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EDITORIAL.

A Merry Christmas to all!

Give useful gifts, and see that the needy are first provided for.

Get a live stock club started in your district and interest the boys in the care of animals as well as in the little business transactions and responsibilities involved.

An idle herd is usually an unprofitable one. Keep the cows milking even if it entails the purchase of some concentrates to make the ration a balanced and a palatable one.

It is time clubs had their winter programs mapped out and were under way. Make the clubs interesting and instructive to old and young alike. Much depends on the executive, for a meeting is seldom a success unless the arrangements are complete.

We are loath at this time to say anything that would discourage the spirit of giving, but it does seem, particularly in towns and cities, that organizations are not careful enough in selecting the beneficiaries of Christmas donations. Sometimes those to whom we give require it less than we do ourselves. It really does them harm, but it does us good and perhaps we should overlook it.

The Secretary of the British Board of Agriculture recently announced in the House of Commons that the British Government had not the slightest intention of modifying the embargo on Canadian cattle. The British require a great deal of convincing, but they usually do the right thing in the end. Our Federal Government should not become discouraged in their efforts to secure an open port for Canadian store cattle.

"Keep away from Toronto" is the title of an editorial appearing in one of the leading daily papers of the Queen City. This warning is issued to the unemployed who, it is claimed, are constantly drifting into that city in the hope of getting free board. There are going to be some trying circumstances in the towns and cities of Canada this winter, but urban booms are always followed by a reaction of this kind. An unequal distribution of population is certain to breed trouble, and this country will be fortunate indeed if we can readjust ourselves without serious hardship to a large number of people in the towns and cities who should never have been there.

It is time we began to appreciate the possibilities and potentialities of Canada as a great live stock producing country. We have the foundation for a wonderful live stock industry; the next step is to agree on live stock policies and perfect marketing systems so our product will be remuneratively and expeditiously disposed of. The future of the live stock industry at the present time depends upon our skill in breeding, feeding and marketing, and the order of importance in which these may be numbered would probably demand that their order, as here set down, should be reversed. There has been a good deal said about breeding, but not very much about feeding, and as far as marketing is concerned, that has been left pretty largely to the governments. Some associations have interested themselves in it, but they have had no support or urgings from producers. The growers of live stock and the producers of live stock products should make it their business to see that a constructive, well-thought-out policy is agreed upon and that steps be taken to advertise and to market our live stock products to better advantage.

Get the Good Out of Christmas.

There is only one way to enjoy Christmas and benefit by it; and that is to enter into the real spirit of the Yuletide season. If one stands coldly aloof while others are merry, if one accepts gifts only while others are giving, if one is the proverbial Scrooge while others are happy, Christmas for that one will be the most unpleasant season of the year. It is better to give than to receive, but we should consider the manner of our giving. It does not warm the heart so much when we give to those who already have plenty or more than we possess ourselves. People are inclined to move along in grooves, and Christmas is sometimes a stereotyped affair. We give to the same friends because last year they gave to us; they do not require gifts, neither do we, but it has become a custom which grips one and holds one to the same groove which annually gets deeper and harder to get out of. There are plenty of needy in the world. They may not be our neighbors or relatives, but the poor are always with us, and if they can be found and gladdened the pleasure of giving will be increased a hundred fold, and we shall feel like Dickens when he wrote: "I have always thought of Christmas as a good time; a kind, forgiving, generous, pleasant time; a time when men and women seem by one consent to open their hearts freely, and so I say—God Bless Christmas."

More Production and Better Quality.

We are living in unsettled times—a period of readjustment—and such conditions always breed new thoughts and new ideas. There is no progress without thought, but a people need to be careful that their conclusions are correct, lest progress be in the wrong direction. Farmers, particularly, need to be acquainted with economic conditions, markets, finances and world trade. Farmers are big buyers and they are the biggest sellers in the world.

