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"Persevere and  
Succeed."

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## EDITORIAL.

A hundred-million-dollar increase in the value of Canadian field crops for 1909, is the New Year's message of the Dominion Census and Statistics office.

There is a wealth of information in a good dictionary. Reference to such a book would answer not a few questions submitted to us for reply through the paper. A good one is offered as a premium for obtaining two new subscriptions to "The Farmer's Advocate."

What the Ontario Winter Fair at Guelph would be to the whole Province, but for the handicap of distance, the Eastern Ontario Live-stock and Poultry Show at Ottawa aims to be for the easterly region. The approaching show gives promise of encouraging success. The Winter Fair idea is "catching on." St. Lawrence and Ottawa Valleys will do well to support their institution at Ottawa. Dates, January 17th to 21st.

Higher education at the farmer's expense, seems to phrase the situation in Manitoba, where the Provincial University has experienced a considerable degree of unpopularity in some districts through the holding of many thousand acres of land with which it has been endowed. Some 87,000 acres are still held by the University, paying not a dollar of taxes either to local education, rural improvement, road-building, or any public work. Thus, many communities have had in this, as well as in railway and other lands, a striking object-lesson of the evils of idle holding of land—an evil, by the way, which advocates of the single tax (or taxation of land values only) claim their system would tend to discourage, if not prevent. Taxation of land tends to hasten the putting of it to productive purposes, through its sale to those who wish to use it. Any taxation at all will have such effect, but the higher, the more effective. Single tax is the highest and most effective tax that may be levied on the land.

"To know for yourself because you have thought it out to your own satisfaction, is of far more benefit than to have it told you." That sentence, extracted from a letter received for publication, contains more sense than many a lecture. It often occurs to us, when answering questions about rations, stable plans, silo-building, etc. While the replies are cheerfully given, there is no doubt but that, if the inquirers would study carefully the information, plans and suggestions offered from time to time through our columns, they could often work out rations, plans and ideas more precisely adapted to their particular needs and conditions than can any expert, however careful, who has to depend on information furnished by correspondence. And, besides the greater suitability of these home-thought-out ideas, there is the education, efficiency and self-reliance that results from the thorough study by which they are arrived at. There are some questions which may be asked through the paper with much propriety and advantage—questions of a general nature, or those touching points not recently discussed in the paper, and some others requiring expert diagnosis and prescription, but there are hundreds of the kind indicated above which could, with much greater advantage, be answered by the inquirer himself with a little patient study, calculation, reflection and research. Mastery is greater than knowledge.

## Fruits of Forty-four Years' Effort.

Commencing the first volume of another year, a word of retrospect and promise may be fittingly indulged. How many readers ever pause to consider what this paper represents? Briefly, it represents forty-four years of earnest striving for a definite purpose—to produce a first-class agricultural journal at a reasonable price, and thereby benefit the agricultural industry. It pioneered the field, and a small fortune was sunk in the business before it was put on a paying basis, but since the turning point it has constantly improved, each year's profits contributing to the betterment of the paper during the succeeding twelvemonth. The paper to-day is thus not the product of one man's effort, nor of the whole present staff. It is the cumulative product of forty-four years' effort of publishers, editors and patrons, representing continual acquisition of experience, knowledge, prestige and influence. On file in this office, available for present use, is the cream of the correspondence and writings of years. All this goes to produce a more useful, more practical and more reliable paper than would be possible for a new publication in the field. "The Farmer's Advocate" is what it has grown to be, and, if the witness of friends is to be taken, grows better all the time. You, as a subscriber, get the benefit of the constant improvement and progress in the form of more pages of better matter, more illustrations, and riper advice.

Take the matter of size alone. In 1904, when the paper was first made a weekly, the year's volumes comprised 1,831 pages. Last year there were 2,104, or nearly 300 more. That alone would make a good-sized book. To be sure, advertising has increased, but the paper has been enlarged whenever the amount of advertising warranted the extra size, and the advertising pages themselves are a useful part of the paper. Take the illustrations: In 1907 we indexed 524; in 1909, 673.

