

Natal's Proposed Experiments in Export

With reference to trial shipments of Natal produce to the United Kingdom, the board of trade correspondent at Durban (Mr. A. D. C. Agnew) reports that at a meeting of the Rosetta Co-operative Association held recently, at which the Natal Minister of Agriculture was present, the proposal to establish an export trade in new potatoes, apples and lambs was discussed. The minister, it is reported, undertook to endeavor to assist the society to place the export of potatoes on a successful basis, and to arrange for the grading and branding of all consignments which passed through the grader's hands.

With regard to the export of lambs, the minister stated that the average weight of lambs shipped should not be less than 34 lbs. The Persian sheep which had been introduced were doing well in parts of the colony where merino sheep could not thrive, and in consequence of the heavy losses of cattle caused by East Coast fever, many farmers in Natal and the adjoining colonies were going in for sheep farming. About 1,500 lambs were offered for shipment by farmers present at the meeting.

The minister stated, with reference to the export of apples, that he felt confident that if the shipment of the fruit were conducted on proper lines, good returns might be obtained, and he would be pleased to send the government entomologist to advise as to the most suitable varieties for the English market. Some fruit growers then promised to supply boxes of various varieties for export, in order to test the English market.—British Board of Trade Journal.

Decline in Wheat Exports from New York

His Majesty's Consul-General at New York (Mr. C. W. Bennett, C.I.E.), in reporting on the large shrinkage which has taken place in the exports of grain from that port, remarks that Canada now appears to be obtaining the great bulk of the grain trade, Montreal having booked since the opening of navigation this year eight million bushels, whilst New York has secured but a little more than two million bushels. The shrinkage in the New York exports is attributed chiefly to the cheap water rate on wheat from Duluth and Fort William to Montreal, as compared with the railway rate to New York via Buffalo.—Indian Trade Journal.

Practical men of affairs are supporting co-operation as never before. Roosevelt, Knapp, Hays and many other names are recalled. Co-operation is merely democracy applied to the corporation.

Agricultural Advertising

The importance and value of advertising for stimulating trade and making it possible for business men to compete with one another, can be best appreciated if one knows that there is annually spent in the United States for advertising an amount estimated to be \$500,000,000, says an agricultural exchange. It is safe to say that a very small per cent. of this amount is expended for agricultural advertising.

The great majority of farmers have not awakened to the necessity of applying anything more to their occupation than hard manual labor, which, to be sure, is necessary and indispensable, but which alone classes the farmer with the man who works ten hours daily with shovel and pick, and earns one or two dollars a day. Successful agricultural advertising practiced by intelligent and enterprising farmers will overcome prejudice and elevate the occupation of farming to a place where men can enjoy their labor and the same luxuries enjoyed by business men of other occupations or professions.

The first step in agricultural advertising is to make the farm a respectable place of business, and one which will invite patronage. The farm should be christened with a suitable name, and its stock and produce marketed under the name of the farm, as well as the name of the proprietor. The stock and produce should have a specific trade mark, to distinguish it in name as well as in quality, and to induce buyers to become permanent customers.

Paid for the Homestead Debt

Since I left the agricultural school I have succeeded in paying the debt on the old homestead, besides making some valuable improvements, the most valuable of which is the tilling of the land. When the work now in progress is completed in the spring, the whole farm of two hundred and ten acres can be cultivated without any difficulty in the wettest seasons. The system of crop rotation that I have been practicing for several years is: Corn two 40s, oats one 40, wheat one 40, and meadow and pasture one 40.

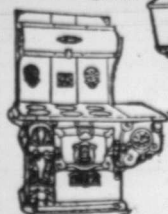
All the stock kept is thoroughly high grade and some are thoroughbred, consisting of Percherons and Hambletonian horses, shorthorn cattle, Poland China hogs and Shropshire sheep. Of all the stock I have raised the horses and sheep have given the best satisfaction. I used to be considerable of a dairyman, but lately I have decided to leave the honors, as well as the drudgery, of this line of farming to somebody else. J. PETERSON.

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