The opinion gains ground at times that farmers reduce their own revenue by producing too much. During certain seasons of crop failures prices are relatively high, and when a bumper year comes round prices fall. This has given rise to the belief that farmers would be better off if they curtailed production, spent less on fertilizers and labor, and had just as large a revenue from a smaller crop. Experiences seem to substantiate this argument, and even such a shrewd economist as J. J. Morrison, Secretary of the United Farmers of Ontario, is reported to have given expression to some such sentiment as this when speaking recently at Guelph. If we analyze the situation a little more carefully and go deeply into the matter, it would appear like heresy to advocate such a doctrine. The strongest argument advanced by free trade exponents is that we buy on a protected market, while the value of farm commodities is set on the markets of the world. We have a large home market, that is true, but the export call, if it be only for a million bushels of wheat or a few carloads of cattle, just about sets the price for the commodities sold at home. Carrying this argument still further, it is easy to see what would happen should we curtail production at home. Competing agricultural nations would at once step in to fill the gap created, and the temporary advance in price, if such occurred, would simply act as a stimulus to other nations to increase production. Just at this time competition is very keen. Denmark is exporting butter to America; New Zealand and Australia are bidding low for British trade; the farmers of France are reclaiming at an amazing rate the fertile acres so badly mutilated by the war. Two years ago France was one of the heaviest importers of American grains; to-day she is producing almost enough grain to feed her population. A disrupted Russia and the small nations of Central

Europe will again come to the front, and these with large agricultural commonwealths of the Southern Hemisphere will provide competition of an agricultural nature such as we have never known before. Should we cease to produce heavily the result would only be noticed by ourselves in smaller incomes and decreased prosperity.

We shall have to farm more carefully in the next few years. The margin of profit will likely be narrower, and to overcome this it will be necessary to pay more attention to cultural methods and to the management of our live stock. Competition will be keener, and we shall have to improve the quality of our product and produce it in greater volume so the consuming markets will be able to depend upon Canada for supply. The right sermon now to preach is greater volume of production, improved quality, better farming methods and increased marketing facilities.

Quebec and the Royal Show.

One of the functions which the new Royal Show should perform for the benefit of the live stock industry in Canada is to develop a unity of purpose and a common ideal among the stockmen of the various provinces. The show itself, when under way will stand as a meeting place for the best each province can produce, and it should be regarded as having been established in the interests of the Maritime and Quebec live stock industry as well as the live stock industry of the Province of Ontario. It is true that the Royal will be held in Toronto, but then Toronto wanted it worse than any other city wanted it. No one province owns the Royal; it belongs to Canadian agriculture as a whole, but particularly to Eastern Canada, because of the natural barriers separating, in large measure, the East from the West.

As an evidence of this inter-provincial ownership, other provinces than Ontario are being asked to assist in financing the Royal Winter Fair. Only recently a delegation of Quebec live stock breeders met the Hon. Mr. Caron, Minister of Agriculture for Quebec, to ask for a grant of \$10,000 per annum towards the new show. It will be remembered that the Ontario and Federal Departments of Agriculture are each granting \$25,000 per year toward the prize-list, and it seemed eminently fitting that Quebec should be invited to co-operate in forwarding a national movement of this kind. It is a difficult project to carry through to a successful conclusion, and those who have put their shoulders to the wheel to provide for Canada a central rallying point for live stock improvement similar to the great exhibition held annually in Chicago, will need every assistance. Quebec and Ontario must bear the brunt of the burden, because the live stock industry of the Maritime Provinces is sadly handicapped by lack of good markets and cannot, therefore, be expected to contribute to the success of the show to the same extent as the other Eastern Provinces which are more fortunately situated.

The delegation asking for the grant from Quebec, was, as might have been expected, given a very courteous hearing by the Hon. Mr. Caron. Mr. Caron knows his Province and his people, and we believe that his Department is always willing to further any plans or projects that promise improvement in agriculture. The Royal Show should be a stimulus to further improvement over all of Eastern Canada, and we have every reason to believe that Quebec will join in, with her undoubted interest in agriculture, to make it all that it should be, both as a purely Canadian event and a stimulus to live stock improvement.

Take time to feed cautiously and wisely. Good feeding is never done in a hurry.