

FARM AND DAIRY

AND RURAL HOME

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1. FARM AND DAIRY is published every Thursday. It is the official organ of the British Columbia, Manitoba, Eastern and Western Ontario and the District of Columbia, Dairywomen's Associations, and of the Canadian Holstein, Ayrshire, and Jersey Cattle Breeders' Associations.

2. SUBSCRIPTION PRICE, \$1.00 a year, strictly in advance. Great Britain, \$1.75 a year. For all countries except Canada and Great Britain, add 50c for postage. 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 checks 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 must 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 all agricultural topics. We are always pleased to receive practical articles.

CIRCULATION STATEMENT

The paid subscription to Farm and Dairy exceed 10,000. The actual circulation of each issue, including copies of the paper sent subscribers by mail or slightly in arrears, and sample copies, varies from 11,000 to 11,500 copies. No subscription is accepted unless the full subscription rates. Thus our mailing lists do not contain any less circulation. Several detailed statements of the circulation of the paper, showing its distribution by counties and 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 fully. Should we find that the advertiser is unreliable, even in the slightest degree, we will discontinue his advertising. Should the advertiser's advertisement be fraudulent, we will not only protect our readers, but our reputable advertisers as well. In order to be entitled to the benefits of our Protective Policy, you need only send us a letter to the advertiser the words, "I saw your advertisement in Farm and Dairy." Your advertisement in Farm and Dairy will appear within one week from the date of receipt 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 reputable advertisers.

FARM AND DAIRY

PETERSBORO, ONT.

THE TARIFF COMMISSION

Premier Borden has a proposed remedy for the evils that inevitably accompany a protective tariff. The combine in restraint of trade that grow up behind the tariff wall in Canada are to be held in check by means of a tariff commission which will investigate all such combines and, we presume, have power to compel them to dissolve. The new tariff commission will have powers similar to those of the present railway commission.

We believe that the lowering of the tariff is the one effectual way of dealing with such combines. A commission, however, if composed of the right kind of men might do much to overcome the combine evil or at least to hold it in check. If the proposed commission is to be satisfactory to the country it must be truly representative of all classes of the community, those who bear the tariff exactions as well as those who benefit

by them. It would be manifestly unfair to have a commission made up entirely of the representatives of the protected interests, or vice versa, or of one political party.

The farmers of Canada, who compose sixty-six per cent. of our population, and who pay most of the tariff charges, should be represented by one or two members on that commission. In the past tariff agitations have been conducted mainly by our farmers. They enjoy fewer tariff favours than any other class in the community, having only three items out of the two hundred and twenty-one on the free list. A commission that leaves this large part of the community unrepresented would not only be unsatisfactory but out of accord with our principles of democratic government.

Dr. James Mills, the farmers' representative on the Dominion Railway Commission, has been one of its most valuable members. There are many farmers in Canada who by education and natural tendencies are well fitted to take their places on the proposed tariff commission. What better men in Canada could be found for tariff commissioners than E. C. Drury, of Ontario, and Mr. Roderick McKenzie, of Manitoba? The commission must include some men who are opposed to excessive protective tariffs or a large proportion of the public will lack confidence in its rulings.

To render satisfactory service this tariff commission must be composed of not only able men who will consider the good of the whole people rather than the selfish interests of the few, but it must be non-partisan, or it will not carry weight.

UTILITY IN THE SHOW RING

The improvement of live stock so that it will better meet the requirements of man is the aim of every great live stock breeder, whether his specialty be horses, cattle, sheep or swine. This also is supposed to be the aim of our fall shows and winter fairs—to encourage the improvement of our stock; to increase its utility value.

We are developing in Canada a system of judging at fairs in which the fit of the animal plays too important a part. The skill of the feeder deserves recognition, but not to such an extent that the real essential points, the utility points, of the animal are overlooked or under emphasized.

We note this tendency to put too high a premium on the fitting of an animal in the judging of all classes of stock, but the injurious effects of the system are particularly noticeable in the case of young colts and two-year-old animals in the horse classes.

