

EFFICIENT FARMING

SELLING DIRECT FROM THE FARM.

It is the favorite indoor pastime of a certain class of newspaper writers to propound problems something like this:

"If the farmer gets one dollar a bushel for his potatoes, and the man in the city has to pay four dollars for that same bushel at the store, who is the profiteer, the farmer or the merchant?"

I used to read a good deal in the city press about the profiteering propensities of the farmer, and in late years considerably more about the profiteering propensities of the average retail dealer. Without entering into any argument over the matter, other than to make the general observation that farmers certainly have not been profiteers and that retail merchants are not as guilty as we would like to believe, I wish to discuss one of the proposed remedies for narrowing the spread between the buying and selling prices of farm products.

Not so very long ago writers for the farm papers believed they had hit upon the solution when they suggested selling direct from the farm to the consumer. To help along the government developed the parcel post, so that all a farmer had to do was to drop a bushel of potatoes into the rural mail box, and presto, his marketing was done! While there undoubtedly is considerable marketing of farm products done in this manner, I have noticed that the post office has put either the wholesale or retail dealers out of business.

What are the products which people in the cities can buy to advantage direct from the farms? They really are more limited than they might at first blush suppose. Potatoes, apples, eggs, butter, poultry, hams and bacon, and that is about all. Modern methods of processing and distributing milk has made it almost impossible for anyone except a specialist to distribute milk. As to fresh meat, there are numerous practical difficulties in the way, especially in summer, when meat will not keep. Potatoes and apples are good examples of bulky commodities which might conceivably be sold direct, but here again we encounter difficulties. Dwellers in tenement houses, the inhabitants of flats and apartments, have no storage room for anything bulky. They are almost compelled to buy in dribbles at retail.

Even those people who have cellars do not like to buy their potatoes and apples and things like that direct, unless they can inspect the commodity first. The reason is obvious, for there are potatoes and potatoes, and apples and apples. One farmer might sell well-graded potatoes of the highest quality for a dollar a bushel, and his neighbor might charge a dollar for an ungraded, inferior lot. Yet both are selling potatoes. When one buys at a retail store he has some means of enforcing quality.

Bulky commodities in which the

quality varies, I am afraid, will never be sold direct in any large way. The only way in which the farmers can get more money for these products is to have compulsory grading laws put upon the statute books, and have a strict, official supervision of all grades.

In every city of any size there are always more or less people who are willing to pay a fancy price for extreme quality in supplies for their table. These represent only a small class of the buyers of foodstuffs, but to the extent to which they buy, they are the best opportunity for direct marketing. Any farmer who believes that the spread between the price he receives and the price the consumer pays is too large, can sell direct at a profit if he keeps the following points in mind:

1. He must grade and standardize pick, and put only the best qualities upon the market. Culls and off sizes should go through the cider presses. Then he should have attractive labels printed, and label every single container, and seal the containers.

2. In his newspaper advertising and descriptive folders he must explain just how this grading and packing has been done, and tell the customer exactly what to expect. He must say that his box of apples which sells for \$4.00 express prepaid, has about so many apples of such and such a variety, and are about of such a size. In other words, if your container holds two hundred Baldwin apples about two inches in diameter, say so.

3. He must maintain the same standards year after year; in other words, do the same thing that the great wholesale houses do with their products.

The opportunity for extra profit in this kind of direct selling is very large, but it is only fair to state that not many farmers who try it succeed. In the first place, many of them are not good enough farmers to raise crops of the desired quality. It is absolutely useless to think for even a minute that people in the city will fuss to buy direct unless they are going to get better values than their stores offer. The only chance such a farmer will have to sell direct is to put up a sign so that passing motorists may stop, and even then not every one who stops will buy.

The farmer who is master of his profession, and does raise the poultry, and make the butter, and produce the apples which deserve a quality price is not always a born business man, a man who knows how to advertise his products and how to deal with his customers.

