

Gillette Safety Razor



He'll Appreciate Your Good Judgment As Well As Your Good Will

if for Christmas, 1917, you send him a Gillette Safety Razor! That's the gift that is valued Overseas for itself as well as for the sake of the sender. Few articles of personal equipment are so welcome, for the Gillette is known up and down the Allied lines, by Canadian, Briton and Anzac, Frenchman, Italian and American, as the one sure passport to a clean and enjoyable shave.

Even if he has already had one, the men in whom your hopes centre will be glad to get another Gillette Safety Razor. For under active service conditions, equipment so sought after as the Gillette strays easily and often, and he may now be trying to worry along again without one. So whatever else your box may contain, don't forget a GILLETTE SAFETY RAZOR—and a good supply of blades.

If you prefer, we will take your order, through your dealer or direct, and deliver the razor of your choice from our nearest depot Overseas. Ask your dealer about this when he shows you his Gillette assortment.

Standard Sets and "Buildups" cost \$5.00—Pocket Editions \$5.00 to \$6.00—Combination Sets \$6.50 up—at Drug, Jewelry and Hardware Stores.

Mails are congested—shipments slow. Send his Gillette early!

GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED,

Office and Factory: Gillette Building, Montreal

274

You will find it Profitable to Apply Sydney Basic Slag to your Pastures and Meadows

Hitherto very few farmers have thought it worth while to try and improve their grass lands. Perhaps the high cost of the general run of fertilizers has contributed to this, but with Sydney Basic Slag available, costing \$21 per ton, no farmer can now say he cannot afford to treat his pastures and meadows. If we can show that the use of basic slag will make money for you, will you apply some this fall or early winter? Send us your name and address and let our representative call on you. If we think it worth while to incur this expense, doesn't it show our confidence that we can interest you.

THE CROSS FERTILIZER CO., Limited
SYDNEY, NOVA SCOTIA

Current Comments on the Farming Business

Seed Corn for 1918

SOME weeks ago, the Ontario Corn specialist, Mr. Fancher, warned Canadian farmers that southwestern Ontario would have a small supply of seed corn for next year. Our belief then was that the record corn crop of the United States would contain a large percentage of corn suitable for seed, and there would be no real scarcity in 1918. Now it seems that even the United States farmers are fearful for their supply of seed corn for next spring. One reliable United States farm journal, the Pennsylvania Farmer, says, editorially:

"We wish we could impress firmly upon the mind of every farmer the necessity of securing next year's seed corn this fall. In spite of the over-drawn statements to the contrary, first-class crops of corn—that is, well-grown, fully-matured crops—are scarce when compared with the world's needs. Although the number of bushels may total billions, but a small percentage will make first-class seed. The late, wet spring and early frosts have seriously injured a great deal of corn so that it is immature, hence germination will be uncertain."

The corn belt farmer is in an enviable position. He can select his own seed from that part of the crop that does mature. Canadian dairy farmers, however, seldom have mature corn and are dependent on others for their seed. If all reports are correct we will be wise to speak early for our seed corn for next year.

Regulating Milk Prices

THE committee that will have it in hand to regulate the course of milk prices in the various Canadian provinces may be interested in an editorial which recently appeared in the Wall Street Journal. This publication is not a journal of democracy. It seldom espouses the cause of the common people. It is the organ of "Big Business." Its editors, however, do know something about business, and here is the way in which they view the situation for Mr. Hoover.

"It is said that Mr. Hoover is about to investigate the milk problem and determine the cost of milk. If Mr. Hoover once attempts the solution of this problem and gets so far as to set down the figures on paper, we are sure of one thing: He will never date to publish them. Let Mr. Hoover begin with his lead pencil. We know where he will come out if he pursues his task. Hoover will find that milk is sold by the producer below real cost, and like chickens and eggs, always will be. But the world will probably persist in paying hundreds of millions for common sense answers to everyday practical questions."

The Wall Street Journal is evidently of the opinion that competition in the dairy farming business is such that milk and cream can never be sold for more than it is worth, and more probably will be sold for less. Dairy farmers have nothing to fear from an investigation into costs of production. If milk prices are to be set as a result of painstaking and honest investigations, the price will be a higher one than could ever be established by the law of supply and demand. The Toronto Milk and Cream Producers have announced that their price of \$2.50 for eight-gallon can, delivered, is now in force. The sanction of the Ontario Milk Committee is expected.

A Questionable Move

THE milk committees have it in their power to reorganize and consolidate the milk business of any city where such reorganization gives promise of increased efficiency in distribution. It is estimated that such economies in distribution, amounting to one cent a quart, would represent a total saving to Canadian city consumers of \$1,567,120 annually. At first glance such a saving looks like good business all round. But it is a proposition that grows less attractive as it is studied more carefully, and in the long run it may well be questioned if it would result even in financial gain to the consumer.

Competition is the great regulator of prices. The plan of the milk committee would do away with competition to a considerable degree and substitute a government-made monopoly, privately operated. And monopolies are always dangerous. With the milk business so completely centralized the great incentive to efficiency in operation, hope of profits in proportion to effort, would be largely removed, and the cost a quart in the one item of decreased effort. In selling his milk the farmer would have to take the price of one monopolistic company; and monopolies have never been friendly to the farmer, so far as we have been able to discover.

Of course, possible injustices to the farmer would be minimized by the commission's oversight of price agreements. But have we not here the weakest point of the whole scheme? The carrying out of the commission's plans will involve the creation of an entirely new set of government machinery, operating from coast to coast. We know that governments never do their work cheaply, and it is easy to believe that the annual cost of such a system of milk control would soon be greater than the expected saving of a million and a half dollars.

The precedent is a dangerous one. Already the city dairies are pointing to the number of bakers' rigs that traverse each city street. It is only one step more to accuse grocersmen of like inefficiency, and so on through all lines of retail and wholesale business. And the granting of the "reform" (?) which would naturally flow from a seemingly simple system of milk control would be the equivalent of state socialism! Did the committees look before they leaped?

Reading Farm and Dairy is simply getting the ideas of men who have made a great success in farming or dairy farming.



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