

The Farmer's Advocate and Home Magazine

"Persevere and
Succeed."

Established
1866.

VOL. XLI.

REGISTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF 1875.
LONDON, ONT., DECEMBER 6 1906.

No. 741

EDITORIAL.

"The Farmer's Advocate" for 1907.

Some of us may remember being taught, in more youthful days, to look upon the evincing of any especial interest in making money as a manifestation of the work of the Evil One. "The love of money is the root of all evil," was solemnly preached to us, and, unable to distinguish between the inordinate love of money for its own sake, which marks the miser, and that healthful caring for a bank account or property, which must be an attribute of every independent, provident man or woman, we grew up looking askance at all who waxed unusually prosperous.

Nowadays a good deal of that old idea has gone up in thin smoke. The miser, the man who makes money by trickery, dishonesty, meanness, is as much despised as ever; the man who is so anxious for money that he will sell his vote for it, for instance, gets all the contempt that he deserves. Nevertheless, it has come to be recognized by every level-headed man or woman that it is right to make just as much money as one can by square, honest, honorable means. The bees lay up honey for the winter season; why should not every man lay up also for his winter season, or for the proverbial rainy day which may come either to him or to his children?

The right-minded man, too, does not look even to this only. He recognizes that the possession of money will enable him to do much good—to contribute to the occasional "charity" which may present itself, to help the township out at times, when some project requiring men of capital at the back of it comes up. Moreover, he is enabled to supply work and an honest living to men less favored or less capable of making money than he; to the young fellow just starting out in life penniless; to the poor "under dog," who has always come out beneath in the fight, and is glad enough to earn an honest dollar when he can be sure of his pay.

So we might go on; but why enumerate? We think it is clear that it is right to make and save money in the right way.

Now, to indicate, so far as in us lies, how this may be accomplished on the farm, is the business of "The Farmer's Advocate." We wish to help each individual reader how to make money and how to save money in one of the fairest and most honest ways ever devised—from old Mother Earth herself. This is not mere talk. We desire, of course, to extend our circulation and make somewhat ourselves, but to do that successfully we must have the interests of the country and the farmer in particular at heart.

Success on the farm depends on two things: first, The Man; and second, His Conditions, some of which he does not control. For the latter reason, we oppose the imposition of what we deem unjust burdens upon the fruits of the farmer's toil, or discriminations against him.

But, in Canada, more depends upon the man, what he knows and how he farms. Therefore, the services have been enlisted of experts on this subject to help carry out our programme. The best in science and in practice is what we aim to give. Matter does not go into this paper rashly. We do not recommend untried methods, work up sensations for mere sensational effect, or boom fads. We strive to teach common sense, up-to-date farming, live-stock husbandry, dairying, fruit-growing, et al., and the voices of thousands of readers declare that we are accomplishing this.

What of the future? Our purpose is to improve the paper, and make it more perfectly adapted to the real interests of the farmer and his home, and lay before the advanced student of agricultural science such material as will stimulate thinking and research and mark the episodes of real progress. We believe in teaching through the eye, so we shall continue to use good paper, presswork and illustrations.

Our readers have noticed the increasing attention we are paying to report fully and accurately the salient features of agricultural conventions, because of the rich stores of practical information there brought to light.

Beginning with the last issue, we laid before our readers the first instalment of a careful resume of the results of investigations being made into horticulture at the experiment stations, agricultural colleges and schools in Canada, the United States and elsewhere, and we have enlisted expert service to interpret in popular language the fruits of researches into other branches of agriculture, such as tillage, live-stock rearing, dairying and so on, being investigated and demonstrated at these progressive institutions.

We do not promise to change the general attitude of the paper. We shall aim to get at the truth, and state it frankly. Betimes, we may tread on somebody's toes, but we desire to be fair on all subjects and to all persons. The paper is not affiliated with any sect, party, institution or clique, and proposes to exercise its independence in publishing what it deems in the best interests of the farmer and his home. We shall not refuse insertion of articles if up to a proper standard otherwise, merely because the sentiments differ from ours, hence we are not to be held responsible for the views of correspondents, but we prefer them to write over their own signatures.

