EFFICIENT FARMING

Why Smith's Ad Didn't Pay.

John Smith, a dairy farmer, put this advertisement in his local farm paper, when he had ten heavy milking Holstein grades to turn off because of a shortage of feed. Then he sat back and waited for orders. Only a small percentage of the farmers who read that advertisement, and were on the market to buy, answered it. Those who did answer, asked a number of questions. How old were the cows, what breed, what price, what were the milk records?

> FOR SALE—Ten cows. Prices reasonable. JOHN SMITH, ———, Ont.

Smith had to answer these letters and wait again for replies, only to find that a few wanted Jerseys, others wanted fresh cows, others wanted purebreds, and still others wanted cheaper cows.

In the meantime his feed got short, concentrates kept climbing in price, and he wanted to sell the cows, desperately. Finally he sacrificed the ten head at about half their true value to the neighbors and the local shipper. These buyers took the cows because they knew the stock, and knowing Smith's financial embarrassment, they could drive a sharp bargain. Smith decided that advertising did not pay. Certainly it did not pay John Smith.

Tom Jones put this advertisement in his local farm paper:

> TEN heavy producing grade Holstein cows, 5 years old. Price $100 each. Fresh in September. Forced to sell on account of feed shortage. TOM JONES, ————, Ont.

In the return mail Jones had not only answers, but also offers from farmers who wanted just what the advertisement offered, Holstein grade cows soon to freshen, five years old, and were willing to pay about $100 apiece for them. He sold all his stock within a few days, easily, and at his own price. His well-planned advertisement required only a few letters direct to real buyers, and later a few post cards to others, saying that the cows were sold.

Jones probably figured it out like this: "I will put in my advertisement all the facts I should want to know in buying—age, condition, breed, quality, production, price, and reason for selling." The advertisement answered all of these questions. He decided it would sell cows to him—therefore, it must sell cows to other farmers, too.

The second advertisement was more than twice as long as the first and cost more than twice as much, but brought results where the incomplete advertisement failed.

The classified advertising columns of good farm papers offer good markets to farmers, but there are several things to remember when writing the advertisement. Men who make a business of preparing classified advertisements check them by a regular set of questions. Here are some of the tests which they apply: "Does the advertisement give complete facts; is it clear, concise, truthful, interesting, logical, convincing, correctly spelled, and punctuated? Is the address correct and complete?

These few important little things will help farmers to write result-getting advertisements. If it pays to advertise, and it does; then it pays to advertise right.

Good Tools Are Profitable.

It may be desirable to keep the old tool working just as long as possible, but it is not necessarily always the most profitable thing to do. It must be remembered that machines are continually being improved and the time may come before the machine is worn out when it should be discarded because of obsolescene.

Obsolescence is a big word, but it means a lot. A machine is obsolete when the money one loses through its use would pay for a new machine of improved type, which would do the work faster, better, more economically.

There is certainly such a thing as keeping a machine too long. The self-rake reaper had to give way to the modern binder. The modern corn planter displaced the old hand-operated type. The process of displacement is continually going on.

The modern farmer requires the best and most up-to-date tools and equipment. He must of necessity know the cost of production in order to know whether his business is profitable or not. The use of labor-saving equipment is the best insurance of profits. The man with the hoe, the scythe and the flail has passed, and the wheels of progress carry the farmer of to-day on a good road to sure profit and pleasure in his business.

The Farm Dumping Place.

Altogether too many farmers are using their immediate surroundings around the house and barn as a graveyard for their old machinery, wagons, etc., gathered there for years, together with other useless rubbish, making an otherwise naturally good-looking place forlorn looking to themselves as well as to passersby. If one is bound to have such a dumping ground, why not have it is an out-of-the-way place and keep the yard clean and attractive? This can also be applied to the right-of-way along the road. Keep the weeds and rubbish away from the right-of-way and make it look clean and nice. One can always tell what kind of a man runs the farm when he sees the barnyard and roadside, and never make a mistake in the estimate.