All of which brings us down to the oft repeated statement of late that the farmer's primary function is to produce his crops, and that experts in marketing should do the selling. The exception, the man who combines the two faculties, will sell direct anyway, but the great rank and file will not be able to develop that side of their business.

If there are windows in the sides or back of the poultry house be sure that they are sealed tight. It does not take much of a draught to blow the heat out of the open front of a poultry house. The construction of the open-front house is wrong unless the house is sealed tightly on the other three sides.

A Horse's Epitaph.

Soft lies the turf on these who find their rest
Beneath our common mother's ample breast.
Unstained by meanness, avarice, or pride,
They never cheated, and they never lied.
They never intrigued a rival to displace;
They ran, but never betted on the race;
Content with harmless sport and simple food,
Boundless in faith and love and gratitude;
Happy the man, if there be any such,
Of whom this epitaph can say as much.
—Lord Sherbrooke.

Eggs Now Retailed According to Grade.

At the 1923 session of Parliament, legislation was secured to enable the Dominion Minister of Agriculture to extend egg grading to the domestic trade. Hitherto, grading and classification have been required for inter-provincial export and import shipments. It now becomes necessary that eggs intended for home consumption should be similarly classified. By this step the consumer will have assurance that the eggs purchased are of the class represented. This will result not only in his getting value for his money, but indirectly in increased egg production. The producer will also be benefited because he will be in a position to realize the price that a high quality product should command over the poorer grades. This in itself should do a great deal to place the poultry industry on a more prosperous basis in this country.

Improving Live Stock Markets.

In the Dominion Live Stock Branch market reports, dated August 16, there were several gratifying features. On the British market, Canadian bacon was reported to have advanced ten shillings per long hundredweight during the week and to be in good demand, leanest and lean being quoted at 115 shillings, prime at 110 to 115 shillings, and bales at 120 shillings. American bacon was quoted at 86 to 95 shillings and Danish at 86 to 131 shillings. Canadian and Danish quotations are nearer than they have been for some time.

Our own markets all reported stronger, the quotations generally being a dollar in advance of the previous week. At Montreal various sales of officially graded select hogs were made at \$11.25 per hundred. The report states that drovers and other shippers had no difficulty in selling select bacon hogs at a much higher figure than ungraded lots, and that the question of selling on a quality basis now rests with the producer. Indications at the close of trading for the week pointed toward strong prices for immediate shipments.

The report from Montreal for the week ending August 16 also says there was keener interest apparent in the lamb market. Buyers for the American markets state that it is their intention to ship lambs to Boston and New York as usual. Owing in large measure to lack of docking and altering as well as to lack of weight and finish the average quality of the lambs was not as good as it might be. The average quality of breeding, however, appears to be improving each year. The most desirable lambs should weigh around 80 to 85 pounds at the market and should be docked and either ewes or wethers.

Early Frost.

Autumn's earliest frost had given To the woods below
Hues of beauty, such as Heaven Lendeth to its bow.
—Whittier.

Cruelty is bad morals and bad manners.

Public drinking places for animals are not to be found in many of our towns and villages. Farmers driving in from long distances have to drive far out of their way to the hotel in order to get a mouthful of water for their thirsty teams. Why not beautify the towns of Ontario by a few artistic fountains?

The Sunday School Lesson

SEPTEMBER 30

Review: Great Men and Women of the New Testament.
Golden Text—Wherefore, seeing we also are compassed about with so great a cloud of witnesses, lay aside every weight, and the sin which doth so easily beset us, and let us run with patience the race that is set before us.—Heb. 12: 1.

We have been comparing, for three months, with some of the great ones of the early days of the Christian Church. To-day they are all before us. What an amazing diversity is here! Evidently devotion to the Christian way does not destroy individuality. And how tremendously human they all are—truly our brothers and sisters. And yet how rich in the fruition of lives lived humbly and faithfully in the service of our common Lord!

Perhaps the best thing to do is to spend just a minute or two recalling and restating the outstanding message of permanent value which each life studied has given us, somewhat after the following manner:

John the Baptist—his fearlessness and self-forgetfulness as he pioneered the way to a higher and more spiritual life.

