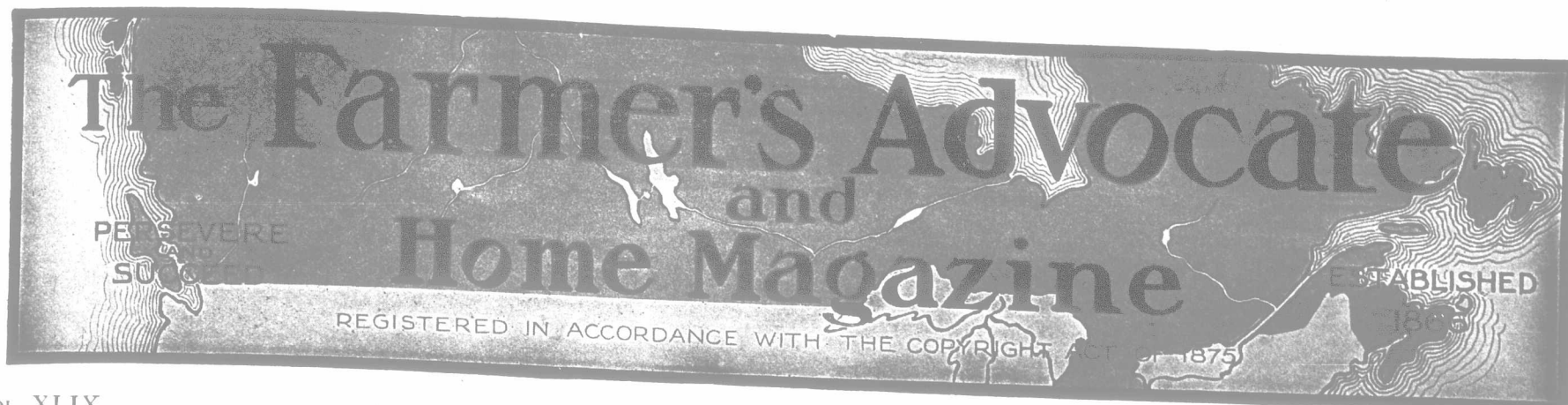




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EDITORIAL.

Stop talking war and pick apples.

In all the endless search who has found a better place than the farm?

Canada should be prosperous; we are urged to produce more and to consume greater quantities.

Fighting is said to be getting monotonous; it cannot possibly be worse than reading contradictory "war extra" reports.

Cut a straight, even, well-turned furrow regardless of the noise about a bigger crop acreage. Give what is sown a chance.

British soldiers played football on the firing line. There are those who would hold the game almost as dangerous as fighting the enemy.

In our rush to produce more wheat we must not forget that mixed farming has saved our country's agriculture from falling flat, and is still its sheet anchor.

Much that is ordinarily wasted should be made use of this year in feeding the live stock. Make the coarse feed go farther by cutting, the grain by grinding, and the whole by mixing.

The man looking for the highest wages and little work will never be successful on the farm. He is either a lazy loafer or a high financier, and honest, brow-sweating agriculture has no place for him.

If a bigger and better crop of potatoes is desired in 1915, a little hill selection at digging time would prove helpful. Select seed from hills containing a large number of good-sized cooking potatoes and no small ones.

If for the general welfare in face of a great war crisis, Canadian political parties can lay aside their rivalries and animosities, they can do so on other occasions. Better make it a general rule of faith and practice,—one that the people would welcome.

"Business is good." Such was the reassuring expression of a Western Ontario business man recently as he smilingly greeted a customer. What a difference there would be in the returns of many another business if the same confidence and optimism were shown all around. Canadians and Canadian business should not falter.

Men seem to abhor hard work. What is hard work? Simply work which is not cheerfully done. The groucher and the idler make any work hard work, while the willing worker takes it all as it comes, and with a smile banishes all the hard part of it, and makes it an interesting and profitable pastime. The difference is not in the work, but in the man.

If nations are measured by their relative military strength after this war, the great slaughter will not have accomplished anything, and it will be only a matter of time until the buying of liberty with blood will have to be resorted to once more. Let the powers take the lesson, and the people, by proper teaching, save themselves.

A Crop Crying Out for Help.

