

## The Manure Question.

EDITOR "THE FARMER'S ADVOCATE":

"You don't intend of course, to enforce that clause, do you?" "I certainly do." "Well you are the first to put that in a lease in this part of the country and you will find it hard to enforce." "That may be but I intend all the same, to enforce it and you can tell him that, when he calls to talk it over with you."

This was the conversation that went on about two months ago in a lawyer's office in a small town in Alberta. A rancher who was leasing his place had put in a clause that all manure on the place was to be spread on certain fields that the contract called for.

The lawyer's belief that the land-owner would have a hard time enforcing the clause was based on the custom and attitude to this idea, of those who held rented farms. Much of the Western farming has been "mining" and now the owners are trying to correct the mistake.

This rancher told me that he had put this clause in and intended to enforce it strictly, and that his neighbors were taking a deeper interest in the question of manures and were taking a different attitude to the question. They were even going so far as to make thorough investigation as to how best to convert the straw stacks into manure, and he gave it as his opinion that it would be only a matter of a short time till the ranchers would all be rotting their straw and then taking it back to the land from which it was taken, to spread on as manure. Another system coming much into favor with the people there is the practice of letting their summer-fallows grow up in weeds and then pasturing them off by sheep thus getting the land pretty well manured for them. The sheep did well on the weeds and it certainly worked well for the land for besides manuring, the surface was often pretty well worked up and thus a dust mulch made by the sharp hoofs of the sheep.

Down here we are coming more and more face to face with the same problem of manures. Apples require a great deal more thinning and so do other fruits, in order to get the size and color into them where manures are not available. Peach trees are the greatest robbers of the land, and a great number of the orchards were originally set out in peaches. These have taken their toll, have outlived their usefulness, and left nothing.

It is impossible to ship in from cities the manures that are needed, for the local gardeners take all there is there. It is left for the orchardists, trucksters and small-fruits growers to find some way for themselves to have manure produced on their own premises.

Recognizing this, there has been a great swing over to live stock. One small valley in Summerland, where there were only four cows six years ago, now has fifty, and this valley is but typical of all the other sections. Pigs, rabbits and chickens have come greatly into favor much for the same reason. The manure from the rabbits' hutches is as valuable as sheep manures and used for the same purposes. It is especially in demand for green house work.

The lack of home-grown feed has helped retard stock raising to a considerable extent, and to make up for the lack of manures there has been a great deal of experimenting with green manure crops, in the last three years.

In handling manure most of the vegetable growers spread it in flat piles about two feet deep, get it well wet and tramp it down, keeping the sides of the pile squared. If it heats they turn it over in a few days, and wet it while they turn it, piling it again in long flat piles keeping the sides square, thus long straws are well rotted and nothing lost by heat or leaching.

B. C.

WALTER M. WRIGHT.

## Pure Seed Problems Still Imminent.

The seventh annual report of the Commission of Conservation, which has just been received, contains further evidence re the need of greater interest in the matter of good seed throughout Canada generally. The report of the Committee on Lands, as submitted by the Agriculturist, F. C. Nunnick, gives the results of an agricultural survey of 100 farms in each of four good agricultural counties in 1915. The counties surveyed were Dundas, Waterloo, Northumberland and Carleton. The investigation showed that only one per cent. of the farmers on these 100 farms practiced systematic seed selection. Only 57 per cent. followed the practice of taking their seed from the best parts of their fields. Ninety per cent. used seed grown on their own farms, but through lack of care find it necessary or desirable to exchange or purchase a fresh supply of seed every four or five years. The names of the varieties grown were not known by a large number of those visited. Thus in the case of wheat, 13 per cent. did not know the name of the variety they were growing; in the case of oats 35 per cent., and in the case of barley 33 per cent. Twenty per cent. of the farmers did not know the names of any of the varieties of the different kinds of cereal crops they were growing. In view of the very decided difference in industrial worth between different varieties, it is surprising to know at this late date that so large a proportion of farmers give so little or no attention to the choice of variety.