Taken all in all, we believe farming to be the best occupation in which the masses of our people can engage. We believe it can and ought to be made more profitable and enjoyable, and if that be done, the town will lose somewhat of its fascination. Whatever extends the technical knowledge of the farmer and relieves his burdens improves his chances of success, and whatever broadens his intellectual horizon and elevates his thinking makes him a better citizen. This, then, is our aim for 1907, and, believing in the real brotherhood of man, we ask our readers to co-operate in its fulfilment.

A Year of Dairy Progress.

The annual report of Dominion Dairy Commissioner, J. A. Ruddick, indicates that this important branch of Canadian agriculture continues to make the steady progress which has been its distinguishing characteristic during the past 40 years. Although no data are available to show the aggregate exports and home consumption, Mr. Ruddick believes the dairy industry is increasing. The quality of the product is improving, reports from all sources agreeing that Canadian export cheese has found increased favor with consumers, owing to better condition on arrival. Canadian butter, as yet, amounts to only six per cent. of Britain's total imports, but it made decided advance in the esteem of the British market last year, the difference between the best Canadian and some other lines having been less than ever before. This gain has been helped by the gradual improvement in storage and transportation methods. For the first time butter and cheese were properly protected from high temperatures when discharged from the steamers on the other side. This applies to the Port of London only, but London receives over one-third of our shipments of butter and cheese. The outlook

is bright. Canadian cheese, already the dominant factor in the Old Country market, is becoming still more popular, and prices promise to be satisfactory for some time to come.

Britain's increasing consumption of butter shows no abatement. Improvement in the quality of butter and facilities for preserving it in a fresh condition result in more liberal buttering of bread. Germany, once a butter-exporting country, is now an importer of this product, absorbing a portion of the supplies that used to reach the British market. There would seem to be a great future before the Canadian butter trade, and we are consoled with the assurance that we can compete successfully with the Danes.

For the future, efforts should be mainly directed to improvement in quality, primarily on the farm and next in the make-room, rather than mere increasing in volume of output. The next effort should be towards improvements in curing and transportation, so that the patron, whether of the cheese factory or the creamery, will derive the largest possible net return for the product of his herd.

Mr. Ruddick pays a well-deserved tribute to the cheese and butter makers of Canada, than whom no class have done more to improve the quality of Canadian dairy produce. A very large proportion of makers have voluntarily attended the dairy schools, at very considerable expense and outlay of time, and, through attendance at the annual conventions, district meetings and otherwise, lost no opportunity of improving their knowledge of the theory and practice of advanced dairying. Indeed, Mr. Ruddick goes on to declare that, in his judgment, patrons and factory owners have not, as a rule, kept pace with the makers, many of whom are handicapped in their efforts to produce a fine article by discouraging factory and other conditions. In so far as the conditions of the make and curing rooms are concerned, since the control of the factories has been passing, in so many cases, from the old joint-stock companies under which they were organized to the individual ownership and control of makers, improvements then can be more readily effected, provided the proprietor has correctly enlightened convictions and the requisite capital. Mr. Ruddick also takes the ground that it is not fair to hold the makers responsible for the consequences of bad-flavored milk, but he should be for defects in the process of manufacture. Makers, no doubt, often hesitate to reject milk not up to a proper standard of quality, and a little more uniform manifestation of backbone would have a salutary effect. We notice by our reports of the district cheese meetings in Western Ontario, that there is an earnest desire to grapple with this trouble, which, in some cases was so bad that milk rejected at one factory would be taken home and carted off to an adjacent rival. In an enlightened dairy country like this it should not be necessary to resort to drastic measures or combinations to stop such palpable folly. A concluding point, to which attention is very properly called is the prime importance to salesmen of possessing some expert knowledge themselves of the qualities of butter or cheese, as the case may be, as well as the necessary business knowledge and experience, in which case the well-managed factory rarely has any difficulty in selling its product to advantage.

"The Farmer's Advocate" is the medium for exchange of experience and ideas about farming. It makes the experience of our best farmers the valued property of all. The reading of other men's experience is a stimulating education of which no man should deprive himself.