Central Ontario Women's Institutes Convention

BY GIBSON SCOTT.

The last of the series of Institutes Conventions for 1921 was held for Central Ontario at Toronto. This was also a gathering up of the strands of co-operative unity for all Ontario, for to this gathering came delegates with greetings, full of the inspiration of achievement, from the four assemblies preceding it, accounts of which have already been given in these columns.

Here, too, to the seat of the Provincial Legislature, came the delegations sent by their sister workers, to confer with the heads of the various Government departments, first and foremost among whom stand the Minister of Agriculture and the Superintendent of Institutes. With these sane and sympathetic leaders, plans were discussed for forward work during the coming year.

Then, there was the Convention itself, with its many-sided intrests. The keynote of the proceedings was happily struck by Lady Falconer, when in her address of welcome, she emphasized three things: First, that they so magnify the art of science of home-making that it would stand out as offering the most liberal education and greatest career open to women. Second, to bring back the joy in work which was one of the greatest factors in life. Third, to learn and inculcate that self-discipline which leads to self and hence all-mastery. The retiring president, Mrs. Todd, in replying, stressed the desirability of unity among the provinces, and of a great national ideal.

In the main, the aims were the same at this fifth Convention as at the first, —Health, Education, Recreation, Girls' Work and Interests, Beautification of Home and Community. The trinity of effective co-operation as the Ontario Women's Institutes know it, namely, the Institute, the College, the Department of State, was very apparent all through the deliberations.

University Extension Service.

"There is a growing desire for more education," said Mr. W. J. Dunlop, Director of the Extension Service of Toronto University, "on the part of adults for themselves, as well as for the children, and people are beginning to realize that the University is here to serve the province." He then outlined some of the extension work which rural Ontario might bring to her own doors — Correspondence Courses for Teachers or other students, Night Schools, which were being organized so that the Arts Course might be taken extramurally, and series of lectures to working men on such subjects as Literature, History, Psychology, Economics. The demand for cultural training, in addition to technical training, was a marked feature in the Farmers' Course of two weeks, held at the University last winter. Two hundred and seventy-nine came from the counties of Ontario for two weeks of combined holiday and mental improvement, among them being three grandmothers, two grandfathers, some boys and girls in their teens, and a large number of young people, ranging in age from twenty to thirty. This course will be repeated this winter from February 6th to the 18th.

Other centres were organizing classes locally, and bringing the lecturers out to them. Streetsville, Brampton and Cheltenham were each doing this.

Better Schools.

Miss K. F. MacIntosh, Convenor of the Standing Committee on Education, drew attention to the work the Institutes were doing and could do, in getting and retaining better teachers, establishing hot lunches, supervising plays, helping the teacher to find a comfortable boarding place, and in securing the travelling college, or demonstration short courses, through the Institutes Branch of the Department of Agriculture.

Dr. Marty, Inspector of Schools for Toronto, urged the broad education of the country child for all round human living, and to this end commended Consolidated Schools, whence not only might the children have the advantages of special teachers, but where the whole community life might centre educationally and recreationally during the evenings.

Libraries, Music and Story Telling.

Miss Coatsworth, of the Toronto Conservatory of Music, most delightfully led the community singing, and in speaking on Music for Country Homes and Communities, said, "All children are musical and if they are put to sleep to the sound of sweet music, hear fine and dignified music in Sunday School, sing glees and melodies from the best composers in day school, hear the best music on mechanical instruments in the homes, they would later want to study music for themselves, and, in some cases, at least, create it."

"It is as unsafe to let the children choose their own books as to choose their own food," said Miss Lilian Smith, head of the Children's Department of the Toronto Public Library, in a talk on "How to Make the Best Use of the Library," which was followed by a demonstration in story telling —which made the whole Convention feel like fascinated five-year-olds for a magical quarter of an hour. "Replace the Alger books and vapid love stories with the classics in myth and legend and fable—King Arthur, Gulliver, Robinson Crusoe, Anderson, Grimm, Aesop, the Jungle Books, Stevenson's work and the stories of good novels, so that when he is old enough the child will unconsciously demand the best himself," she advised.