We do not raise horses for beef. Our first aim in the feeding of the young animal is to develop a good frame, constitutional vigor, good digestive capacity, and so forth. Each and all of these objects is interfered with when we have to "fatten" them for the fairs.

In Scotland, the home of the Clydesdale, yearling and two-year-old colts

are shown in the rough. They are judged on the indications they give of making good breeding stock when they reach maturity.

A change is needed in our show ring standards in judging horses.

But let those of us who are interested in other lines of stock not forget that the same tendency is growing in placing awards in all live stock classes. Let us insist on utility judging. Only by utility judging can the live stock show achieve its main object—an increase in the utility value of our live stock.

A LESSON FROM THE DANES

The average annual production of cows in Denmark had been increased from eighty pounds of butter in 1864 to two hundred and twenty pounds in 1908, according to the Danish Live Stock Commissioner. This result was obtained through the formation of local cattle breeders' associations, through which bulls are purchased for the use of the members, and through the formation of control unions that engage men to conduct tests for the farmers in connection with the milk yield of their cows, the percentage of butter fat and the cost of feed. Good bulls are subsidized by the government. Prizes are given at the leading fairs to cows and bulls in recognition, above all else, of their merit as breeders and producers.

Compared with Canadians, the Danes are at a disadvantage in dairy production through high rents on land and the high cost of feed. But they bear to us the position of a successful rival; they have taken first place on the British butter market.

Part of their success is due to the assistance of the Government. But most of it is the result of the enterprise of the farmers themselves in the improvement of their stock by cow testing and the use of sires of superior breeding.

The methods that have made possible to this small country an income of one hundred million dollars a year on dairy produce alone can be adopted with equal success in Canada.

A PROGRESSIVE MOVE

The Farmers' Clubs of Waterloo Co., Ont., have organized themselves into a County Board of Agriculture. The first move of the new organization will be the securing of statistics as to the agricultural wealth of Waterloo County, kinds of stock raised, the weeds that are most prevalent, and so forth.

This work, however, will be only preliminary to the greater work that will be taken up later on. The officers of the organization have in view the extensive application of the principle of cooperation, which they believe is just as applicable in Waterloo county as it is in Denmark.

The move taken by the Farmers' Clubs of Waterloo county should be well considered by farmers' clubs in other parts of Ontario. The possibilities for good work through the large county organization are much greater than through the local organizations as we now have them.

Many of us are altogether too frightened of calf calves. We will make no mistake in feeding our fall calves liberally. They will then make a good growth this winter and be in capital condition

Those Calves

to make good use of the pastures next spring. A little fat will not hurt them for milk production providing their breeding is right. It is false economy to stint the calf's feed. What the dairy cow is depends to a great extent on how we feed the calf.

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The experience of successful advertisers, like the Paquet Company, and D. Derbyshire & Co., who have been mentioned in these talks, and many others advertising in these columns, all goes to show that there is more to advertising than simply buying space—even big space.

It is not the space, but the matter featured in the space, that brings results—that sells the goods.

Beginners at advertising are prone to get the wrong kind of matter into their advertisements. Often they advertise, as it were, to themselves. They should advertise directly to the fellows they wish to interest.

Plausible generalities, so often seen in some advertisements, may fit the other fellow's product as well as yours. You should DIG DEEPLY for the pointed, convincing selling facts. Then feature these in advertising.

A certain manufacturer, who has at least four other active competitors advertising in his special line, told us three weeks ago, that the present was the wrong time to interest farmers in his product.

During August and September he had used a small 2-inch single column advertisement. It had brought him most satisfactory results.

Thinking to make a stronger bid for business in October, he sent out copy to occupy 4 inches double column. Replies at once fell off to almost nothing.

Being farmers, and knowing farmers as we do, we knew the season was most opportune for this patron's advertising. On investigating his copy we discovered on the instant that it was at fault.

There and then we produced new copy for this manufacturer, who was frank to admit his mistake and gladly grasped the opportunity to place the new copy before our readers in 4-inch double column space.

Have the right copy. Feature it in proper space,—and if yours is a proposition appealing to dairy farmers, their wives or families, you'll get satisfactory results in Farm and Dairy, for it is "A Paper Farmers Swear By"

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