It is apple picking time right now. Daily we get reports stating that a large crop of fruit far above the average in quality is giving the growers trouble in harvesting and marketing. Lower prices than those which have obtained during the past few years for first quality stock must be accepted, as a result of existing conditions, due to the upsetting of business by the war. The Government is attempting to solve the problem and save a large proportion of apple waste, which would otherwise ensue. Even though their best effort is put forth unless pickers are more willing and plentiful much of the fruit will be blown off and rot under the trees. We recently had our attention drawn to a certain man in a town in Western Ontario; this man, who is out of work, was offered a job of picking apples at a fair wage, but shrugging his shoulders as a token of his disgust turned apple-picking down flatly. We have reason to believe that many other out-of-works are built somewhat after the fashion of this indifferent individual. What is the use of exhorting farmers to give work to men of this stamp; even though such went to the farm they would be of little use to their employer, and would be a bill of expense and an annoying nuisance.

If the apple crop is to be harvested and taken care of, village, town and city men out of employment must be ready and willing to aid the growers, and do it at a nominal wage. There is no use of unemployed, and often inexperienced city and town men getting it into their heads that the farmer is making a fortune off his farm, and is in a position, when they are out of work, to give them employment at a high wage. In the first place they are not worth big pay, and in the second, they should be glad of the opportunity to get work and do something to save a crop which otherwise will be a loss to the grower and to the country. There must be a little co-operation, otherwise the apple crop will not all be harvested.

A word of warning may be given to the fruit grower, if he succeeds in getting some of this careless, outside help, or even if he has experienced pickers and packers, he should be on the job or have some extra good fruit man to oversee the work of putting up the fruit from his orchard. Careless and inexperienced pickers may injure the trees and break off fruit buds to such an extent that the damage done is greater than the value of the apples saved. This year indications point to slower sale all the way round, and if a reasonable profit is to be made all the lower grade and questionable specimens must be discarded. To get and keep a place in the market nothing but the best should be packed, and this should be well and neatly done. It is the good fruit in the attractive package, properly labelled and carefully handled that is going to sell first. Consumers will not buy poor fruit at any price when they can get the best at a reasonable figure. We would urge growers to use extreme care this year, and do everything in their power to put out a high-class product.

While consumers can help the market a great deal by replacing much of the citrus fruit which they commonly consume with good Ontario apples, we should not forget the fact that transportation companies might aid greatly in the distribution of the crop, and in this way increase the consumption. If it is feasible a special rate might be struck for transporting apples from

place to place, or at least a special service put on to insure prompt delivery. This would bring the price even lower to the consumer and would thus increase sales. If the prices are low more apples are sure to be eaten than when prices go up. It pays to eat them.

Every fruit growers' association, and even down to individual growers, should make a thorough canvas of the markets at their disposal. Do not forget the local trade. Villages, small towns and larger cities within easy distance of the orchard, by a campaign waged vigorously to sell first-class fruit at a fair price, may be induced to consume large quantities. In the past much of this local trade has been overlooked. It is worth catering to this year.

The whole situation is one hard to handle. The Government may aid, but individuals and associations must do their part, and those needing help in the cities must also be willing to do what they can to save this important crop. Now is the time to act.

Consumption, Demand and Prices.

No sooner had war broken out than prices of many essential articles of diet jumped appreciably. With this sudden rise city dwellers were heard to remark on all sides, "This is a great time for the farmer. He is the only man to benefit from the war." Immediately advisers, through the press and from the platform, began to preach greater production, and the scarcity of food. Provided consumption is maintained at the rate which existed immediately before the war broke out, there will be a need of greater production in this country due to the fact that a certain, and by no means small, portion of the farming lands of Europe will not be cropped as they would have been for some years to come. But so soon are we confronted with the fact that, due to men being out of work in thousands as a result of this conflict, the consumption of certain of the staple lines of farm products is being affected greatly, and slower sales are already reported from some of our markets. Meats, for instance, are not being eaten to anything like the extent, as was the case when every man had work and regular pay. It is found that a greater portion of the meat diet can be dispensed with, and a more economical and cheaper food supplied in vegetables and other materials. No doubt, there will be a cutting down in some other lines. It does not take as much to feed people who are doing nothing as it does those who are actively engaged in business or manual labor. The same persons who commented upon the great opportunities for the farmers are not heard to make any remarks when they read that offerings of live stock on their home markets are finding slow sale and lower prices.

The price is still good, but if the war continues, and the industrial conditions become more acute, and larger numbers are thrown out of employment, there may not be the great need for increased production, especially in certain lines. True, our country must be prepared to furnish a large amount of food material to the Motherland if it is required, and no one would be foolish enough to advise a curtailment in any way in the producing end of agriculture, but we just like to point out the fact that consumption regulates the demand and the demand governs the price. If people find the times too hard to permit of their buying expensive necessities, they forego many of these and manage to get along