The Superintendent "has a way with him," and one result of this was that a large group of girls, representing the Girls' Work, in both Junior and Senior Institutes, were inveigled to the platform, and, before they or anybody, quite realized what was happening, found themselves dashing off one-minute speeches to an audience of five or six hundred, much to the delight of the seniors. Later, the girls organized a Standing Committee for Girls' Work for the coming year in Central Ontario.

Recreation.

"Do not let recreation become commercialized," said Dr. Annie Ross, Director of Physical Education at Macdonald Institute, Guelph. "It is better to get into the game than to be spectators. Recreation was good for the health, a preparation for life, a mental stimulant, and an art. The child at first wants every toy he sees for himself. This spirit, if undirected, will develop an adult who wants the best of everything for himself. The next tendency, to play house and store and school, came from the desire to imitate, and might be developed further in dramatics. Then came the instinct to compete, the age of running races, wrestling, fishing, and trapping. This instinct might be used to develop in some pupils greater effort in study. Later, the social instinct developed, the age of team play, of co-operation of hand and brain, of accepting both victory and defeat with a good spirit, the spirit of good temper and fair play and an abiding by the rules."

Health.

The Convention rose to its feet, to pay tribute to the work she had done for women, and is doing for the whole world, when Mrs. Pankhurst appeared on the platform. She spoke on the seriousness of the results of venereal disease, especially to the innocent victims who suffer for the sins of their fathers. Women were manufacturing life and they wanted security in their occupation. They should teach their children a right attitude to life, create a right social environment for young people, and educate public opinion to the knowledge that if there were no social evils there would be no venereal disease. Dr. Margaret Patterson spoke on books to be used in teaching the truth about life to young people, and Dr. MacMurchy on the work of the Dominion Department of Health.

Miss Brodie, of the Department of Agriculture, gave an inspiring and very practical talk on Business Methods, and Miss Cruikshank, Director of Macdonald Institute, brought greetings from the college, and reminded the Institutes of the Packet Loan Library Service in connection with Massie Library, O.A.C., Guelph, for any member wanting help in preparing a paper.

An entertaining feature of the Convention was "Foot Follies," a humorous and instructive film showing how we use and abuse our feet, especially in the way we clothe them.

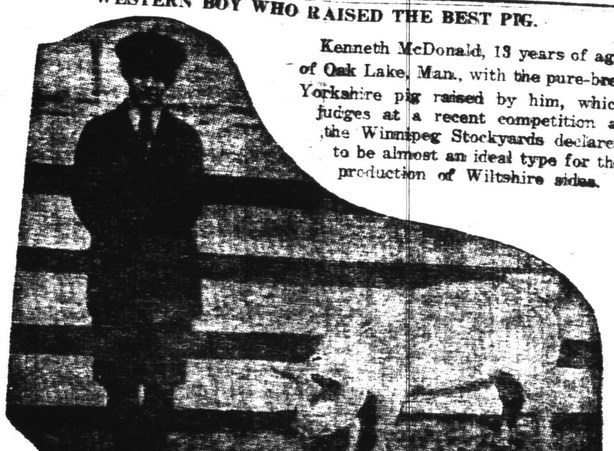
A Message from the Cabinet.

When on "Department Evening," with the Institute lecture staff on the platform and the Minister of Agriculture chief speaker, Superintendent Putnam took the chair, rounds of applause broke forth and the whole Convention burst into "For he's a jolly good fellow," which was merrily responded to by a platform answering chorus, "See him smiling," as the bewildered but pleased superintendent smiled his acknowledgments.

"Our own Minister," Hon. Manning Doherty, as the home-makers regard him, was listened to with deep attention.

