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No matter what you buy in kitchen utensils, demand that each article carry the **SMP** trade-mark shown below. **SMP** Enameled Ware is safe to use; acids or alkalis will not affect it; it cannot absorb odors; cleans like china; wears for years. Tell the storekeeper you want either

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The Farm

Timely Articles by the Ontario Department of Agriculture, Toronto

BENEFITS OF GRADING

Standardizing of Farm Products Necessary for Best Market.

Instances of the Folly of Not Grading—Selling by Description vs. Inspection—Butter Exportation in New Zealand.

(Contributed by Ontario Department of Agriculture, Toronto.)

Grading of farm products is necessary for the enlargement of markets. It is based upon knowledge of what the consumer wants. It gives the consumer of farm products the kind, shape, size and quality of products desired. It brings increased returns to farmers and effects savings to the middlemen.

In the production of farm products, unavoidably widely varying shapes, sizes and qualities of products are brought into existence. These must be sorted out so that the product sent to a certain market will meet with the approval of the purchaser. Standardizing means that a grade of product will be the same year in and year out, in this way confidence in grades may be built up.

The Folly of Not Grading Instantaneous.

It must be remembered that consumers, like farmers, are engaged in business. They are not able to sort products. Therefore, when they purchase ungraded products they have to buy things they don't want, and this results in waste. Grading of farm products would mean a reduction in the cost of marketing. For example, out of 2,600 cars of apples appearing on a Chicago market within a period of three months in the fall of 1914, it was found that 410 cars were unfit for sale; and not only was this true, but they also depressed the price of apples. The freight, cartage and labor of handling had been paid for the purpose of starting 410 cars of apples on the way to market, which nobody would accept, did not want, and could not use.

Or to take butter: Investigations have demonstrated that lack of grading has resulted in serious loss to middlemen. In the state of Kansas for instance, one-fifth of the butter received was paid for at the rate of 27.1 cents per pound, the ruling price for butter, though this 20 per cent. had to be reworked before it could be used by consumers. For this butter renovators paid 20 cents per pound, so that there was a loss of 7 cents per pound. No middleman can long stand this.

The problem of financing the sale of farm products is important. By grading farm products finance is

facilitated. Suppose a farmer has a carload of a certain grade of product. He may go to the bank and say: "I have a carload of No. 1 apples, I want to borrow some money." The bank manager understands what this means and is prepared to advance money. But if the farmer goes to the bank with ungraded products the banker immediately asks, "What kind? Who grew them? Are they good or bad?" He may even require that they be inspected, and in the end the farmer will not get as satisfactory advances as though the products were graded.

Description vs. Inspection. Grading reduces the selling cost by enabling sale by description rather than sale by inspection or by sample. Sale by inspection requires that products be sent to some central point and that people go to see those products. It is easily seen that this is an expensive way of selling. And not only is this true, but it is easy to over-estimate the requirements of buyers on a certain day, which results in flooding of the market, with consequent lowering of price. Sale by description is made possible through advertising, but before advertising can be successful products must be graded. Not all advertising is economical, but it has its place in effecting more efficient methods of selling.

Graded products always bring better prices to farmers. Agriculture is still the main industry in Ontario, and this means that we must export the surplus of farm products. In finding markets for this surplus we come into competition with New Zealand, Denmark, Holland, Australia, and United States. Most of these countries, certainly the first four named, enforce rigid inspection of products for export. Why? Because grading is the basis of enlargement of markets. Consumers demand the very best of all products, their likes and dislikes are varied, and we must meet these demands. For many years we have tried to make the Englishman eat the sort of bacon he thought he should eat; but he won't. He prefers Danish bacon because the Dane sells him the sort he wants, properly graded, to meet all his requirements. Or take apples: A short time ago a certain gentleman from Ontario endeavored to establish a market for Ontario apples through the consumer owned co-operative stores in Great Britain. What was the answer? "Just as soon as you get an organization from which we can order 10,000 boxes of No. 1's or No. 2's, graded and packed in such a manner that we can depend upon the quality year in and year out, we will talk business, but until then we cannot risk it."

New Zealand's Experience.

In New Zealand, farmers satisfied the home market for butter a long

time ago. They had to export the surplus, and the Government offered a premium for the first shipment of butter which would satisfy consumers in Great Britain. What was the result? Dishonest people stole brands of quality products and shipped inferior butter under these brands. This had a bad effect. It was then found necessary to have Government inspection which would extend right back to the producer, so that inferior butter could be traced to its source and the cause removed.—J. Coke, Dept. Farm Economics, O. A. College, Guelph.

ABOUT MARQUIS WHEAT

United States Official Tribute to a Canadian Product.

Says It Is the Leading Variety for Growing in the Northern Great Plains—Best All Around Common Wheat to Grow for Bread-making.

(Contributed by Ontario Department of Agriculture, Toronto.)

Following is a digest of Bulletin No. 878 of the U. S. Department of Agriculture. Marquis wheat was originated by Mr. Charles Saunders, Dominion Cerealists, Ottawa:

That Marquis wheat is the leading variety of common wheat for growing in the Northern Great Plains is the conclusion reached by specialists of the United States Department of Agriculture as a result of varietal experiments with spring wheat conducted at 11 field stations in the northern half of the Great Plains area chiefly in co-operation with the state experiment stations. Details of the experiments, including discussions on the principal varieties, how and when they come to the region, and how to distinguish them, are contained in Department Bulletin 878, Varietal Experiments with Spring Wheat on the Northern Great Plains, issued by the department.

Introduction to the United States.

Marquis wheat was first introduced into the United States from Canada in 1913, but is now more widely grown than any other variety. It is short-strawed and early maturing, which characteristics sometimes enable it to escape rust and drought.

A demand for information on comparative yields of varieties and their resistance to disease was developed in the Great Plains area by severe losses which have occurred recently, due principally to drought and rust. Although crop yields have sometimes been low, land values have continued to increase in about the same proportion as in other sections. This has increased the cost of production and, with a return to lower prices for wheat, it is essential that the poorly adapted varieties be eliminated.

Hundreds of foreign and domestic varieties of wheat have been obtained by the department and tested.

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Every farmer—every member of his family—every man who works out-doors in all kinds of weather—needs the dry, foot-comfort given by Ames Holden Rubber Boots.

For use on the farm, Ames Holden Rubber Boots are easy to wear because they're ounces lighter in weight, but they have the toughness that only pure rubber—pressure-cured—

and years of experience in making rubber footwear can give.

Ames Holden Rubber Footwear is built for long wear, otherwise the iron-clad guarantee couldn't be tied to each pair. We stand behind it because it means full value for your money.

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