But, of course, the greatest gain is in quality. History-making developments or discoveries in every branch of agriculture are published accurately and promptly in "The Farmer's Advocate," largely on the strength of direct, first-hand information or inquiry. The fruits of research and experience are kept before our readers in the most instructive and timely manner.

Helpful, stimulating correspondence is published from every corner of the country, while editorials calculated to provoke thought and promote information are a regular feature. Through the Questions and Answers Department a wealth of information is always on tap. The markets of our leading centers are accurately reported by the most painstaking of correspondents, ever alert for the producer's interest. The Home Magazine is most capably conducted by a special editor, who devotes her whole time to the work, assisted, besides, by a most acceptable staff of correspondents. This department alone is worth the subscription price of the whole paper.

By prizes for results in roadmaking, and by orchard demonstration work, the paper has allied itself in a very practical manner with agricultural progress.

For the coming year, plans have been made for several special features, one of which is the series of articles on breeds, which no stockman should miss. Certain other plans it would be premature to disclose.

And all this we give you for three cents a week. In reading, as in no other article, it pays to have quality. Life is too short to read anything but the best. This paper gives the fruit of forty-four years' experience to each subscriber for \$1.50 a year. To many a farmer it has been worth a hundred dollars in a year, or even in a

single issue. To many more it might be. It is the greatest bargain in agricultural reading ever offered Canadian farmers.

The results set forth above could not have been accomplished without the hearty and active support of the best farmers and business men in the country. The mutual relationship between publishers and patrons has been to the advantage of both. Every person who has contributed of his experience, or has put forth effort to extend our circulation, has thereby contributed to the making of a better paper. For the support of the past we are grateful. For the future, we can honestly promise renewed efforts to excel in the production of a high-class journal that will promote and reflect credit upon Canadian agriculture.

## Artificial Bleaching of Flour.

Our references to a recent news-item that fourteen carloads of flour had been seized by the U. S. Department of Agriculture for violation of the order prohibiting the artificial bleaching of flour by gas or electrical processes, has been the occasion of interesting correspondence on the subject. The head of one extensive milling establishment in Ontario writes that, "The millers of the United States, being satisfied that there is no injury done to the flour (by artificial bleaching), have, after months of fighting, forced the Department to bring action in the courts against some mill or mills using the bleacher, and have the courts decide as to whether the bleaching is contrary to the Pure Food Law." The same correspondent states that the first case must be brought into court not later than the 15th of February next. He also adds that the subject has been fully considered in Great Britain, and decided by the Privy Council, that there are no harmful results arising from the bleaching of flour by gas or electrical process, as practiced in this country.

Inquiry of Prof. Harcourt brings the information that a machine for bleaching flour by the Al-sop process has been installed in the laboratory of the Agricultural College, at Guelph. In advance of the complex investigation requisite to a decision, he is naturally non-committal as to whether the effects on the flour are harmful or not.

Prof. Alway, of the Agricultural Experiment Station, Nebraska, concluded a report of an extensive investigation with the statement that nitrogen salts in large doses are harmful, but the quantity in carefully-bleached flour is so small that it is of no physiological importance; also, that the use of nitrogen peroxide in the quantities employed by the millers of Nebraska whitens the high-grade flours and the resulting bread, without affecting the composition, odor, taste, texture or weight, and without adding any substance in sufficient quantities to be injurious.

Professors Ladd and Stallings, of the North Dakota Station, conclude their report of an investigation with the charge that the nitrous oxide remaining in the flour after bleaching is physiologically active, and is injurious to the quality of the gluten; further, that the process permits low-grade flours to be passed off for high-grades or patents.

To the layman, the perusal of these reports, with their conflicting conclusions, proves nothing but the difficulty of the problem. In a matter affecting the digestibility and wholesomeness of such an article as bread, any reasonable expense incurred by Government in discovering and publishing the truth, and the whole truth, is amply justified.

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