"Anything which the Institutes could do to bring greater efficiency to the home or lighten the burdens of the mothers would receive the support of the Government. The financial problems of this country were very great, but all our work would be of little avail did we not bring sunshine to the homes." His interest was very great in the country homes. He had visited remote sections of Old Ontario and parts of New Ontario and had heard from settlers' wives something of the benefits they were getting through the Institutes. He believed thoroughly in initiative coming from the homes of the community, however, and thought the part the Government should play was to provide the headquarters machinery to co-ordinate the work and make it effective over the whole province, leaving the details to be worked out by the people in each locality. He approved of their interest in building up agriculture, the basic industry of this province, in the way in which they were spreading the gospel of co-operation, and urged even greater interest in immigration, especially in extending their neighborliness to the families of the newcomers.

WESTERN BOY WHO RAISED THE BEST PIG.



Kenneth McDonald, 13 years of age, of Oak Lake, Man., with the pure-bred Yorkshire pig raised by him, which judges at a recent competition at the Winnipeg Stockyards declared to be almost an ideal type for the production of Wiltshire sides.

The Sunday School Lesson

JANUARY 1ST

The Revolt of Jeroboam, 1 Kings 12: 12-17,26-30. Golden Text—Ex. 20: : 4, 5.

Time—About B.C. 937.

Place—Shechem, Bethel and Dan.

Connecting Links—David succeeded in welding the various Israelite tribes into a nation through his masterful leadership and through fear of their common enemy, the Philistines. Solomon succeeded in holding them together by the thoroughness of his organization and by the despotic nature of his administration. But the Israelites were more conscious of their tribal distinctions than of their national unity, and the more natural state for them was not union in a nation, but separation into tribal divisions. The first show of weakness or unpopularity in the kingship would be the signal for revolt among the tribes and this came with the accession of Solomon's son Rehoboam.

I. The People's Request, 12-15.

V. 12. **Jeroboam.** See ch. 11: 26-40. "He attracted the attention of Solomon, who promoted him to the position of overseer of the forced labor in the country of Ephraim. According to an intimation in the Greek version, he fortified his native place of Zereda, and enlisted chariots in his service. This almost ostentatious indication of an intention to revolt aroused the vigilance of Solomon, and Jeroboam was obliged to flee to Egypt" (H. P. Smith). From Egypt he watched developments in Israel, and perceiving that the accession of a new king might offer the chance of heading a revolt to his own advantage, he hurried back to Palestine. **All the people;** that is, representatives of the tribes who had come to Shechem, a central point, to confer with the new king before they recognized his claims to the kingship. Not accepting as yet the hereditary right of David's dynasty to rule, they laid down certain conditions before they would recognize Rehoboam's sovereignty. He must relieve the people of the despotic type of government which Solomon had imposed upon them. (See v. 4.) Rehoboam had demanded three days to think over their demands, v. 5.

V. 13. **Forsook the old men's counsel.** See v. 7. The old men, who had probably been Solomon's advisers, counselled a shrewd moderation. Let the king appear to indulge the people and serve them, then having gained their confidence, he may afterwards do with them as he pleased.

V. 14. **The counsel of the young men.** Unable to appreciate the sturdy independence of the tribes, they thought that Rehoboam should be severe with them from the outset. They considered that a people were merely the slaves of their monarch. Doubtless these young men had been Rehoboam's boon companions and as such had a strong influence over him. **My father;** Solomon. **Made your yoke heavy,** etc. The yoke here refers to heavy taxation and forced labor. A despotic government such as Solomon's galled this liberty-loving people as the yoke galls oxen. Rehoboam here proposed to exact more dues and duties from the people than Solomon had done and thus to gall them still more with the yoke of oppression. **Whips;** a figure for a tyrannous and despotic government. **Scorpions.** Not reptiles in this instance, but instruments of punishment. The "scorpion" was a long bag of leather stuffed with sand and provided with spikes and therefore capable of inflicting worse pain than a whip. Rehoboam meant that instead of lightening their oppression he was going to make it still harder.