The difficulty of purchasing clean seed in quantity in Western Canada was referred to by one of the delegates (Hon. G. W. Brown, Regina, Sask.). Mr. Brown stated that he had examined a great many fields produced from seed which had been purchased by the farmers, and had found their crops on the whole badly mixed. In one field he counted six or seven different varieties of wheat. While it may be possible by the use of special machinery to clean out most weed seeds from seed wheat and oats, yet it is not possible in this way to remove

different varieties. The very marked superiority of Marquis over Red Fife in most parts of Western Canada is an illustration of the importance of taking all precautionary measures to prevent the inclusion of less valuable sorts. All this emphasizes the necessity of producing seed in controlled areas or on special farms. Probably the most workable system of accomplishing this is offered by the Canadian Seed Growers' Association. This organization already has a goodly number of farmers scattered here and there throughout the country who are producing pure seed. This seed goes out under seal under the name "Registered Seed." There is, however, a great need for many more farmers to take up this work. This is especially true in districts which are now relatively free from weeds, such as wild oats. The Seed Centre idea, which is so frequently referred to nowadays in the agricultural press, would seem to be the most business-like method of producing pure seed in quantity in a given district, and it is sincerely hoped that a large number of these centres will become established. By reason of the simplicity of the organization members of these Centres are able to produce seed which is pure as to variety at practically no greater cost than is now entailed in producing ordinary seed.

Persons interested in this proposition should communicate with the Department of Agriculture in the province in which they reside.

L. H. N

## Ad. Possibilities.

EDITOR "THE FARMER'S ADVOCATE":

A Buffalo newspaper man, addressing the Ad-club in Hamilton the other day said that advertising is coming to be looked upon as news. From my own observations, there would seem to be a good deal of truth in the statement. In these times when the consumer is puzzling over the problem presented by the high cost of living he is unconsciously giving the middleman some severe jolts. Instead of buying a few pounds or yards at the cross-roads store he is beginning to look farther afield with the hope of faring better. The advertising columns of the big daily are carefully scanned, and as a result many country people are buying in larger quantities and for "spot cash", thereby effecting a considerable saving.

On the other hand, I have had many inquiries from city people who would like to buy almost any kind of farm produce direct from the farmers. It looks that in the long run the present condition of affairs might be a blessing in disguise. If it serves the purpose of dealing a knockout blow to surplus middlemen some good, at least, will have come out of it. It is a fact that in not a few instances the advertisement is bridging the space between producer and consumer. Large dealers in the city have adopted this means to reach the farmer; why should not the latter use similar methods to attract urban customers. This sort of trade-news is interesting nowadays—anything is that affects the pocket book.

Advertising, however, if indulged in extensively represents a considerable outlay. Particularly would this be true of such a medium most likely to catch the eye of our city cousins. Business connections, thus established, are doubtless profitable and permanent in character, but could hardly be secured extensively in one or two seasons—that is, not as a rule. Get all of it you can but keep an eye on the home trade as well, it is less expensive to reach. The farmer who is willing to inaugurate an advertising campaign in a local way, gets a good deal of experience that is of value to him later in rounding up the distant customer.

It is usually the case, that when a man intends to sell anything around home he rarely attempts to boost it with any undue advertising. He merely assumes that the news will get around somehow and eventually a buyer may turn up. Depending on local gossip as an advertising medium is, as most of us know, not very satisfactory. The possible customer is not likely to get the news in a way that impresses him. Hence he may let an article that he really wants, slip by because certain points have not been properly emphasized. The farmer who undertakes to sell his products in a distant market prefers to do the talking himself and therefore expects to do some advertising. The same principle applies just as well to the "round-home" territory.

There are several ways he can go about it. First, the weekly newspaper, or perhaps the small country daily will serve his purpose admirably. Most people subscribe for their local paper and read it all the way through, advertisements and all. Consequently, if there has been inserted in the "For Sale" column a concise and clear statement of what he has to offer, everybody knows it, competition is made possible and a much better sale is likely. Altogether, no other medium is so cheap and effective—it covers the home-market like a blanket.

Another very good scheme in the way of local advertising is the bulletin board at the farm gate. Often, during a busy season, it would not be considered worth while to drive to town with a few vegetables, some odd baskets of berries or a bag or two of potatoes. These can be written on the bulletin board so as to catch the eye of passersby. I have tried this little trick myself and it is surprising how quickly they are snapped up. Only pin money, of course, but not infrequently these little "asides" help materially in augmenting the farmer's contribution to the ministerial salary, or pay the stray store bill when it is rendered.

But the usefulness of the bulletin board should not end here. In these days of automobile travel motorists commonly inquire for poultry, eggs, butter, etc. There is no reason why a farmer should not take

advantage of a situation that is fast becoming almost an every-day occurrence and put forward many other products that such customers must buy in the city. This leaves only the two necessary parties to the transaction. No doubt they would readily agree to divide the middleman's profit between them.

