

FARMING

VOL. XV.

NOVEMBER 16TH, 1897.

No. 11.

FARMING

AN ILLUSTRATED WEEKLY JOURNAL DEVOTED TO FARMING AND THE FARMER'S INTERESTS.

Published every Tuesday by

THE HRYANT PRESS,

30 BAY STREET TORONTO, CANADA.

Subscriptions in Canada and the United States, \$1.00 per year, in advance; six months 50 cents, three months 25 cents. In all countries in the Postal Union, \$1.50 a year in advance.

The date opposite the name on the Address Label indicates the time to which a subscription is paid, and the changing of the date is sufficient acknowledgment of the payment of a subscription. When this change is not made promptly notify us. In ordering change of address, be sure to give the old address as well as the new.

FARMING will be sent to all subscribers until a notice by post card or letter to discontinue is received and all arrears are paid up. Returning a paper is not a notice to discontinue. All arrears must be paid up before a name can be taken from our list. All remittances should be made by P. O. money order, express money order, or registered letter. Sending money in an unregistered letter is unsafe, and will be at the sender's risk.

Advertising rates furnished on application.

All communications should be addressed to "FARMING, 30 Bay Street, Toronto, Canada."

Representative for Great Britain and Ireland, W. W. CHAPMAN, Fitzalan House, Arundel St., Strand, LONDON, ENG.

TOPICS FOR THE WEEK

Your Own Subscription Free.

Many subscribers for FARMING are taking advantage of our special offer to advance subscriptions one year for two new yearly subscribers, and six months for one new yearly subscriber. Why cannot more do so? It is the easiest way of paying for your own subscription. Make a trial right away. By doing so at once you will be able to offer prospective subscribers better terms than if you waited till the beginning of the year.

We will send FARMING from now till the end of 1898, or nearly fourteen months, for \$1.00. This offer appears in a better light when you consider that FARMING is issued as a weekly. Instead of giving fifty-two papers for \$1.00, we are prepared to give fifty-eight if this offer is taken up at once. Remember that FARMING is the only agricultural paper published in Canada that can make this offer of fifty-eight issues for \$1.00, or one issue every week from now till the end of 1898.

Now is the time for agents to begin canvassing for new subscribers. We want a live, pushing agent in every district to solicit subscribers. Our terms are as liberal as those offered by any other agricultural paper. Numbers of agents are now making big money by canvassing for our new weekly edition of FARMING. Write for full particulars. Don't miss this opportunity.

The Farmer as an Advertiser.

The above is the subject of an address delivered by Ex-Gov. Hoard, editor of *Hoard's Dairyman*, at the annual banquet tendered to agricultural advertisers and publishers of agricultural papers by the Frank B. White Company, of Chicago, and as it contains several valuable points, which every farmer should consider, we make special reference to it. Among other good things, Mr. Hoard said: "The farmer is no longer merely a producer. He has become a manufacturer." There is much food for reflection in this statement for the farmer. If he has become a manufacturer he must carry on his business as the successful manufacturer does. If he manufactures goods he must find a market for those goods. This market cannot always be found at his own door. To find it he must come into touch with people living, it may be, many miles away, who desire his goods, and the best means of reaching them is by advertising what he manufactures.

The following quotation puts very concisely and

forcefully one of Mr. Hoard's chief reasons why the farmer should advertise:

"The agricultural newspaper stands midway between the farmer and the problems of his life. One difficulty with the farmer is that he is not an advertiser. The moment he would step into the arena of advertising he would develop that which the farmers of this country lack, the commercial instinct. There must be the arousing in him of a stronger commercial instinct. If he felt this instinct more he would then do with his product as commercial men do with theirs. Advertise it.

"Now I say to you, my friends and brethren of the agricultural press, that we have a large duty to do right here. We ought, of our own volition, do something to arouse in the farmer a larger understanding of the possibilities of his life, that he should develop the commercial instinct and become an advertiser as well. Let me give you an example in my own town. A man by the name of Sherman was a fine corn grower. I said to him: 'You are depending for the sale of seed corn upon the little circle about you. Now, step out. There is a fortune ahead of you in the raising of fine seed corn. You have the secret. You know what is essential to have good strong seed.' I coaxed him, hesitatingly at first, and he stepped as though the way was full of pitfalls, until he has become a wealthy farmer in the producing simply of seed corn."

