VOL XLIX.



Pure-bred stock properly handled proves profitable

A sheep is only a sheep, but there are dollars

Good live stock and better farming go together.

Young men, organize for the business of agriculture is upon you!

When an agricultural meeting is held in the nearest village, attend.

The more "chores" a man has in winter the greater his ultimate returns.

A reputation built on a foundation of honest dealing will stand any test.

A resolution "That I will be a better farmer in 1915 than I was in 1914." Do not break it.

"The Farmer's Advocate" wishes all its thousands of readers a Happy and Prosperous New

When trade slackens the demand for horses slackens; when it booms, as it must eventually, be prepared.

Ontario farms average 26 head of live stock per farm, including all kinds; Quebec has 19.1; is there not room for more?

If you think "The Farmer's Advocate" would help some of your friends as it has undoubtedly helped you induce them to subscribe.

Do you know what it costs to operate each branch of your farming operations? If not you are not the best farmer you are capable of be-

High-class, pure-bred sires are destined to be in greater demand than ever before. There is a gradual awakening to the real value of a prepotent herd header.

Do not forget the Ottawa Winter Fair, the Dairymens' Association conventions and the anhad meeting of the Experimental Union. See dille in another column.

Just think, it is said that the Southern wat mity collected by the Germans from the city Prussels would alone feed the destate the come until next spring.

ir dairymen have little to tell s may not be large but the - - - - - another, enough to ensure a confor the entire family and

must not forget the experwhich have provid profit red and ideas concerning the mistakes law and of

LONDON, ONTARIO, DECEMBER 31, 1914.

The Larger Viewpoint.

"The larger viewpoint," three words used by a speaker at the Guelph Winter Fair, have a peculiar significance in connection with agricultural organization and management of marketing associations. No man who has not a grasp of what these three words mean and what they signify in organization deserves to be a member of a co-operative association. They are the direct opposite of selfishness and selfish motives, such as those of the man who begrudges an efficient manager of a large association, twenty cents per barrel on all apples packed and sold through the association, even though that manager, through good business connections, by good business principles, and by earnest, honest and faithful hard work has built up a growing and selling organization which commands for its members' apples, including those of the grumbler, from \$2.50 to \$3.25 per barrel, whereas otherwise they would receive from \$1.00 to \$1.25. Surely it is good business to spend 20 cents if it will make \$1.25 or \$2.00 extra for the pocket of the seller. It is only his littleness and his selfishness that would make him criticize a manager capable of making such changes in the apple situation. He lacks the larger viewpoint, and should be left with the "small fry." Think what the advance in price means to an association packing from 10,000 to 50,000 barrels of apples annually, and then grasp the larger view-

What is true of the apple branch of the farmfeasible or attempted. Jealousy is the enemy of the larger viewpoint, and any man who cannot see the advantage which accrues to himself something to criticize in the operations is a damage to any co-operative movement. Expert, honest managers are necessary. They must be well paid for their services, and the larger viewpoint is to boost not knock. Do it for the association, not to satisfy your own selfish

What Does It Cost You?

Agriculturists are fast becoming specialists. They are stockmen, seedsmen, vegetable growers, fruit growers or horticulturists. No two producers can turn out their product at the same cost-what does it cost you? Manufacturers know the cost of each individual part which goes to make up a finished article. It depends upon the price of labor, price of material, cost of equipment, interest, insurance and depreciation, as much as they do the manufacturer of a pipe a those counting the cost, meeting their obliga-

labored under the impression that he could produce pork for five cents per pound, but was keen enough to discern the fallacy of the belief before he went too far. He established the fact in his own mind that it was as a side line that hogs were most profitable. If it costs at least \$45.00 per year to keep a cow and her factory check amounts to only \$43.00, how long will that business escape insolvency? Stockmen should figure out their rations for the cattle, for, in doing so, they will discern the unnecessary and ridiculous waste accruing from the absence of legumes in the rotation. When protein-rich feeding stuffs must be purchased there is an outlay of actual money for something that nature offers free if the farmer will but do his part. If he will scatter the seed of clover, alfalfa, or peas, and give it a chance nature will co-operate and store up in them liberal quantities of protein. Compare, for instance, the relative positions of two farmers or stock feeders. One has clover hay, the other has hay from mixed grasses. They both feed ten pounds per day, but in order to make the rations equal the latter must purchase two pounds of bran to augment his mixture of common grasses and other home-grown feeding stuffs. If one feeder uses alfalfa hay the other must purchase approximately two pounds of oil-cake meal to make his ten pounds of hay from mixed grasses equal to the ten pounds of alfalfa hay. This is where many a leak is found, and where many farmers might increase their yearly balance These are apparently small matters, but with a ing industry is equally true of all other lines of herd of twenty-five cows and the accompanying agricultural endeavor in which co-operation is growing stock it is important enough to mean the difference between profit and loss. It is the little things that count.

ABUSHED

No. 1162

As mercantile concerns compute their costs through advantages to the organization as a and plug the leaks, so should farmers figure their whole, and the man who is always looking for expenses on the crops they grow or the animals they turn off as finished products from the farm. Conditions nowadays demand prudence. What does it cost you?

Proof of the Pudding.

The other day we attended an auction sale. It was held on a farm of one hundred acres of good land, but no better than thousands of other hundred-acre farms in Ontario. The owner is still a young man, young in years, but old in valuable practical experience. The sale was ordinary and yet extraordinary-ordinary in that it was held in a barn-yard with only an averagesized crowd in attendance, and extraordinary in that it included a herd of high-class registered Ayrshire cattle to be sold to wide-awake and upto-date stockmen who know a good thing when they see it, and realize from observation and experience the value of pure-bred live stock of a high order. Thirty-one head of cattle, young and old, constituted the offering, and they realized nearly \$3,400. Did someone say not a very high average," or, did another say, "big prices"? The former would be the fancy breeder the latter the man who does not know the value the configuration of the second of the configuration of the configuratio of pedigree and performance. True, the total the first Konset than \$1 mm per limited to thereduce med so estimate and increased in nonthere and it, it is setting to the shouldn't at the time is another the setting to the first type field the condition of the West or

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