

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, Manitoba, Eastern and Western Ontario, and Bedford Districts, Quebec, Dairymen's Associations, and of the Canadian Holstein, Ayrshire, and Jersey Cattle Breeders' Associations.

2. SUBSCRIPTION PRICE, \$1.00 a year, in advance. Great Britain, \$1.25 a year. 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 20 cents for exchange fee required at the bank.

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 up to the Friday preceding the following week's issue.

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

CIRCULATION STATEMENT

The paid subscriptions to Farm and Dairy exceed 5,000. The actual circulation of each issue, including copies of the paper sent subscribers who are not slightly in arrears, and extra copies, varies from 5,000 to 11,000 copies. No subscription is accepted at less than the full subscription rate. The following mailing lists do not contain any dead circulation.

Strong 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 Farm and Dairy to feel that they can deal with our advertisers with our assurance of our advertisers' reliability. We try to admit to our columns only the most reliable advertisements. Should any advertiser have cause to be dissatisfied with the treatment he receives from any of our advertisers, we will investigate the circumstances fully. Should we find reason to believe that any of our advertisers is dishonest, even to the slightest degree we will discontinue immediately the publication of their advertisements. Should the advertiser make any statement, we will expose them through the columns of the paper. Thus we do not only protect our readers, but our reputable advertisers as well. In order to be entitled to the benefits of our Protective Policy, you need only to include in all letters to advertisers the words, "I saw your advertisement in Farm and Dairy." Complaints must be made to Farm and Dairy within one week of the date of any unsatisfactory transaction, with proofs thereof, and within one month from the date of the advertisement, appears, in order to take advantage of the guarantee. We do not undertake to adjust trifling differences between readers and responsible advertisers.

FARM AND DAIRY

PETERBORO, ONT.

FARM IMPROVEMENT

As the logical outcome of farm improvement better farming, better business, and better living go hand in hand. Each contributes to the other and all three are interdependent one upon the other.

Not a man of us is farming so well but that he might do better. All of us could manage our farms upon better business principles than we are now doing. Better living appeals to all, and who in this country of ours has a right to live better than we farmers?

To bring about better farming, better business and better living is the purpose of Farm and Dairy in publishing this its Third Annual Special Farm Improvement Number. This issue should help you in attaining those three ideals, and if it does and on its meeting with your approval, tell some neighbor of yours about it, and thus help us to do even

a greater work than is now possible, by enlarging our number of acquaintances and readers.

ANENT FENCE FENCES

In the past we farmers have been cursed with too many fences. Now the situation is righting itself. As the old structures have rotted down new material has become scarcer and more expensive to get. Labor has increased in cost until of a truth we have been forced to learn that "time is money." We have come to see what at one time we would not believe, that very few permanent fences are really necessary. We have come to favor large fields of from 20 to 30 acres and only such permanent fences as are absolutely necessary, these being the boundary, roadside, and lane enclosures.

For other purposes, a temporary fence of some efficient, easily erected and readily transported design meets all requirements. With such a fence available small fields as needed for pasture can be fenced off as desired. Under these ideal conditions a minimum area of arable land only, may not be cropped and these old-time harbingers of weeds and various other pests, the fence rows, cease to be.

NOT LOOKING FOR WORK

Most dairymen would have felt amused as we were recently had they called on the same western Ontario farmer and saw him as we did hauling timothy hay from another farm to feed his dairy cows. He was producing milk—not too much—on timothy hay, some roots and a meal ration of barley and chaff. No silo, no clover, and no alfalfa were about the place.

The proprietor when questioned about a silo replied: "I am not much interested in dairying. My wife and I have to do the milking anyway, and we are not looking for work." Had he known it he might have cut his work in two, milked less than half his present number of cows, which if fed on ensilage and alfalfa would have given twice the milk and many times the net profit he now receives from cows.

NO TIME TO FARM RIGHT

"There is no money in farming. My oats last year yielded 20 bushels to the acre. Oats sell now for 35 cents a bushel. Is there any money in that?" Thus were we questioned by a farmer who recently called at the office of Farm and Dairy. When questioned by our editors it was learned that he was struggling along with scrub stock, poor seed, and without any definite system of rotation. Towards the end of the conversation he let in a little light on his lack of success in farming when he said, "Oh, well, I have no time to farm right."

Farming is an occupation requiring the constant attention of the husbandman; the best of our endeavors should ever be to run farms properly. Many of us have a tendency to have too many irons in the fire.

