

## 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 Ontario, and Bedford District, Quebec, Dairyman's Associations, and of the Canadian Holstein Cattle Breeders' Association.

2. SUBSCRIPTION PRICE, \$1.00 a year. Great Britain \$1.50 a year. For all countries, except Canada and Great Britain, add 50 cents for postage. Notices of the expiration of subscriptions are sent to all subscribers, who then continue to use 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 free for a club of two new subscribers.

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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 practical articles.

7. CIRCULATION STATEMENT.—The paid subscriptions to Farm and Dairy exceed 13,738. The actual circulation of each issue is 14,000. Copies of paper sent subscribers who are slightly in arrears, and sample copies, varies from 14,000 to 12,000 copies. No subscriptions are accepted at less than the full subscription rates.

8. Source detailed statements of the circulation of the paper, showing its distribution by counties and provinces, will be mailed free on request.

### OUR PROTECTIVE POLICY.

We want the readers of Farm and Dairy to feel that they are safe with our advertisers' reliability. We try to admit to our columns only the most reliable advertisers. Should any subscriber have cause to be dissatisfied with an advertiser, we would be glad to investigate the circumstances fully. Should we find and believe that any of our advertisers are unreliable, even in the slightest degree, we will discontinue immediately the publication of their advertisements. Should the circumstances warrant, we will remove them through the columns of the paper. Thus we will not only protect our readers, but our reputable advertisers as well. In order to be entitled to the benefits of our Protective Policy, you must only include the words, "I saw your advertisement in Farm and Dairy." Complaints must be made to Farm and Dairy within one week from the date of any unsatisfactory transaction, with proofs thereof, and within one month from the date that the advertisement appears, in order to take advantage of our guarantee. We do not undertake to adjust trifling differences between readers and responsible advertisers.

## FARM AND DAIRY PETERBORO, ONT.

### A NEEDED COLLEGE REFORM

Our agricultural colleges are doing a great and good work; but they are not doing as much good as they might. Our colleges are supposed to assist in the making of young men into farmers with a full rounded knowledge of their business; but they entirely neglect one of the most important ends of that business. Our colleges strive with might and main to teach our young men "to grow two blades of grass where one grew before"; but they do not tell them how to dispose of the second blade. They do not teach salesmanship, which is one of the most necessary attributes of the successful business man. And the farmer is a business man, and if he would hold his own with men of other occupations he must be a better business man in the future than he is now.

Most of us know by bitter experience that we are at a decided disadvantage in dealing with business men in other occupations. When we sell most of us are almost entirely at the mercy of the buyer. We know nothing of markets or marketing methods. We cannot hold our own. Our present system is not much better than that that prevailed a few years ago, when the good wife took her butter and eggs to the grocery at the cross roads and exchanged them for household necessities, receiving the lowest market price for the former, and paying the highest retail price for the latter.

With our present inadequate knowledge of salesmanship, what would happen if every farmer in our land were suddenly to adopt the methods as taught by our colleges? We have faith enough in the application of science to agriculture to believe that the result would be greatly increased production of all farm produce. But would the farmer benefit? It would simply result in the glutting of the usual markets, leave the farmer more at the mercy of the buyer than he is now, and someone else reaping the profits of the new and improved system of agriculture.

We have glutted markets even today, when the most of us are only beginning to think of the improved farming methods that are possible for us. At the same time there may be other markets within a day's journey that are under-supplied. We do not know of these, however, and judging entirely by local conditions, accept a price that is away below the value of our produce, while the buyer who does understand salesmanship, disposes of our produce in the under-supplied markets and reaps a liberal profit from our ignorance. Our fruit growers through their cooperative associations, are beginning to see the possibilities of salesmanship and are making an effort to distribute their fruit where it is most needed. But they themselves deserve the credit for the system of selling that they have evolved, and not our colleges.

How could salesmanship be taught? Easily. When an agricultural college wishes to impart information to its students on the feeding and care of dairy cattle, they add to their staff a man who is expert in this line. The teaching of salesmanship could be introduced in the same manner. In our country are men who are expert salesmen, and who would be willing and eager to accept a position in a college, providing the remuneration was sufficient, and train the young men there in salesmanship, a branch of knowledge equally important to the farmer with any now taught in our agricultural colleges.

We believe that our colleges wish to give the young men within their halls the best training possible. They have made a success in training young men in the production end of farming. There is no reason why they should not be equally successful in training them in the best methods of disposing of farm produce. This is a much needed reform. College executives would do well to consider it.

