

# The Farming World

For Farmers and Stockmen

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## Quality Counts



THE farmer has more to gain, perhaps, by improvement in the quality of what he produces than the producer of any other line of goods. Look for a moment at the long list of articles produced on the average Canadian farm. Is there one article on the list of which we can say that quality does not count? Quality counts even with the farmer himself. Skill, intelligence and brain power are as much needed on the farm to-day as in any other calling, and we say it advisedly, the individual possessing these qualities in a high degree, will find more opportunities for exercising them to the best advantage in Canadian agriculture than in any other vocation.

The great advantage to the farmer of producing only the finest quality of products is to be seen in our weekly market reports. With the exception, perhaps, of cereals, there is a very wide range of values between inferior and even medium quality and the very best quality. Take eggs, for example. In last week's market report we quoted new-laid eggs on Toronto farmers' market as selling from 23c to 28c per dozen, a difference of 5c as between the poorest and the best. (There is usually a much wider range of prices.) It costs no more to produce a good quality of eggs than a poor one, and, therefore, this 5c per dozen is clear gain for the farmer who is able to produce the finest quality. Everyone can do it if he tries, and consumers would rather pay 28c, or a good deal more, for a first-class quality, than 23c for a medium quality.

Then, some interesting lessons are to be gathered from the live stock market reports. It is, perhaps, in this line that the widest range in values as between good and bad quality is to be found. In last week's report there was a difference of 75c per cwt. in the values for export cattle, which means a difference of from \$8 to \$10 per head as between the poorest and the best export cattle sold on Toronto market. But in butchers' cattle there is a much more striking variation. Quotations last week showed values ranging from \$2.25 per cwt. for inferior up to \$4.40 per cwt. for choice quality, a difference of \$2.15 per cwt. On an animal weighing 1,000 lbs., this means a difference of \$21.50

per head in favor of the choice animal, a most striking evidence of the value of quality. So we might go through the whole list, in sheep, in horses, in pigs, and in poultry and produce as strong, if not stronger, evidence of the great value of quality.

With such striking examples before us of the pecuniary advantages of producing only the very best quality, it should not take much urging to induce farmers to turn their energies in this direction. But it does, if we are to judge from the large amount of inferior goods that are marketed every day in the year. Referring to our cattle market again, there are more inferior or second-grade animals offered for sale than of the very best, and this condition has prevailed for months back, causing a big loss to the farmer and to the country. There is almost an unlimited market for the finest quality of farm products at good, profitable prices, and if every farmer in the country were producing only the best, the material wealth of this country would be very greatly increased. Need we say anything further on this topic? Quantity is important, but it should not be cultivated at the expense of quality. The two should go together—maximum quantity and the finest quality. It is quality that counts.

## Ideal Farm Homes

Nothing adds more to the comfort and happiness of the farmers' family than a neat and commodious farm home. A tasty and well-laid out house is both a convenience and a luxury that comparatively few of our farmers enjoy. When building, a farmer should select the very best plan upon which to build, according to his means. We do not think any farmer needs a large mansion or a very elaborate dwelling. But he should have one that is compact, convenient and at the same time attractive in appearance. The appearance of the house and its surroundings count for considerable when the value of the farm is considered.

We have made arrangements with one of the very best architects in the country to supply us with descriptions and illustrations of ideal and modern homes for the farm. On another page will be found a full description of one of these homes, and we think our readers will agree with us that it is a model of neatness and compactness.