Mary, the Mother of Jesus—her simple faith in God and her mother love and fidelity.

Simon Peter—so near to us all in human frailty, and yet such an inspiration in the heights of heroism and devotion attained by a life finally Christ-mastered.

John the Apostle—the man of the loving heart, who has shown us that love gives insight, virility, gentleness, power to a human life.

Matthew the Publican—who found the higher scales of values in life, and yielded his life to the highest motive, Mary Magdalene—love and gratitude to the Lord uttering itself in acts of devotion and of service.

Martha and Mary—helping us to find the true balance in life, and to put first things first.

Stephen the Martyr—the boldness and gentleness of a spirit-filled life.

Barnabas, the Great-Hearted—the gracious generosity of a truly Christian gentleman.

Paul the Apostle—uttering, as perhaps no other, the passionate missionary impulse of his Lord, world-vision in heart, and world-conquest as his goal.

John Mark—in spite of early halting, winning out along the path of humble and arduous service.

Luke—the gracious and gifted physician, sympathetic, devoted in personal friendship, making the Kingdom of God his first concern.

Timothy—through the influence of his friend and spiritual father, Paul, catching his spirit and the spirit of his Lord, and fulfilling a splendid, unselfish ministry for Jesus Christ.

Lesson I. The Herald of the Christ. In what way did John prepare the way for Christ's coming? What is the difference between real repentance and simply being sorry for sin?

Lesson II. Notable Incidents in the Life of Mary. What did Mary say in the situations?

Betty's Doll House.

BY ELSIE FARRISH.

Betty had a lovely doll house, but the little girl that lived next door did not have any. Betty's doll house had four rooms: a living room, a kitchen, a bedroom and a bathroom. The floor of the kitchen had real oilcloth on it in a tiny blue-and-white pattern. Every room was completely furnished. There was even a tiny telephone and a little piano in the living room. The bathroom had a real bathtub with a tap, and if you put water in the tank attached to the tap, you could turn the tap and water for the little china doll's bath would really run into the tub just as it does in a real one.

When the doll house first came Betty took good care of it. Every Monday and every Friday she cleaned the rooms and dusted the furniture and put everything in place. Yes, at first Betty was a good little housekeeper, but after a while she grew careless. She let the floors and furniture get dusty. Things were always upside down. The kitchen stove would somehow get into the bathroom and the bathtub into the living room, and the poor little china doll would be left in the water for days at a time.

One day Betty's mother said, "I want you to lend your doll house to the little girl that lives next door for a whole month. I'm pretty sure she will take better care of it than you do."

So Betty lent her doll house to the little girl next door for a whole month. Every Monday and every Friday the little girl next door cleaned the rooms and dusted the furniture and put everything into its place, and whenever Betty went over to play with her she always found her doll house in perfect order.

At the end of the month Betty began to feel ashamed of herself and to realize what a fortunate little girl she was to own such a lovely doll house.

"After this I shall always take care of it, the way you do; and you may come into my nursery and play with it every day. Then it will be almost the same as if each of us had one of our very own," said Betty, and she smiled at the little girl who lived next door.

And that plan worked very well.—Youth's Companion.

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For Home and Country

News From Ontario Women's Institutes.

Erin Institute has on hand a "School Fund" of \$185 which they are planning to use in furnishing a room in a new school which is now being built.

Glen Allen Institute sent to the Northern fire sufferers a quantity of clothing and fruit valued at \$400. Clifford Institute has put a piano in the school, provided plants for the park and school, and is raising money for a skating rink.

Mt. St. Louis Institute has a box of questions and suggestions at each meeting so that any member who is too shy to "speak out" may still give the others the benefit of her ideas. When a program is rather short this Institute reviews the lessons in sewing and home nursing given in their Demonstration Lecture courses.

Rama Institute on the Indian Reserve gave tooth brushes to the school children, helped a poor neighbor and contributed to the Orillia Memorial Hospital.

Victoria Harbor Institute is working to secure a dental clinic for their school children.