Now, just another word about the local end of this subject. It will have been noticed that when the majority of people are in the humor for buying, they are likely to give their order to a stranger. There is, however, a reason for this. Nine times out of ten that man has built up a reputation by advertising his goods. The man at home may have products equal or better in quality for sale, but even his own neighbors haven't found it out. Farmers, as a class, are proverbially modest, but it will only be when they cease to hide their lights under a bushel that they will get the share of prosperity that is due them.

The first step in effective advertising is to adopt a name for the farm as a sort of trade mark under which its products are sold. Then see that it is kept in the public eye during the whole year. Spasmodic attempts at publicity are expensive in proportion to the results obtained and of no permanent value in substantial business building. If the farmer spends, say a dollar, to advertise a few settings of eggs, later on another dollar to make it known that he has a few berries to sell, and then after another interval concludes that he can spare some seed corn and lets go another dollar to pay for another ad., is doing nothing to keep his business in the limelight. A better plan would be, to set aside so much a year to keep the farm constantly advertised, slipping in from time to time such products as are in season, calling attention to the excellence of their quality. In this way, this particular farm and its wares become familiar to the consumer. When he requires something which the farm produces the name of the farm with a reputation naturally occurs to him and he becomes a customer.

The choice of a publication for advertising purposes should be based on circulation and the class of readers reached. The rates for space are a matter of secondary importance. Then the grade or quality offered also has a bearing on the selection. For instance, two-dollar cockerels, ten-dollar pigs or twenty-dollar calves will move more quickly if advertised in papers having a large circulation in a comparatively small section of the country. Buyers strongly object to long-distance expressage on ordinary goods. However, if stock of a superior quality is offered, which, for that reason is hard to obtain, the high express charges are not so seriously objected to by the purchaser. For this class of stock it is better to buy advertising space in those papers having a circle of readers spread out over the entire country. For this purpose, the better class of agricultural journals are, of course, the ideal mediums and are pretty sure to bring inquiries.

The first advertisement of a beginner in this field of salesmanship may not make a sale or bring even a single enquiry, but it is pretty sure to have been noticed by some one. When it appears a second time that person will remember having seen it before. A repetition of this in each issue stamps this particular advertiser as a man who is always on the job, and probably a good one to do business with. Sooner or later orders begin to come in from those who were watching his ad. until they were ready to buy—after that it is easier. Money paid out for advertising should be looked upon as an investment rather than merely an item of expense. The good-will of the public must first be obtained. This accomplished satisfactory dividends are reasonably certain.

Elgin Co., Ont.

AGRICOLA.

## Root and Fodder Crops.

A bulletin recently issued by the Census and Statistics Office reports on the yield, quality and value of the root and fodder crops of 1916, the acreage and condition at October 31 of fall wheat sown for 1917, and the progress of fall ploughing.

The total area this year under root and fodder crops, consisting of potatoes, turnips, etc., hay and clover, alfalfa, fodder corn and sugar beets amounts to about 8,980,000 acres, which is practically the same as in 1915; but the total is made up of an increase of about 100,000 acres under hay and clover, the total area of which is nearly 8 million acres, and a decrease for each of the other relatively smaller crops. In total value, at local prices, these crops amount for 1916 to \$249,882,000, as compared with \$229,503,000 for 1915. The yield of hay and clover this year is the record one of 14,799,030 tons, an average of 1.86 ton per acre, which is the highest yield on record for this crop in Canada. The average value per ton is \$11.50, as compared with over \$14 last year. Potatoes are again upon the whole a poor crop, this result being due to unfavorable conditions in Quebec and Ontario, where the average yield per acre is for Quebec 131 bushels, as compared with 149 bushels last year, and for Ontario 61 bushels, as compared with 92 bushels. In the Maritime Provinces the potato yield is good, being 206 bushels per acre for Prince Edward Island; 201 bushels per acre for Nova Scotia, and 192 bushels per acre for New Brunswick. The average price per bushel for potatoes is 81 cents for Canada, 95 cents for Prince Edward Island, 89 cents for New Brunswick, 97 cents for Quebec, and \$1.28 for Ontario. Fair yields of potatoes are recorded for the Prairie Provinces, the averages being between 170 and 177 bushels, with prices of 92 and 93 cents per bushel in Manitoba and Saskatchewan, and 84 cents in Alberta. In British Columbia the average yield per acre is 189 bushels, and the price 70 cents per