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EDITORIAL

Help the corn over the shock of cold weather by more frequent cultivation.

Pigs in clover or pigs in rape mean more grain in the granary and more money in the pocket.

Hoeing, Haying and Harvesting—the three H's for the farmer in the summer. But oh! is it not a great season?

June was a month of extremes. For intense heat and summer frosts, and parching drouth and copious rains it holds the record.

Hoeing is one of the most important items of farm work, and yet it is among the most carelessly carried out. One good hoeing is worth more than two poorly done.

Take a look at the big elm which stands in stately majesty in the pasture field and if you see nothing in it but two cords of tough-splitting wood you are missing something.

There is nothing like green feed for calves and the run of a paddock in which is growing clover or oats and rape will make good spring calves look like yearlings by fall.

Do you keep cows? If so you cannot afford to miss reading the articles in this issue based on dairying in some of the Eastern Counties of Ontario.

There are at least two things which it is unsafe to count upon—the weather and the result of elections. One thing is certain, however, the former has been much more changeable this season than the latter.

Do you ever stop and carefully balance up your operations? They may seem to be quite the best possible, but are they? No time is better spent than that which is used to find the leaks in the business and plan plugs to stop them.

If a field has been thoroughly worked to be sown to alfalfa, now is a good time to put it in. If a few showers occur it will have made a good growth by autumn and the cleaning of the land aids greatly toward a paying crop next year.

The Associated Advertising Clubs of the World meeting lately in Toronto, in addition to the high standard referred to elsewhere to govern the character of advertising to be accepted for publication showed their responsiveness to modern tendencies by the admission of ladies to the organization and urging all "Ad Clubs" to encourage the establishing of Women's Auxiliaries.

Mediators continue to mediate, militants to militate and assassins to assassinate. Truly this is a great age. The militants and assassins might well leave their troubles also to mediators or some other sane means of settlement. Shooting, hurling bombs, burning and otherwise destroying are not the best means of convincing the people of the twentieth century that a cause is just.

Truth in Advertising.

In an age of conventions one of the most distinguished ever held on this continent was the recent gathering in Toronto of the Associated Advertising Clubs of the World. Reflecting the assembled spirit of the brightest minds engaged on the business side of newspaperdom, alert men in close and constant touch with "interests" big and little, it set a pace in ethics that would do credit to some of the ecclesiastical courts of the times. On every hand movements are organized for moral betterment, the spread of intelligence and the promotion of business. People are asking: Is the world growing better? This newest of organizations makes affirmative answer by its chosen emblem: "Truth in Advertising," and by its re-election to the presidential chair of a man whose honesty was described as "an instinct, not a policy." Said a speaker from a leading publishing company in discussing "The Philosophy of Buying," "We talk about manufacturers, jobbers and retailers, but in the last analysis the consumer is King. His whims make and unmake merchants, jobbers and manufacturers. Whoever wins his confidence has won the race; whoever loses it is last." A British advertising man who came across the sea to learn, declared that in accepting objectionable advertising, papers would ultimately kill themselves through losing the confidence of their readers. A United States ex-Senator stated that the adoption of the Standards by the convention was the greatest forward step in the history of the organization. "Public Confidence," he repeated, "is worth more to a newspaper than its plant, franchise, building and everything else put together."

Confidence, then, is the corner stone upon which the security of a periodical rests. These alert advertising men whose gospel is assumed to be "Get Business" were not afraid to adopt a standard representing to them what the Ten Commandments do to society, and after keen and searching discussion confirmed it unanimously as follows:—

"It is the duty of the newspaper

"1. To protect the honest advertiser and the general newspaper reader as far as possible from deceptive or offensive advertising.

"2. To sell advertising as a commodity on the basis of proven circulation and the service the paper will render the manufacturer or the merchant; and to provide the fullest information as to the character of such circulation, and how procured.

"3. To maintain uniform rates, according to classifications, and to present these rates, as far as possible, on a uniform card.

"4. To accept no advertising which is antagonistic to the public welfare.

"5. To effect the largest possible co-operation with other newspapers in the same field for the establishment and maintenance of these standards."

One of the most significant articles in the standards adopted by the general advertising agents was as follows: "To first recognize the fact that advertising, to be efficient, must deserve the full confidence and respect of the public, and, therefore, to decline to give service to any advertiser whose publicity would bring discredit to the printed word."

The standards for magazines include the following statements: "We commit ourselves, without reservation to the truth emblem of the As-

sociated Advertising Clubs of the World. We commit ourselves to stand at all times for clean and wholesome editorial and text matter, and free from advertising influence.

Humanly speaking, publicity is the greatest power for good, and the greatest safeguard to the public in the world to-day when confidence is reposed in the organ of its expression. "The Farmer's Advocate and Home Magazine" without reservation commends this standard as sane and workable. The principle of protecting the reader and honest advertisers as far as possible from deceptive, detrimental and offensive advertising is one to which the teachings of nearly a half century's experience has unmistakably guided this paper. To have it thus crystallized in a clean-cut code by the Associated Advertising Clubs of the World is supremely gratifying, as it must be to other periodicals pursuing a like course. While it involved the discarding of thousands of dollars worth of patronage, it attracted a better and more enduring class of advertising, and secured the unwavering alliance of a class of readers who put quality and character first, and whose names are an ornament to the mailing sheets of any publishing house.

How Dairying Might be Improved.

Eastern Ontario is essentially a dairying country. Both conditions and statistics prove this statement. The numerous factories scattered throughout the country, and cans of milk and cream in transportation over the various railway routes show by their numbers that dairying is the staple industry of rural Eastern Ontario. Furthermore an output of 86,196,383 pounds of cheese from May 1st to November 1st in 1913 is conclusive proof that many cows are being milked. This cheese was produced by over 880 factories, contributed to by 30,885 patrons who had in their aggregate herds 281,489 cows. This is cheese alone, which is the dominant symbol of the enterprise, but all the various lines which accompany the pursuit are in evidence.

These citations are not meant to influence any incredulous mind in the direction that dairying is the chief pursuit—all are agreed to that—they embody in a few words the significance of the industry to that country, and have a direct bearing upon conditions and upon observations in those various counties. If dairying is the main source of revenue we would expect the systems in vogue to be the most modern and applicable, for specialization leads to improvement and the adoption of most up-to-date and remunerative practices. We cannot flatly denounce the customs and methods so universal in Eastern Ontario, for in refutation of any unfavorable comment loom up the circumstances where dairymen have prospered and are still enjoying a fair degree of prosperity, but from a study of the industry as a whole and its relation to the country, from observations on the farm and in the factory, and from a complete analysis of the whole industry in detail we are led to believe that the dairymen of Eastern Ontario are on the right trail, but opportunities in numbers, and one in particular, seem to be allowed to go unembraced that might alter the whole aspect of the enterprise and return a larger remuneration.

In evidence of the under-current, which is drawing patrons from the factories, we see thousands of pounds of milk and cream daily enroute to the cities of Montreal and Toronto. This outlet for the product is merely a question