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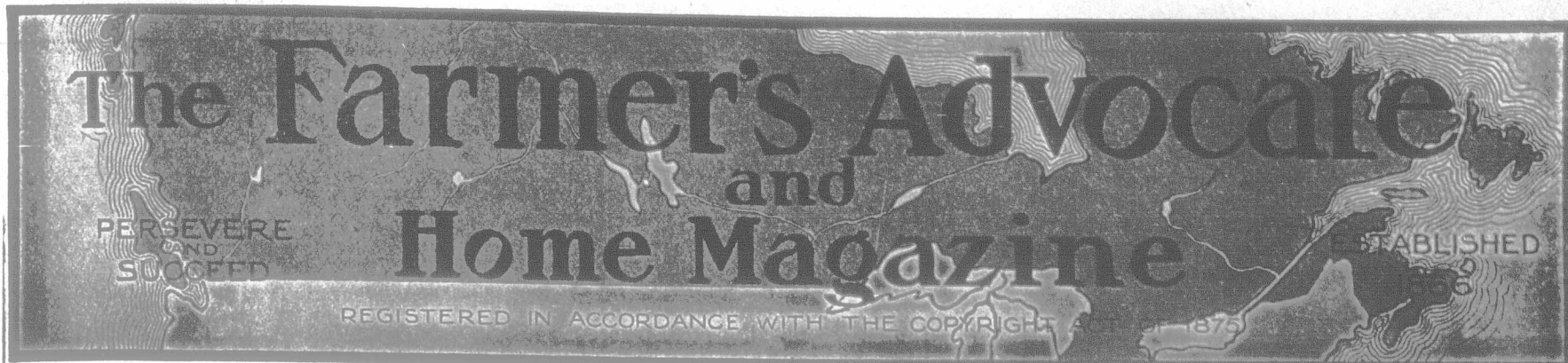
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EDITORIAL

Is time spent on the road and on the market worth anything? If so improve it.

We hope it doesn't freeze up for a few days yet. We are not quite ready for winter.

How long would open weather need to be extended for all of us to have our fall work finished?

It is sometimes easier to produce crops successfully than to market them most advantageously.

November is a "chill" month, and yet the clear, crisp, frosty morning is so invigorating that it could not but be enjoyed.

We hear that in some localities notwithstanding the exceedingly high prices being offered for feeder cattle, the owners are holding on to them to finish. This is the proper thing to do. Prices are likely to be high in the spring, and the farm needs the fertilizer.

The man who leaves his plow sticking in the ground over night at this season may find it there until next April. Leave the plow on top of the ground, and clean all the soil from it each night. Having the plow frozen in is a poor excuse for allowing it to remain out all winter.

Where small amounts of produce are to be carted long distances to the market, a marketing club should prove profitable. Let ten or twelve neighbors market together, taking the loads in turns. This would mean much less expense, and attractive and valuable loads could be made up.

We are about to enter upon another season of long winter evenings and short days mostly filled in doing chores—a season to ponder over the many problems which crop up in the year's farm practice. Winter should be a time of preparation, studying and planning for next summer's operations—a season when much reading of recognized valuable agricultural books and good farm journals should be done. Reading books and periodicals does not mean that the reader is to be classed with the so-called "book-farmers." Weigh what is read carefully and with discrimination, but bank on the material based on practical experience.

A drive through the country is sufficient to convince one of the thrift and progressiveness or lack of such in the district through which one passes. Farm steadings are vastly different now to what they were a decade or two ago, and the finances of their owners seem to be more favorable. A few years ago if a man was offered \$50 for a young steer or \$100 or even \$75 for a first-class milk cow he would snatch at the opportunity to sell, but in these days he will simply smile and say, "I don't care to put a price on them. They are the best of my herd, and I want to keep them." Truly, this is the right idea, and cannot fail to still further improve our agriculture. The advice of "The Farmer's Advocate" has always been to hold all the best breeders on the farm until their days of usefulness are over, and to feed to a finish all the good steers.

The Cost of Marketing.

In the past the cost of production and the practical problems involved therein has been uppermost in the minds of agriculturists, and most of the attention devoted to agriculture has run along the production groove. There is still much to be accomplished at the productive end of the business, but marketing and disposing of the products of the soil has of late been occupying the minds of the keenest business men and some of the scientists engaged in the calling. Many are able to grow large crops but all do not understand marketing, and fewer still have any idea what it costs them to place their goods in the hands of the purchasers. Especially is this the case with the man who sells small loads on the open market. We read from time to time startling accounts of how a man with a few dollars started truck farming, and by carting his own goods to the market in a few years was able to show profits of anywhere from \$1,000 to \$3,000 annually off a very small acreage. We are not saying this cannot or is not being done, but the word-painter of such rosy pictures says nothing of the ninety-nine others who make little more than a living. Truck farming is a profitable business rightly operated, but the man who spends all day marketing two or three dollars' worth of produce, drives from ten to fifteen miles to and from a center of population, pays for horse feed and his own meals while in town, cannot become a Carnegie in the short span of an average life.

