



FARM NEWS

From Halton's Farm Lands

\$1.08 To Produce 1 Lb. of Butterfat

Consumers are buying butter to-day at approximately one cent of its cost of production. This was revealed recently by data secured from the Farm Economics Branch of the Ontario Department of Agriculture. This information is based on cost figures collected from 72 herds enrolled in Dairy Herd Improvement work in Halton for the year ending April 30, 1954.

The cost of producing a pound of butterfat varied all the way from 88 cents to \$1.35 with the average \$1.08 for the entire group. While these 72 herds would produce better than average herds in Halton, we find that the two herd owners with the low net returns were getting a return for their labour in connection with their dairy enterprise of only 26 cents per hour.

The returns per hour on the average of the entire 72 herd owners was \$1.05, with the two top operators getting a return of \$2.46 per hour. We were also interested to note that the cost of producing 100 lbs. of milk varied all the way from \$2.92 to \$4.57, with the average cost being \$3.95 per cwt. In case some of our urban friends have the idea that the producer is making too much money perhaps we had better point out that the price per cwt. received by the producers in D.H.I.A. ranges from \$3.53 to \$4.25, with the average price received \$4.25 per cwt.

Factors Causing Variations
There are five main factors which enter into the cost of producing milk—these are: (1) Production per cow, (2) Feeding Efficiency, (3) Labour Efficiency, (4) Capital Use, and (5) Size of Business. Although each of these five factors is important in itself, the higher levels of net returns are associated with better than average accomplishment in at least three factors at the same time. In short, no one factor alone can assure success.

We note that since Dairy Herd Improvement work was launched in Halton some five years ago, that the production per cow is gradually levelling out. In other words, there is not the variation in production per cow per herd that there was when the program was first launched. True, there is still quite a variation—but look for yourself. Two herds with high net returns had an average production of 10,072 lbs. of milk and 336 lbs. B.F.

In the two herds with the low net returns the average production per cow was 7,528 lbs. of milk and 276 lbs. B.F. The average of the entire group of 72 in Halton D.H.I.A. work for the year in question was 8,150 lbs. milk and 294 lbs. B.F. By the way, the 72 herds involved a total of 1,296 milking cows.

We cannot hope in this news article to deal in any comprehensive way with all five factors mentioned. Suffice for us to state that under factor two (Feeding Efficiency) the returns per \$100. feed varied from \$173. to \$277, with an average of \$227. for the entire group.

In factor three (Labour Efficiency) the number of man hours required to produce 100 lbs. of milk varies from 8 to 2.6 with an average of 1.3 for the group.

In factor four (Capital Use) the returns per \$100. invested varies from \$54. to \$83, with an average of \$61.

Hour's Labor Buys More Products Now

We also think that it is important that our urban friends should realize that one hour's labour in 1954 would purchase more farm products than that same hour's labour would do in 1924.

That statement is true of milk, bread, eggs, beef, pork, butter and cheese, to mention but a few. For example one hour's labour in 1924 would buy 3.8 quarts of milk, and in 1954 that same hour's labour would purchase 7.3 qts. In the case of bread, 6.6 lbs. in 1924, and 12.4 lbs. in 1954; in the case of eggs 15 eggs in 1924, and slightly over 30 in 1954; in the case of butter 1.1 lbs. in 1924 and 2.5 lbs. in 1954.

The figures we have quoted are based on Dominion Bureau of Statistics. Our other statements are substantiated either by the 1951 Census figures or the reports of the D. B. S. Every rural producer, his friends or relatives living in urban centres, consequently there is a real opportunity for us as individuals to do a worthwhile piece of public relations work by presenting some of these facts in a friendly way.

In short both groups have their problems and a frank interchange of facts might do much in eliminating a good deal of the misunderstanding which now exists.