Canadian Produce in England.

Mr. John I. Hobson, president of the Dominion Cattle Breeders' Association, has recently returned from an extended tour through Great Britain. Mr. Hobson was accompanied by Mrs. Hobson, and many of the readers of FARMING will be pleased to learn that they had a delightful trip, and have returned home in the very best of health.

While Mr. Hobson's visit was ostensibly one of recreation, he did not miss any opportunity of acquiring information regarding the outlook for Canadian farm products in England. His attention was directed more particularly to the development of our cattle and dressed beef trade with Great Britain, a subject which Mr. Hobson is thoroughly competent to deal with.

To a representative of FARMING, who had the pleasure of an interview the day after his arrival, Mr. Hobson stated that he was very strongly of the opinion that something must be done at once in regard to the quarantine regulations governing the importation of cattle into Canada. At present, these regulations are almost prohibitive, and breeders here are afraid to import stock because of the strict quarantine regulations at the port of entry. Mr. Hobson believes that the leading Canadian breeders who import improved stock from Great Britain, are quite able to look after the testing of the cattle they import themselves. There is practically no new cattle blood coming into Canada, and unless our importers are allowed this privilege, or the regulations governing the testing of cattle at the port of entry are very much simplified, Mr. Hobson thinks our cattle interests will suffer very materially.

Mr. Hobson attended the great Kelso sheep sale, one of the largest of its kind in Great Britain. He also made special enquiries regarding the development of our mutton trade, and is of the opinion that Canadian mutton cannot compete with the Australian mutton in England. New Zealand mutton is sold on the London market by the carcass, as low as 6½ cents per pound, and Australians are prepared to sell at a lower figure, before they will be beaten on the market. Single sheep

owners in Australia send over as many as 6,000 sheep in a season, and can lay down mutton in London for less than 6½ cents and make a profit on it.

In the districts of England and Scotland adapted to stock raising, the stock farmers, whether it be along the line of stock or the dairy, are making money and are not at all despondent. Rents for farm lands have lowered considerably in recent years. The margin of difference between the prices obtained for live stock in Canada and England is greater than the difference between the rentals of land in these two countries. This leaves the stock farmer in England in a better position than the stock farmer in Canada.

Mr. Hobson also reports that the Americans have practically the control of the dressed beef trade in London. The English consumer seems to have a preference for meat that has been in the cold storage a while. He consequently buys cold storage beef in preference to that slaughtered at home, as it comes out of the cold storage in just right condition for eating. The American dealers, though manipulating the market to their own liking, never fail to keep their customers supplied regularly with beef of good quality. Mr. Hobson believes that our dressed beef trade cannot be put on a proper footing unless some plan is adopted for keeping the fore quarters at home. The difference between the prices paid for fore and hind quarters in England is so great that it will never pay us to send over the fore quarters. If we are to build up a trade in this particular commodity we must have the supply regular and the quality the very best.

More definite information regarding these important points will be given by Mr. Hobson in his address to the members of the Dominion Cattle, Sheep and Swine Breeders' Association in connection with the Provincial Fat Stock and Dairy Show to be held at Brantford early in December.

Our Cattle Trade and the Quarantine Regulations.

The readers of FARMING will be interested in the remarks of Mr. John I. Hobson, in another column, as to the outlook for Canadian produce in England. His statement in regard to the regulations governing the importations of live stock is of vital interest just now. If our export trade in dressed beef is to obtain a footing in the English market, we must be in a position to supply regularly, beef of the very best quality. To produce beef of the very best quality, the highest types of beef producing cattle are required, and to keep up a supply of prime beef cattle, we must have at the head of our beef-producing herds, animals of the finest type. These animals must be replaced frequently by new blood, if the efficiency of the herds is to be maintained. In Canada, we have many herds of the beef-producing strains of which every Canadian may well feel proud. But, as every stockman knows, the standard of these herds cannot be maintained except by the introduction of new blood. For this new blood we must look to Great Britain, and if our breeders have to import stock the regulations at the port of entry, whether concerned with the tuberculin test or any other test, must be of such a character as will make the risk to the importer as light as possible, consistent with public health, and our commercial relations with other countries.

There are strong grounds for Mr. Hobson's claim that our quarantine regulations are almost prohibitive, as far as the importation of cattle is concerned. The importations of cattle stock in Canada have been comparatively few this year. In fact, the number of importations made was