

# The Farmer's Advocate and Home Magazine

PERSEVERE  
SUCCEED

ESTABLISHED  
1866

REGISTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF 1875

V XLIX

LONDON, ONTARIO, DECEMBER 3 1914.

No. 1158

## EDITORIAL.

It is see-saw to Warsaw.

A good feeder feeds regularly.

Let us have a real, old-fashioned Christmas.

Dampness and dirt are enemies in the stable.

Will Turkey have her own head chopped off by Christmas?

The ups and downs of pork markets are hard to follow.

At present-day egg prices no one can afford to neglect the poultry.

Horsemen are promised better prices and better times. Let it be soon!

Read something other than war reports for a change, and see how refreshing it is.

Sunlight, whitewash and cleanliness make money for the stockman.

Our readers will get a change next week in the form of our annual Christmas number.

Pure water is almost as essential to the successful wintering of live stock as is good feed.

Chores are not a necessary nuisance to the successful stockman. They are profitable employment.

Do your local farmer's club a good turn. Attend the meetings, and better still, take part in discussions.

Good reading is a productive time passer in winter. "The Farmer's Advocate" may help some in this direction.

Do not stop eating apples because they are "too cheap." It is said that they taste better when they cost more.

The United States cattle embargo lifted, our cattlemen should be careful not to flood the market until the outlet improves.

Did you ever notice how easy a flock of sheep are fed? This does not mean that carelessness can be tolerated, but good care gives little labor and high returns.

Farmers who make the winter season as busy as the summer are those who make the most out of farming. Increase the winter production of the farm.

Humanity is not suffering the penalty of the awful scourge of war because of any fault of the Sermon on the Mount, but because it has not been applied.

It was recently moved in unmistakable terms editorially by "The Globe" of Toronto, and seconded even more vigorously by The Mail and Empire in a later issue that the vast Krupp armament works at Essen, the insidious instigator and instrument of German militarism, go down to the destruction of a scrap heap. Carried unanimously.

### The Winter's Reading.

The long winter evenings are about the only time the busy farmer gets to read and keep himself posted on literary things. From spring until the ground is frozen tight in the fall, and even later, he is busy with the sowing and the reaping, the harvesting and the fall cultivation; his days are long, and his nights short with no "evening" at all. He has a little evening now after his chores are done, and has more time for his daily paper, his farm paper and his library. This winter the greater part of the reading will be of war, and rumors and reports of battles fought or impending. Too much war news is dangerous. It is a waste of valuable time. What is the use of reading unauthenticated reports one day and their contradiction the next? By all means keep abreast of the situation so far as lies in your power, but do not waste time on scare headlines and padded, ridiculous accounts of battles which are fought only in the minds of some reporters or imaginative persons who fill the columns to sell to the waiting throng eager to swallow any old war pill, sugar coated by glowing pictures of bravery or the horrors of wanton destruction. Every farmer owes it to himself and to his family to have the best available papers and periodicals at hand for all to read when there is time. Besides these, good books are essential.

While on the subject we wish to drive home the point that never before in the history of the country was there such a need of big men not for fighting particularly, although this is important, but to fill places of leadership in all walks of life. You want to be the best farmer in your neighborhood; your wife has a desire to be the best housekeeper, companion and mother in the district; your children do all in their power to make more rapid progress than their playmates. Let your reading help; let "The Farmer's Advocate" help. Read it this winter; follow it closely. It will help in the work of farm, home and school. Read other good periodicals; read constructive books, and above all avoid the trashy literature so common. During the year which is to come we are putting forth an extra effort to help make "big men" of more farmers, and we want them to help us make a bigger and better paper of "The Farmer's Advocate." Our columns are open to all. We want practical discussions of practical farm questions, and we want farmers to write them for other farmers. Such is the mutual help we all need. Your reading this winter will help.

### The Inevitable.

If the mills of the Gods grind slowly, it must be admitted that they do good work. These mills have been grinding incessantly for years and years, and it is only now that fruitmen are beginning to carry away any grist. When Nova Scotia fruit growers were consigning their produce to European markets and transporting it in over-loaded, poorly-ventilated steamers, it appeared that the mills were not working. So it did in British Columbia when the "Rings" on the Prairie were favoring United-States-grown fruit. Ontario, too, was selling apples and small fruit by chance more than by system, until after struggles, disappointment, and sometimes despair, there gradually evolved a method of handling the crop, whereby all assumed a share of the responsibility and a share of the profits as well.

The Province of Nova Scotia, and more local-

ly the Annapolis Valley, has seen the growth of an organization that means considerable in the field of its operation. Steamship lines and railroad companies give them better service than they ever did the individual growers, while the representatives of the Association make sales abroad and over the heads of organized dealers, who have fortified themselves so strongly that five thousand dollars per day may be considered their toll for the fruit they sell. Through this union in the Valley the growers have their apples handled at the rate of four cents per barrel, which goes to pay the servants of the growers. These servants are the middlemen on the selling end of the enterprise, but there are fewer of them than is customary, and their work is systematized in such a way that a great saving is brought about. Similarly in Ontario over 52 local organizations are required to handle the crop. If they were not required they would not be there, and their very existence bespeaks an estranged condition calling for treatment. The Pacific Province, yet in its infancy as a fruit-producing zone, already has over a dozen associations large and small that have been organized with the express purpose of placing their product on the market. In addition to these, other unions of men or growers exist for the same purpose and with the same object in view.

The name of these societies is unimportant. Some call them co-operative associations, because the growers or their members assume some responsibility and share, to a certain extent, the burden of their neighbors, but whatever they are, they have been found a necessity in moving the great fruit crop of Canada and placing it where the consumer may get at it. In addition to this one association of twenty men is one man as it were, and by placing a large order he is in a position to buy cheaply, but that is apart from the intent of this discussion. The chief feature is to recall to the minds of readers how the local buyer disappeared during the season of 1914. Call him middleman if you will, it matters not, he will not accept the responsibility of handling the farmer's produce when there is a cloud in the sky. The fruit grower must accept the burden of responsibility, so he may as well be his own middleman and pay himself for it. The system of distribution, other than that of supplying markets as they require the stuff, does not concern the grower or the growers' association. That is an urban question which rural people may as well leave alone for a while yet. There is work enough to do at home to keep the manufacturing end running properly, and all societies have not been able to cope even with that. However, the season of 1914 has taught a lesson, and it is that the greater part of Canada's fruit crop, and the more the better, must be handled through co-operative associations. In the absence of the timid buyers the fruit they usually handled rotted on the ground, or was dumped carelessly upon the market with demoralizing effect. The associations did "Business as usual," and we know of some right here in Ontario that were obliged to turn orders down. Co-operative associations may have their weak points, but one redeeming feature they do have, and it is that they are the best medium through which fruit growers may now move and market their crop. They have come to stay, and more are coming.

Some journals do not seem satisfied with the size of the conflagration in Europe, and would like to add a few more nations as fresh fuel.