### COOPERATIVE BREEDING JUSTIFIED

Tuesday, October 22nd, was a red letter day for those of our agricultural educationalists and practical stock men who in season and out of season have been advocating community breeding of live stock, and telling to Canadian farmers the advantages that it would confer on them.

Down in the Chateauguay district of Quebec, one of the few farming districts in Canada where the farmers have specialized in one breed of cattle, 217 cows were purchased by one company of United States milk men, and shipped out in one consignment. Such a shipment would not have been possible had all of the farmers not specialized with one breed of cattle. As it was, the Brier Cliff Manor Farms of Pine Plains, N. Y., who made the purchase, were able to buy a few Ayrshires on practically every farm in the district. Travelling expenses and the expenses of collecting and shipping the cattle were thus reduced to a minimum and the buyers were able to pay larger prices for the cattle to the greater satisfaction of themselves and the benefit of the breeders.

A similar incident occurred two years ago when a big consignment of Holsteins were purchased in the Brockville district, and shipped to a United States point. Here again the farmers by specializing in one breed were able to make sales that would not otherwise have come their way.

When we cross the ocean to the older countries, we see the advantages of community breeding even more convincingly demonstrated. Buyers flock from all the world to buy Ayrshires in Scotland, Guernseys and Jerseys in the Channel Islands, and Holsteins in Holland. They might secure as good animals elsewhere, but they could not secure them as easily, or in as great numbers.

It will be a great day for Canadian agriculture when all our farmers in each district specialize as strongly on one breed as do those of the Chateauguay District of Quebec.

### FOR FARMER'S RIGHTS

"The farmers do not get together and vitalize their desires and their rights else they would be the controlling power in this country." In these words Mr. B. F. Harris, a United States banker, who has done yeoman service for the cause of agriculture in Illinois, gives a clear and explicit explanation of why our social organization is such as to render farming comparatively unprofitable and to build up great cities at the expense of the country population.

Our laws here in Canada, as in the United States, could not well be better designed to drain the country of both labor and capital. Our tariff, which confers privileges on urban industries and favors the formation of trusts and combines, and a system of taxation that makes it possible for men to become millionaires in a few years through the increase in city land values are but two results of our present system of taxation which en-

ables a few to attain to immense wealth at the expense of the many. In Montreal alone, over one hundred millionaires have been made in the last ten years by the methods that according to the laws of Canada are perfectly legitimate. But this money is coming out of the people of Canada, with no adequate service given in return.

If we farmers would use the money that we have in the ballot we could change this system and ensure to us a just return for their labor and make impossible the piling up of great wealth in the hands of a few.

The farmers organizations of Canada have already accomplished much that is for the benefit of Canadian agriculture. If we would wholeheartedly support our organizations and the legislation that they propose we would soon have the power to gain what we desire. Then the righting of social abuses would be a mere matter of detail.

When a man comes to our farm to negotiate for the privilege of erecting a bill board on our land, we should be able to say, "Preserve painting an advertisement on the barn of the farmer who shed, the best thing we can do is to order him off the place at once. Many towns and villages are already disfigured by glaring billboard advertisements. We regret that many farmers have permitted their steadings to be similarly disfigured. Let us not for the sake of a few dollars be guilty of disfiguring our farms and the whole country side to advertise somebody's wares in this offensive manner. The decrease in the value of the farm due to the presence of such offensive advertising will more than counterbalance the amount that the advertiser will pay us for the privilege of disfiguring our buildings and fences."

### Save Your Sweetheart Step (Farm and Home)

How much does your wife resemble the girl who was your sweetheart years ago? Has she changed in her appearance? Probably no change in your actions and attitude toward her, for you are as gentle and thoughtful of her comfort as you were before. But have you taken a good look at the lines in her face, think of the joy and comfort she has been to you as a wife and mother of your children and ask yourself if you have been half as good a man and husband as you promise to be years ago.

It's the thousand of unnecessary steps required to do the daily household duties that wear out the men-folk and make them prematurely old. Carrying water from the well or spring a few rods distant, going out and down stairs or steps that can be done away with, travelling through one room to reach another when a new door would save a rod or two, these all add to the daily grind. There is the lack of modern conveniences in your home where the barns are well equipped.

It may be profitable to put a watering device in the cow stable but it would be much more so to install a water system in the house. Hours are required to fill and use the lamps that might be saved by an acetylene or electric lighting plant. An up-to-date heating system is at-

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