V. 15. **A thing . . the Lord.** (Rev. Ver.) Not that God prompted Rehoboam to his foolish decision but that once made, God used it to His own purpose. The writer could not get away from the idea that every event was in some way connected with God's providence. **Establish His word;** (Rev. Ver.) foretold by the prophet Ahijah, ch. 11: 30-39.

II. Israel's Revolt, 16-17.

V. 16. **What portion,** etc. "We are not obliged to accept the rule of the house of David." The other tribes did not recognize the hereditary right of David's successors to rule over them since David himself belonged to the tribe of Judah. **To your tents.** "Dispense back to your homes." The expression is a survival of nomadic days when Israel dwelt in tents. **See to thine own house, David.** Confine your authority to your own tribe of Judah.

V. 17. **Judah.** The tribe to which David belonged would naturally remain loyal to his successors. Henceforth there were the two kingdoms, that of Israel in the north, and that of Judah in the south.

III. Jeroboam's Sin, 26-30.

V. 27. **To offer sacrifices,** etc. (Rev. Ver.) During the reigns of David and Solomon, the people had formed the custom of going up to the royal shrine at Jerusalem to offer their sacrifices. Jeroboam recognized that if this custom continued it might prove a serious menace to his own sovereignty; so he planned to keep the people at home by improving their local shrines.

V. 28. **Calves of gold;** wooden images overlaid with gold. The calf (properly "bull") appealed to the mind of the people because it signified strength. Aaron had made a bull in the wilderness and caused the people to worship it. (See Ex. 32: 1-6. No Israelite would think of representing his own son as bull or calf much less his God. The golden calves were probably ornaments which were used in the idolatrous shrines of the Canaanite and were appropriated by Jeroboam for the worship of Jehovah. In setting them up he was attempting to make the worship at his chosen shrines so attractive that the people would not want to go to Jerusalem to sacrifice.

V. 29. **It is too much;** an appeal to indolence. **Behold thy gods.** He attributed the deliverance from Egypt to these gods rather than to Jehovah. If anything was burned upon the consciousness of Israel it was that Jehovah had delivered them out of Egypt. Thus Jeroboam was inciting the people to apostasy from Jehovah. **Bethel;** formerly a Canaanite shrine, but henceforth the king's chapel for the northern kingdom. **Dan;** another ancient heathen shrine near the sources of the Jordan at the base of Mount Hermon. In choosing these two shrines, which were within easy reach of the northern tribes, Jeroboam hoped to divert the pilgrimages away from Jerusalem.

V. 30. **This thing became a sin.** From being merely ornaments the calves became idols. It should be remembered that in the Jerusalem temple there were oxen as ornaments but they were never worshipped, ch. 7: 25.

Application.

The lesson throws light on the causes of the social and industrial unrest of our own times. It will not do to throw all the blame on the employers of labor, but this much is true: Wherever the attitude of the employer is selfish and hard, wherever he plays the part of Rehoboam, he must expect a harvest of hate and hostility. After all, the only cure for all our disputes and difficulties is the new spirit of brotherhood in the hearts of all the people, not the dominance of one group or class.

King Solomon had some admirable qualities, but he sowed the seed of disunion in his kingdom with a busy hand. Not that he meant to divide it, but his oppressive government and cruel taxation bred sullen discontent amongst his people. This discontent came to a head in the rebellion of Jeroboam. When the grand monarch died he left a hard task for his son, Rehoboam. The son was to reap the harvest whose seed had been sown by his father.

The French Revolution was the harvest of centuries of neglect or tyranny. Russia to-day is starving, broken, confused, because of her own past. Sow the seeds of suspicion, hatred and jealousy, build up extensive armaments, and teach your people that every other nation is plotting against you, and the result will be a war explosion.