That was the trouble with this man. In addition to a farm he was running a cheese factory that took up a large share of his attention. Had he paid attention to business, kept better stock, and spent the money he had invested in a cheese factory in improving his farm, he would soon give up growing 20 bushel crops of oats for the more profitable corn and alfalfa; instead of scrub cows he would be grading up his herd and working for higher milk production. He would have found also that money in tile drains gives larger returns than money in cheese factories.

Those of us who farm right do not make fortunes. We do, however, get a good living. Close application to business will give success on the farm as in other occupations, and much of successful farming depends on growing the right crops and the right varieties of these crops.

BUSINESS THAT WE DON'T TAKE

Questionable advertising is disbarred the use of the columns of Farm and Dairy. In living up to our protective policy as published in the first column of this editorial page we are forfeiting much in immediate revenue and scarcely a week goes by but we are obliged to turn down advertisements of a questionable nature that are offered and which we feel our readers would not care to have going into their homes.

But in this we are encouraged by the appreciation of this policy expressed by many of our readers and our advertisers. A prominent advertising man, Mr. S. C. Dobbs, of Atlanta, Ga., president of the Associated Advertising Club of America, gave us further encouragement in an address in Toronto a week ago Saturday when he said: "Before another 'decade the newspapers will have to 'clean up their columns of such advertising schemes or the ad. men will 'with you any more.' This warning had reference to fraudulent and financial advertising and unclean policy matter in the newspapers, periodicals and magazines."

Mr. Dobbs gave a recipe for the advertising manager of a publication of any sort who is in doubt as to the admission of any particular advertisement that is offered. He said: "Use your own common sense and ask 'yourself' 'Would I put my money in to this scheme? Would I permit my 'eighteen-year-old daughter to read 'this? Would I admit this into my 'own home? If you would not, it is 'not fit to go into the homes that 'make your paper possible.'"

The policy of Farm and Dairy is one with Mr. Dobbs on this point and it goes even farther. Our advertising department through having to live up to the matter of answering these questions keeps Farm and Dairy in a class by itself and wholly different from other farm papers in this country and in this matter we have the backing and appreciation of those in 10,000 rural homes into which Farm and Dairy goes weekly.

POOREST EQUIPPED WORKS

"Work in the farm kitchen is done in the poorest equipped work shop in the country."—Miss Van Rensselaer, Ithaca, N.Y.

Speaking from her knowledge of the need of better economical conditions in the farm home, Miss Van Rensselaer hit the nail pretty squarely on the head in this statement as she did when she called attention to the fact at a Congress in Illinois last fall that the country women have never yet had their work measured from an economical standpoint and that all that the majority of women get on the farm is "board and clothes and a good steady job." Miss Van Rensselaer was of course speaking of United States farm women. The application, however, in all too many cases may be made right here at home and probably your home. Think about it!

A few dollars rightly spent would alleviate the condition of the poorest equipped workshop—the kitchen. It would not take a very large expenditure to place water on tap in the house, as probably you already have it in the barn for your cattle—and then think of the extra comfort and satisfaction that would be yours in having that most necessary, even if now it be "the poorest equipped workshop," made over and re-equipped as it should be.

Although it is rarely taken advantage of and perhaps it is not generally known, there is provision made under the existing Municipal Act

whereby a Township Improvement Council in Ontario has the right to grant a prize not exceeding \$10, for the best kept road side, farm front, and farm house surroundings in each public school section in the township. Township councillors wishing to leave behind them, yes, and have them even at the present day, lasting monuments—a tribute to their love of the beautiful and their interest in the improvement of their locality—have the opportunity within their grasp if they will but inaugurate competitions for which under the Municipal Act financial provision is made.

Relative expenditures on the navy and on agriculture would lead us to believe that the building of Dreadnoughts was of great importance, while agricultural work is of minor consideration. A halt should be called on expenditure for weapons of destruction. More of the public money should be spent rather on work of economic importance—on agriculture which so greatly contributes directly to the wealth of the country.

Do you ever stop to realize what it costs you if every row of corn you plant has 10 missing hills, or every 10 hills you plant has three missing kernels? If you would take out a pencil and figure this up and figure the capacity of every foot of your ground and could really see for yourself how much money is lost every year by not being particular along this line, it would amaze you. And henceforth you would take no chances on your seed corn.

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