A few Saturdays ago there was a large crowd in the London, Ontario market. A few statistics prepared for another purpose revealed some startling facts. On that particular Saturday two hundred and ninety-five people were represented, and their loads amounted to \$2,637.92 in value, or an average for 209 loads of \$12.62 each, or a per capita average of \$8.94 each. It would be fair to estimate at least one-third of these rigs as requiring two horses. This being true it took 295 people, 209 single and double rigs including buggies, democrats and heavy wagons, and 280 horses a whole or part of a day to market \$2,637.92 worth of farm produce. Let us see just how many hours it actually required to dispose of this produce. According to figures given by those interviewed the total time spent on the road and on the market combined by all these people and horses (of course the horses were in hotel stables, but were doing nothing) was for people, counting double time for those rigs with which two people came to market, 1,694 hours, and for horses, counting one-third of the wagons as two-horse vehicles 1,586 hours; or in other words, if one man did all the marketing he would have spent 1,694 hours on the road and on the market, and one horse would have required 1,586 hours. This means 169½ working days of ten hours for a man, and 158½ working days for a horse. A man's time should be worth \$2.00 per day at the least. This being so his wages would amount to \$339. A horse should be worth at least \$1.00 per day. At this low rate horse labor would cost \$158. Keeping the horse shod and general wear and tear on rigs, etc., would amount to 25 cents per day, or another \$40.00. At the very lowest possible estimate then, not covering any accidents or misfortunes and reckoning the men who in most cases are the proprietors of the farms represented at common laborer's wages, we see that it costs, not including meals and horse feed, \$537 to market

\$2637.92 worth of produce or a little over twenty per cent. of its total value. From figures given by those interrogated it cost them for meals and horse feed exactly \$112.25. Add this to \$537 and it brings the total up to \$649.25 or very close to one-quarter the entire value of produce sold.

A few concrete examples are worth citing. Two people came in with one rig. They drove seven miles, spent six hours on the road and on the market (or 12 hours for one person) paid 45 cents expenses, and their load sold for \$2.95. Another drove seventeen miles, spent seven hours on the road and on the market, paid 60 cents for horse feed and meals, and marketed \$5.25 worth of produce. Still another drove twenty miles, spent eleven hours on the road and on the market, it cost him 45 cents in town, and he had a load valued at \$4.50. There were scores in this class, marketing small loads, driving long distances and making, when all expenses are counted, small wages. One of these markets weekly, the other two twice per week.

Contrast with these the man who lives only two miles from market, sells a forty-five dollar load with only 55 cents expense in town, or the man living one and one-quarter miles out and selling twenty-dollar loads at 25 cents expense, or even the man living eighteen miles out and selling a load valued at \$140.

These are actual cases. In the last named instance the man was seven hours on the road and seven on the market, but his expense was only 85 cents, and he had a load.

All these figures were obtained from the people marketing the goods. Scores of instances could be cited from them to prove that it does not pay to drive long distances with small loads if horse time and man's time is valued at anything. The truck farmer or market gardener must either draw large loads or must live near town. The man obliged to travel a distance to market must, in all cases to make greatest profit, draw large and valuable loads. Marketing costs a great deal more than most people imagine. Small wonder that land for gardening sells high close to cities when the difference in time required to market produce is considered. There is a good chance for the man located farther out if he will produce abundantly, market in large loads and less frequently, and always at smallest possible expense. Those living at long distances from large towns and having only two or three dollars worth of produce should co-operate in marketing. By clubbing together they could make up large loads and save expense, or in many instances the railroad could be used to advantage. Economy in selling is just as important as economy in producing.

Could the National Show be Doubly Domiciled?

It does not seem that the discussion regarding a national winter live-stock show in Canada is likely to be over for some time. The first "National Live-Stock, Horticultural and Dairy Show" opens its doors next week at Toronto in the buildings in which is held the annual "Canadian National Exhibition" in September, but there still seems to be a feeling in the minds of some stockmen that the real national show has yet to be organized. Since the discussion on this subject commenced at the beginning of the present year there has been much controversy over location and operation. The various breed so-