Vellore Institute, after the Northern Ontario fire, sent \$100 to a minister at Englehart to get a church established, and at Christmas time they got good woolen stockings and filled them with Christmas treats for the children of three Sunday Schools.

Elba Institute in Dufferin put first aid kits in four schools.

The Institute at Sunnyside Corners in East Simcoe bought chairs for the town hall.

Nottawa Institute put a light on a bridge at a dangerous crossing.

Magnetawan Institute has given the school, a drinking fountain, a number of pictures and a library. They had a photograph of the sixty local boys in the army, framed and hung in the school.

Milberta Institute in Temiskaming is making itself very helpful in assisting the members in making quilts. They have each meeting at the home of a member and after the program, they spend the afternoon in quilting for the hostess. This Institute also keeps the town hall in repair and ready for any community gathering.

In return for this service they are allowed the free use of the hall for Institute functions.

Hillview Institute in Temiskaming has done valuable relief work for the fire sufferers. This Institute supplied material for a hot lunch for their two school rooms last winter. They give special prizes to the school fair and last summer they bought flannel and made sport suits for the boys' baseball team.

The Institute at Elk Lake in Temiskaming has erected a fine Institute hall, equipping it with a piano, sewing and kitchenette, at a cost of \$3,000. This hall is open for the use of the community. This Institute arranges bees to clean and plant the cemetery. They also contributed generously to the fire sufferers.

South Yarmouth Institute has taken on rather heavy hospital work this year, having promised to raise \$1,000 for the London Memorial Hospital. A donation of canned fruit was sent to another hospital, and a "Melon Show" given to the nurses. Gifts of clothing, bedding and money were sent to the Northern Ontario fire sufferers, a contribution made to the Church Hall, quilts made for needy families and an autograph quilt made as a means of raising money. Other funds were raised by a play, and a bazaar and sale of homemade cooking at the "Made in St. Thomas" exhibition. At the same time local affairs are not neglected. South Yarmouth is noted,

for its good programs, it keeps a travelling library on hand for the use of the community and never fails to show some expression of sympathy in case of illness or bereavement.

Halycon Days.
The halycon days are the seven days before and the seven days after the shortest day. The halycon, or King-fisher, is supposed to be breeding at this time, for which reason the sea, for this fortnight, is supposed to very considerably preserve a perfect calm.

Whether we are in rags or in silk, in a hovel or a palace, it is all the same to animals. They love and trust us.—Lady Edward Cecil.

The autumn time is with us! Its approach was heralded, not many days ago, by hazy skies that veiled the brazen sun, and sea-like murmurs from the rustling corn, and low-voiced brooks that wandered drowsily by purpling clusters of the juicy grape. Swinging upon the vine. And now, 'tis here. —Wm. D. Gallagher.

1000 Eggs in Every Hen
New System of Poultry Keeping—Get a Dollar a Dozen Eggs—Famous Poultryman TELLS HOW

"The great trouble with the poultry business has always been that the laying life of a hen was too short," says Henry Trafford, International Poultry Expert and Breeder for nearly eighteen years. Editor of Poultry Success. The average pullet lays 150 eggs. It took the second year, she may lay 100 more. Then she goes to market. Yet it has been scientifically established that every pullet is born or hatched with over one thousand minute egg germs in her system—and will lay them on a highly profitable basis over a period of four to six years, time if given proper care.

How to work to get 1000 eggs from early; how to make the old hens lay like pullets; how to keep old winter months when eggs are highest; triple egg production; make slacker hens bustle; \$5.00 profit from every hen in six winter months. These and many other money making poultry secrets are contained in Mr. Trafford's "1,000 Egg Hen" system. This is sent absolutely free to any reader of this paper who keeps a hen or more. Eggs should go to a dollar or more a dozen this winter. This means big profit to the poultry keeper who sets hen chickens and want them to make it with your name and address to Henry Trafford, Suite 636B, Herald Bldg., Birmingham, N.Y., and a free copy of "THE 1,000 EGG HEN" will be sent by return mail.

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