Faithfully yours,

Richard H. Waldo,

Advt. Mgr.

Good Housekeeping Magazine,

responsibility in this connection, which many people and publishers as yet have not come to recognize.

BIG BUSINESS ON THE FARM

Every class of business men in this country, except the farmer, have learned that business transactions must be conducted on a large scale if they are to be most profitable. Buying in small quantities is expensive; individual marketing of small quantities of goods is even more expensive. It is to take advantage of the extra profitability of big business that many of our mergers and combines are formed. Almost every day we hear of several small business men in some of our cities who have combined their interest in a joint-stock company in order to reap the advantages that come through buying and selling in large quantities.

The joint-stock company, however, is not as adaptable to the country as it is to the city. When several business men join their interests together in a large joint-stock concern they practically give up control of their business. This the farmer does not wish to do. His desire to run his business independently is an inherent trait, and if the farmer would take advantage of "big business" methods he must find some other method than through the joint-stock company.

The cooperative concern, in which each farmer manages his own farm and combines with all his neighbors for the marketing of his produce and the purchasing of supplies, is the form of "big business" best adapted to rural districts.

Do big cities grow big men? The Christian Guardian recently made an investigation as to the reasons why the birthplace of the members of President Wilson's cabinet, and the results of their analysis is all in favor of the country. With one exception the President's advisers all began life in the country or a small town. In the Dominion Cabinet, out of 18 members, all but one were born in the rural sections or in small towns. Of the present provincial premiers in Canada not one was city born. It would seem that a childhood spent next to Nature inculcates more of the attributes that lead to greatness than do childhood days spent in the rush and roar of the city.