

FARM AND DAIRY AND RURAL HOME

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1. FARM AND DAIRY is published every Thursday. It is the largest organ of the British Columbia, Manitoba, Eastern and Western Ontario, and Bedford District, Ontario, Dairyman's and Farmer's Association of the Canadian Holstein, Ayrshire and Jersey Cattle Breeding Societies.

2. SUBSCRIPTION PRICES: Six a year, strictly in advance. Great Britain, \$1.20 per year. For all countries, except Canada and Great Britain, \$1.50 per year. A year's subscription free for a club of two new subscribers.

3. REMITTANCES should be made by Post Office or Money Order, or Registered Letter. Postage stamps accepted for amounts less than \$1.00. On all orders add 20 cents for exchange fee required at the bank.

4. CHANGE OF ADDRESS—When a change of address is ordered, both the old and new addresses should be given.

5. ADVERTISING RATES quoted on application. Copy received up to the Friday preceding the following week's issue.

6. WE INVITE FARMERS to write us on any agricultural topic. We are always pleased to receive practical articles.

CIRCULATION STATEMENT

The paid subscriptions to Farm and Dairy exceed 14,000. The actual circulation of each issue, accepted for mailing, of paper sent subscribers who are but slightly in arrears, and sample copies, varies from 15,500 to 16,000. All other classes are accepted at less than the full subscription rates.

Sworn detailed statements of the circulation of the paper, showing its distribution by counties, provinces, will be mailed free on request.

OUR PROTECTIVE POLICY

We want the readers of Farm and Dairy to feel that they can deal with our advertisers with our assurance of our advertisers' reliability. We try to admit to our columns only the most reliable advertisers. Should any subscriber have cause to be dissatisfied with the treatment he receives from any of our advertisers, we will investigate the circumstances immediately. Should we find cause to believe that any of our advertisers are unreliable, even in the ordinary way, we will discontinue immediately the publication of their advertisements. Should the circumstances warrant, we will remove them through the columns of the paper. Thus we will not only protect our readers, but also our advertisers, and we will endeavor to be entitled to the benefits of our Protective Policy. You need not to include in all letters to the editor, "I saw your advertisement in Farm and Dairy" (unless you must be made Farm and Dairy within one week from the date of any unsatisfactory transaction, with proofs thereof, and within one month from the date that the advertisement appears. In order to take advantage of the guarantee. We do not undertake to adjust trifling differences between readers and responsible advertisers.

FARM AND DAIRY PETERBORO, ONT.

THE HIGH COST OF LIVING

The record kept by the Dominion Department of Labor reveals the fact that the cost of living is still increasing, and that it reached the highest point on record during June. In other words, the increased wealth farmers create through using improved methods of agricultural practice and modern labor-saving machinery, and the increased wages the city laboring men obtain through the efforts of their labor organizations, are being taken away from them through the increased prices they are forced to pay for the necessities of life.

As Farm and Dairy showed in the series of articles published last winter, it is not the middleman that is mainly responsible for the increased cost of living so much as it is the financial interests which are operating under the protection of the country's laws. The increase in the cost

of living is due in part to the combines and mergers which are operating behind our high tariff walls, but it is due still more to our system of land taxation which enables the holders of land in our industrial centres to, in many instances, become wealthy through advancing the values of the land in these centres.

As the value of the land in our cities increases, until in some cases it is worth millions of dollars an acre, the cost of doing business on that land increases in proportion. This money is taken out of the public by the increased prices the people are forced to pay for the goods handled by the concerns doing business on such land. In time we will see that the high cost of living can be prevented only by lowering our high tariffs and taxing land according to its value. Once we commence to tax land according to its value, the cost of doing business in our industrial centres will show a great decrease.

We may try all other expedients, but in the end we will have to adopt both of the foregoing reforms as Great Britain is now doing. It is to the credit of our farmers' organizations that they realize their importance and that they are pressing for both reforms. Farmers everywhere should back them up.

BE INTERESTED

When we find a man who has made a great big success of his vocation, whatever it may be, we can take it for granted that that man is an enthusiast, that he likes the work he is in, and would rather do it than any other kind of work.

This applies particularly to the case of the pure bred stockman. He of all men must be an enthusiast and a lover of better stock. An editor of Farm and Dairy recently heard related an instance that shows how wrapped up in their work are our successful breeders of dairy cattle. One of our old and successful Ayrshire breeders, Mr. Wm. Stewart, of Menie, Ont., who at the world's fairs and in our own Canadian fairs, has done so much to make the reputation of Canada Ayrshires, actually got so engrossed in talking about cows that he lost the thread of his life dropped out without his knowing it. Here is how the story was told by another stockman:

"It was at the Guelph Show the first year that they had a dairy test that this incident happened. We boys had gone out to dinner and when we got back the dairy quarters were full of people. A bunch of people were standing behind Mr. Stewart's cows. Mr. Stewart joined the crowd, and pretty soon he was talking cow faster than any of them. The hours passed rapidly enough, the electric lights were turned on and the rest of us started to get hungry. Presently Rettie walked over and said, 'Stewart, are you going to supper?' Then Stewart woke up. He had been so happy talking cow that to this day he had no idea where that afternoon went to."

It is enthusiasm such as this that

brings success in farming—and in all other occupations. Have you that enthusiasm?

