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# FARM AND DAIRY



We Welcome Practical Progressive Ideas

## & RURAL HOME

The Recognized Exponent of Dairying in Canada

Trade increases the wealth and glory of a country; but its real strength and stamina are to be looked for among the cultivators of the land.—Lord Chatham.

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## The Outlook of the Dairy Farmer in Eastern Canada

### An Analysis of Conditions as They Are and a Glance Into the Future

W. F. Stephens, Secretary Canadian Ayrshire Breeders' Association, Huntingdon, Que.

IT is the work of a prophet to predict the future. We are all more or less visionary at times, but our vision is not always realized. Sometimes it is the "will-o'-the-wisp" style, just when we think we have it, it vanishes. Of such a nature have been many of "our-get-rich-quick" visions of the past few years. Many individuals in following up their vision, have been led into the great dismal swamp of unprofitable speculation and are held fast in the mire of disappointment and failure.

The shrewd dairy farmer, I am happy to say, is not of this class. His vision is realized and he stands on the solid ground of safe and profitable investment. True, his profits have not been large, but he has realized from his labors more than a comfortable living wage for him and his family. My statement can be verified by a drive through any dairy section, for in no locality will you find better and more up-to-date farm steadings, which bespeak prosperous conditions.

#### Dairying is Becoming Complex

The dairy situation is becoming more complex, no matter whether the production be butter or cheese, milk or cream. The dairyman is no longer a law unto himself. He is surrounded by regulations and exactions imposed on him by municipal, city or provincial legislative bodies. These restrictive measures give him serious consideration, and cause an increased expenditure. This more particularly applies to the production of milk and cream.

I believe in the no distant future similar regulations will apply to all milk and cream delivered to our creameries and cheeseries. This would be a move in the right direction and should be encouraged by all who wish the business of the dairyman to be put on the highest plane. Why should it not be so? Is not the dairyman engaged in one of the finest businesses in the world, a business requiring a large amount of energy and brain capacity, which coupled with a limited amount of capital, will bring a reasonable competence and a large measure of success to any engaged therein.

#### The Dairy Produce Market

The dairyman is the producer of necessary food products for which there is a growing demand. The consuming public is more and more demanding that these be pure, wholesome and of choice quality. The farmer who aims to produce such products will receive a fair recompense for the extra labor involved. Quality counts to

day, as never before. The home consumption of dairy products has so increased that it has kept our farmers busy to keep pace with the demand at home and hold our trade abroad. In fact, the latter has not been done as the increased home consumption has almost stopped the exportation of butter, and our export cheese trade has decreased over 25 per cent., largely from the same cause.

How will this affect the dairy farmer? I believe there is a good future before the breeder of high grade dairy cattle. Many milk producers are not in a position, and some say, nor do they find it profitable, a statement which I doubt, to raise the cows needed in their business. With an increasing demand for high class milk in our cities, so will the demand for cows of large production increase.

Our Federal Department of Agriculture is doing work of incalculable value in organizing and conducting cow testing associations at various centres. This work demonstrates that we have many cows capable of large production, but also a great number of cows that are kept at a loss. This work has also proved to hundreds of dairy farmers the wisdom of keeping cows of large capacity, with the result that thousands of unprofitable cows have gone to the canneries, never to return, and no tears have been shed over their departure.

To breed and grow cows of big capacity, it is recognized that pure-bred sires from record families must be used. The immature and scrub sires of nondescript breeding, although not so common as a few years ago, is still too much in evidence, judging by what may be seen at the cattle markets every fall. Indications point to the scrub sire being replaced by pure-bred sires of merit, or even of average breeding. The fact that pure-bred sires are being selected by many farmers in the cattle raising districts is one of the most hopeful signs and indicates the progressive spirit that possesses many of our dairy cattle breeders. Herein is where the breeder of registered stock may profit; if he has good business acumen, he will take advantage of the situation and endeavor to meet the demand for pure-bred sires.

#### Business Now at a Standstill

Fewer dairy cattle have changed hands during 1914 as compared with 1912 and 1913. The business has received a temporary check, owing to the financial depression, caused in a great measure by the terrible European war now going on. It is impossible to predict what effect this war will have on the Canadian dairy farmers' business. I cannot think for one moment there should be any uneasiness because of this. I am convinced that there is a brighter future than ever before our dairy farmers.

Taking a retrospective view of home conditions we find that there is no surplus of cows nor



Beautifully Uniform, the Product of One Sire

Both of these pure bred Jersey cows competed in the Dairy Test in connection with the Winter Fair at Guelph, and both made excellent records. They are a pair of good quality in large part to their common sire. Owned and exhibited by B. H. Bull & Son. —Photo by an editor of Farm and Dairy.

The opening of the United States market to milk and cream has changed conditions in many localities, and instead of the making of butter, cream is the output of many creameries, and is shipped across the line. This means a re-adjustment of conditions in those localities. With the ever-increasing population in the United States there will be an increasing demand for both milk and cream. This, coupled with the growing consumption of milk, cream, butter and cheese at home, and the continued demand for Canadian Cheddars in Britain, indicates to our dairymen that their business is on good footing, and they have no cause for alarm.

Further, there is no indication that dairy products will become any lower in price but rather may go higher with an appreciable improvement in quality, consequent upon the adoption of sanitary methods in production, and technical knowledge in manufacture.