The Dairy

While it is natural for cows to freshen in the spring it cannot be said to be most profitable, for in the flush time we always find a lower price, while farm work is then most pressing. More than that, a cow will produce from fifteen to twenty-five per cent. more by freshening in the fall. Especially is this true if she is given good care through the winter. The cow coming fresh in the fall will be a profitable milker during the season of the year when dairy products sell at the best price. She will go on grass in the early spring and will again be flushed to a profitable production for April, May and June. When pastures become dry and short and the flies most troublesome, she will be dry.

Dairy products are high compared with other farm produce, and the price will undoubtedly continue good until next June. To get the greatest return from the cows they should have good housing and care during the winter months. It will well pay any cow keeper to provide modern equipment for his stock. Not only will he save in time and labor, but through giving better comfort to his animals, their production will be increased.

The dairy cow has proven the farmer's best friend during these trying times. It never before was so necessary to use good cows, give them good care in modern stables, and take advantage of every opportunity to increase their production.

Valuable Experiments With Beef and Dairy Cattle.

Although a pure-bred herd of Guernseys, representing the dairy, and a pure-bred herd of Shorthorns, representing the beef breeds, were only established on the Dominion Experimental Farm at Nappan, Nova Scotia, early in the year 1920, some noteworthy facts regarding them are forthcoming in an interim report of the Superintendent covering the year ending March 31, 1921. The cost of feeding is given in detail, along with the quantities of the different feeds supplied, and, in the case of the Guernseys, particulars are supplied of the yield of milk and of the profits derived. The results of experiments in feeding 26 steers of average beef type are also set forth. In the first three months of the year, 14 of the steers fed on roots and fair clover hay gained in weight a total of 2,703 lbs., and 12 of the steers fed on ensilage and marsh hay gained 1,958 lbs. The same meal mixture was given to both lots and, in addition, each steer consumed 14 lbs. of hay per day. Details furnished regarding four of the Guernseys are of special interest. Of these, one cow in her full lactation of 571 days yielded 15,320 lbs. of milk, with 967.15 lbs. of fat and a percentage of 6.36, the produce of butter being 1,137.82 lbs. and the profit realized over cost of feed $427.01. The other three yielded an average each of 7,644 lbs. of milk, and a percentage in fat of 5.7 in 352 days, at an average cost for feed of $175.30, the average profit per cow being $182.8.

Particulars are also given in the report of nine years' experiments in grading up dairy cattle, the object being to show the value of using pure-bred sires of good producing milk qualities on the average dairy cow. Two breeds were used for this purpose, Ayrshires and Holsteins. Full particulars are given in the report referred to. All the other numerous activities of the Farm, in sheep and swine breeding and feeding, in poultry production, in beekeeping, in field husbandry, in fruit cultivation, and in flower culture, are dealt with.

Pure-breds promote profits.

Economize by working the "upper forty" during the winter months.

A New Year's Resolution 200 Years Old.

Resolved to live with all my might while I do live; resolved never to lose one moment of time, but improve it in the most profitable way I possibly can; resolved never to do anything which I should despise or think meanly of in another; resolved never to do anything out of revenge; resolved never to do anything which I should be afraid to do if it were the last hour of my life.—Jonathan Edwards.

Bedtime Stories

A Year.

A year is like a loaf of bread,
All fresh and fair and new,
With every day a little slice
From off that loaf for you;

And sprinkled sometimes through the loaf,
To make the flavor good,
Are raisins—holidays that come
Exactly as they should.

The year is like a loaf of bread,
So fresh and new and fair,
And when it's nibbled all away
Another waits you there!

The New Year.

A flower unknown; a book unread;
A tree with fruit unharvested;
A path untrod; a house with rooms,
Lack yet the heart's divine perfumes;
A landscape whose wide border lies
In silent state beneath skies,
A wondrous fountain still unsealed,
Is this new year yet unrevealed.

Plant seeds of kindness and cultivate fields of neighborliness.

Retrenchment in grain production will facilitate soil rebuilding.