

**Opportunities on the Farm**  
Gordon McGregor, Northumberland Co., Ont.

It is stated that 90 per cent. of the automobiles in the United States are owned by farmers. Why can't we have an even higher percentage in Ontario with heavy draft horses selling at \$250 to \$300; winter eggs selling at a premium, while \$1,000 is a common thing for a fair-sized well-kept orchard? Dairy cattle (registered) sell from \$100 to \$1,000 each, while the supply of hogs, milk, etc., is away below the demand. Yet farmers fail to produce these products.

Farming is bound to go ahead if it is given a chance. Few farmers keep books for there are few who can, as it is no taught in our public schools. Fewer still have an office in which to transact business. In-

**AD. TALK**

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When the news went out last week that Mr. Geo. H. Pedlar was dead, many thousands of people experienced a sense of loss. These were the farmer people who these many years back have come to know Mr. Pedlar through his personal signed advertisements, each carrying his portrait.

In November, when we saw Mr. Pedlar last, he talked of living to be 100 years old. He was then completing the Pedlar mausoleum, in the Union cemetery at Oshawa, to have it ready when the end did come. He was always looking ahead—always a man of vision—great vision—even unto death! Had you seen the man and taken time to reading heads, you would have observed the reason for his vision and intuitive sense.

His was an unusual head, as you may have noted in his advertisements; it was truly remarkable in its makeup, giving him withal great faculties of vision and initiative. And that great strong jaw of his, how it could hold on and drive him to persevere in spite of any odds!

He was originally a tinker; had a small tinsmith establishment in what was then a very small town. Now, at his death, he leaves a gigantic institution—an immense business—the plant in Oshawa being the largest concern of its kind under the British flag and doing a business of some \$4000 a day.

His vision, or faculty of imagination, early led him to see clearly how he must advertise to let people know he was in a business making a product that they needed. His ads. are familiar to everyone throughout the land. For years he used full pages in the leading farm papers, and today his Company is one of the largest users of Canadian farm paper advertising space, creating a market, ever growing, and assisting sales.

Now, although the chapter is closed for him on earth, his business will go on. The Pedlar People, Ltd., have branch offices and large warehouses in Toronto, Montreal, Ottawa, London, Chatham, Winnipeg and Vancouver, and in several other important centres, and their goods are handled by agents in many foreign countries.

Truly great is this business made so by the personality of Mr. Pedlar, whose vision of the possibilities of the country has made his name and products known in the farm homes of Canada, of course, including those of the readers of *Farm and Dairy*—

**"A Paper Farmers Swear By"**

gine a doctor or lawyer without an office, yet these men only make a living and sometimes not a very good one at that, while a farmer could actually turn his farm into a gold mine by adopting proper business methods.

If you find anyone keeping an account on a farm it is generally the boy. He sees his father transact business and put the money down in his deep, cavernous pockets. The father goes to town and spends it all, then comes home and tells the book-keeper what he spent wisely, but doesn't tell what he spent foolishly on tobacco and the like. The boy's balance sheet still shows a good profit. He suggests some needed improvements on the place. The father proudly declares he hasn't money for such foolishness, declaring that it is only for rich people to think of such things, and the boy, his ideal of a great, well managed farm broken, disheer becomes an easy-going, disinterested farmer like his father, or sends it up in disgust for some other less profitable sphere in life.

**Lime in the Stable**

J. R. Jobb, Oxford Co., Ont.

At various times I have seen it advocated that dairymen use lime on the stable floor to ensure cleanliness. The use of this lime would cause one of the greatest wastes that could happen around the farm. Lime hastens the decomposition of the manure and the escape of the ammonia in the form of ammonium carbonate. And ammonia contains nitrogen, the most valuable element of plant food.

If we must use a clarifier in the stable, let it be land plaster or phosphate. It has the effect of saving the ammonia in the form of the solid ammonium sulphate. This is a small point but an important one.

**How to Restore Competition**

Warren E. Irwin and Co., Stock Brokers and members of the Consolidated Stock Exchange of New York, in a recent market letter, discuss the causes of the high cost of living. Coming from those who are usually supposed to profit through conditions as they are, their ideas are worthy of consideration. The following is an extract from their letter:

"We believe in competition—equal opportunities to all to produce and to exchange products. But two important reforms are necessary to restore or to create such freedom of production: 1. Abolish all tariff and other laws that grant special favors and create monopolies. 2. Remove all other taxes and obtain all revenue by taxing what is called the unearned increment of land values.

"We hope that the voters of this and other countries will agree with us in time to experiment with these simple reforms, before they make experiments with Socialism—very dangerous experiments as we fear they will prove to be. We are quite certain that Governor Wilson does not fully understand the present meaning of these two apparently simple reforms. Otherwise, he would, as we believe, not lay such great stress upon anti-monopoly legislation, as he laid recently when he announced his 'sweeping program of changes in the corporation laws of New Jersey,' and the introduction of seven drastic anti-monopoly bills. Free and unrestricted competition never be restored by putting trust officials in jails and penitentiaries. It will be restored only when we remove those officials from temptation by wiping out the special privilege laws that are back of all monopolies. Much will be accomplished by reducing tariff duties to a revenue basis."

**DE LAVAL**  
**CREAM SEPARATORS**

**Cheapest As Well As Best**

Every sensible person wants the best of everything, but in many things the best is beyond their means and they must necessarily be content with something less.

In the case of the Cream Separator, however, the best is fortunately the cheapest as well, and it is of the greatest importance that every buyer of a separator should know this.

Moreover, the best is of more importance in the case of the Cream Separator than in anything else, since it means a saving or a waste twice a day every day in the year for many years.

It is true that DE LAVAL Separators cost a little more in first price than some inferior separators, but that counts for nothing against the fact that they save their cost every year over any other separator, while they last an average twenty years as compared with an average two years in the case of other separators.

And if first cost is a serious consideration a DE LAVAL machine can be bought on such liberal terms that it will actually save and pay for itself.



These are all important facts which every buyer of a Cream Separator should understand and which every local DE LAVAL agent is glad to explain and demonstrate to the satisfaction of the intending buyer.

If you don't know the nearest DE LAVAL agent simply address the nearest of our main offices as below.

**DE LAVAL DAIRY SUPPLY CO., LIMITED**  
MONTREAL PETERBORO WINNIPEG VANCOUVER

**SPECIAL PRICES ON QUANTITIES**

**O. A. C. No. 21 RADLEY**, choice threshed and not scoured. Ten bushels carefully lots, 85 cents. Best cotton bags 25 cents each. Write early and be sure of satisfaction.

**H. R. NIXON, - ST. GEORGE, ONT.**

**FOR SALE AND WANT ADVERTISING**

**TWO CENTS A WORD, CASH WITH ORDER**

**FOR SALE**—Iron Pipe, Pulleys, Belting, Ralls, Chain Wire Fencing, Iron Posts, etc., all done very cheap. Send for list, stating what you want.—The Imperial Waste and Metal Co. Dept. F. D., Queen Street, Montreal.



**The Feed That Makes the Cream**

Livingston's Oil Cake is the cheapest feed for cows—cheaper than corn, shorts or even hay. Because it actually increases the richness of cream—and also increases the amount of butter that you get out of the milk.

Test your cows before and after feeding Livingston's Oil Cake for a month—and your "butter money" will show its economy.

Livingston's Oil Cakes contain from 8 to 18 of pure Lined Oil—are soft enough to break into small bits—and are completely and easily digested. Write for samples and prices if your dealer cannot supply you. Dominion Lined Oil Co., Limited, Redon, Toronto, Montreal.

**Livingston's Dairy Oil Cake**