FOR HIGHER EDUCATION

Every year thousands of families in various parts of Canada move to the city to give their children the benefit of a "higher education." Such a radical change means a great sacrifice on the part of the parents for their children. We have recently heard of a novel plan adopted by the parents of a Nova Scotia community to give their children the advantages of higher education and yet remain on the farm.

There were several families in this community with children that had already gotten all they could from the country school, as it is ordinarily found, and if the children were to go further a move to the neighboring town was necessary. These parents got their heads together and agreed that each of them would contribute a certain sum to the teacher's salary over and above that usually paid. With the additional salary inducement they were able to employ a thoroughly well trained and well educated teacher to take charge of the country school and give their children the education they needed right at home. This plan worked to perfection, and at the same time was cheaper than boarding their children in the town while attending school, and was certainly much better than moving the family off the farm.

These parents realized that the day is past when a common school education is sufficient for the young man or woman. There are thousands of other parents who are face to face with the problem of giving their boys and girls this education. The experience of these Nova Scotia people may be of value to others in solving the problem of higher education for the young people on the farm.

KEEP CULTIVATING

"Corn should be cultivated twice each at this stage of its growth," remarked Mr. E. Terrill of Wooler, Ont., to an editor of Farm and Dairy recently. "My biggest regret in leaving home to judge these prize farms was that I had to leave the cultivating. There is no work that pays like it at this time of year."

Mr. Terrill has attained a reputation as a grower of good corn chops and his words should carry weight with his brother farmers. Corn is behind this season. Continuous wet weather in the spring hindered planting and continuous drought since has hindered growth. We notice, however, that in those fields where the cultivator has been kept going continuously, corn has not suffered from the drought.

Persistent cultivation will ensure a good crop this year, will keep down weeds, and put the land in the very best shape for the crops of next year. Keep cultivating.

Civility is a charm that attracts the love of all men, and too much is better than to show too little.

In a recent issue of "Toronto Saturday Night" appeared an illustration, reproduced from a photo, of an automobile mired in the mud on an open western prairie—

A Warning.

promising a looking place as one could well imagine. But the wording under the illustration was "In Lovely Tuxedo Park." That open stretch of prairie, a couple of miles from the outskirts of the town, had been subdivided into building lots and is being sold at several hundreds of dollars a lot to investors in Eastern Canada, where they can be found foolish enough to buy land that they have never seen. Farm and Dairy readers who have money to invest should go slow in taking as fact the glowing pictures that are painted in the prospectus of any Western Land Company. There are plenty of legitimate opportunities for investment right at home without paying our money into concerns of which we know nothing and for land, that we never saw. This open stretch of prairie, advertised in the east as "Lovely Tuxedo Park" is but a sample of the promotion schemes that are being floated for no other purpose than to get the money of the small investor. And many of these investors are farmers. Beware of all such get-rich-quick schemes. The only man who gets rich by them is the promoter.

Why Tax Improvements

(Toronto Saturday Night)

And, after all, why should we tax buildings at all? Taxation, to be just, should be for benefits received, and it is as certain as anything else that the farmer receives no benefit from government and that a tax on buildings cannot be for benefits received. The value of buildings does not advance one cent even though the government should spend one hundred million dollars on road improvement, police, lights and on good government of any form whatever.

But the value of land absorbs the entire expenditure of government. Just cease to give good government for a single year and you will see how true this is. Over and above all this, to tax buildings and improvements and the product of labor, is like manner, to discourage labor. But to tax the land is simply a question of accurate accountability.

When the effect of governmental services begin to add advantage to the site or location (ground) the ground receiving this advantage should be debited with the cost, just as surely as John Smith should be debited with the groceries he orders from the grocer. When, added to all this, it is impossible to levy any tax save a land tax equitably between man and man, it is clear that as soon as we begin to levy taxes in a business-like manner, the tax on buildings and industry and labor will be bunched to the bonneyard.

His Own Uplifter

By C. R. Barnes

In the general movement now in progress for the uplifting of a rural life, the farmer is coming to the front. He is who, from the beginning has been paying the major portion of the world's educational bills. His enduring industry and patience have been the warp and woof which have rested the fabric of the educational system.

But a perverted conception of the

G. B. Sharpe, Separato Co. long ago before the Waldorf Astor Hotel.

A mistaken idea of many of the farmers to try to reach the fair direct sales in a market.

"I should say of all cases, the one most profitable is the one most advisable."

"It will pay you generally store in a community. It will give you a good year of fruiting from an apple tree, you might as well have the ratings of a Dan's or Brad's."

As an advertiser overlooked this fact that your advertisement like the crop might. Create the right. You may be sure spring up or come.

At the Advertiser's Dallas, S. I. Publisher of the Nelson brought out an idea in it will pay your mind. It follows a

(Occasionally, farm that is called a "farm" which have long been the campaign covering and expending from every year. In a business, it is fair to money, is satisfactory to papers will satisfy the of the advertiser, a cost of the selling of the

That kind of a time after time are a frequently disseminated in the response from subscribers, that he does some portion of the received from other sources. Certainly he is not small order

The substantial, cost of the article advertised, is impressed with the value of the advertisement, and the advertiser

In this connection, the advertiser will gradually eliminate farm papers.

A better course would be to propose to be constructed something. Practical facilities covered for writing and to have the education frequently when that business, ask your clients the thing that and no amount of a catalog which may be asking will induce inquiries for that

When you are after trade represent upward the progressive day very best class of paper, Farm and "A Paper Farmer"