Forums Ask Is Ont. Agr. Inefficient

Last Monday night we attended a "Farm Forum" meeting. The topic for discussion was "A Public Relations Program for Canadian Agriculture." The panel discussion over the air dealt with the subject from the standpoint of the Canadian Federation of Agriculture, getting information back to its provincial branches and from them back to the county and township levels and finally to the farm operator on the back concession.

We do not question the importance of this piece of public relations but we can't help but feel that it is equally as important that we do a better public relations job among our urban consumers. Ontario and Canadian Agriculture has gone through a revolutionary change since 1939, and in our opinion, with the 1951 census revealing that less than 15% of our population live on farms, it is important that the other 85% (urban consumers) have some conception of what is involved in the business of agriculture.

True a few of our urban friends find out when they go farming—but that to us is too slow a process.

Public Relations Vital For Forums

Farm people have become quite conscious of the importance of good public relations and the majority of them are willing to help finance an improved public relations program for agriculture. This is the conclusion to be drawn from the reports received from 484 Ontario forums who discussed this subject on February 7. In addition the forum people realize that there is much to be done at a local level to improve the understanding between rural and urban people.

Two-thirds of the forums said they were willing to have the local farm organization help provide more funds for a public relations program at provincial and national levels.

There were a third of the forums however, who were unwilling to pay more towards such a program of public relations by farm organizations. Town line in Kent says: "No. To gain better public relations is the responsibility of each individual and farm organization to work in its own locality." Stone school in Halton spoke for many of this group when they said they felt membership fees of farm organizations were already high enough for the returns.

When it came to ways the farm people could develop better understanding with the public, Ontario forums had plenty of ideas. The most popular one was by inviting urban people to fall fairs, meetings and other farm affairs, so they would gain a better understanding. To this was added the thought that

SILVERWOOD Family Welcomed By Line Neighbors

(Interjected for last week)
Neighbors on the eighth line welcomed newcomers to their midst when Mr. Ben Case entered Saturday evening. Mr. and Mrs. Wm. Reid have moved into their new home on the crossroad at the eighth line from the highway just east of Georgetown. There were five tables of euchre, a table of cribbage, a checker board and a crokinole board attracted its fans.

Mr. Ben Case welcomed Mr. and Mrs. Reid to the neighborhood and Mr. Craig Reid responded on behalf of his parents. Prizes were distributed for all the games and a delicious lunch was served. Mrs. R. Corbett and Miss Charlotte McCullough acted as hostesses with Mr. Case.

Joint meetings of rural and urban groups would do much to overcome the problem. Apple Blossom in Greenville really drew these thoughts together when they said: "Farm people should be more conscious of their occupation, talk about it and discuss it with their urban friends. Broadmindedness would go a long way toward filling the gap between rural and urban people. Sitting back and grumbling never appeals to the public."

Many groups noted that they got wonderful support from their paper.

Harold Marshall New Postmaster

Harold Marshall has been appointed Georgetown's new postmaster, succeeding I.A. Col. Gordon Cuddeas who retired on pension last week.

Mr. Marshall's appointment took effect, though he was actually in charge earlier as Colonel Cuddeas leaves this week.

In almost fifteen years as postmaster in Georgetown, the Colonel has seen business expand from a yearly revenue of \$25,000 in 1950 to last year's record of \$80,000. A staff of four in 1950 has increased to a present staff of seven.

Plenty of Laughs In Girls' Hockey

Nobody was just too sure of anything and there were plenty of laughs when two newly-formed hockey teams faced each other on Milton Ice Monday, February 7, after the regular Junior Farmer hockey game. This time it was the girls who met in a novel kind of match which featured entertaining, if not brilliant play, and numerous tumbles.

Milton and Acton faced a combined team to meet Palermo and Norval girls. The former combination proved the more powerful and emerged victors at the top end of a 5-3 count. Milton-Acton—W. Sinclair, M. Stark, M. May, B. May, D. Howden, T. Bradley, M. Eves, B. Anderson, J. Tyler.

Palermo-Norval—H. Vivian, J. Elycrop, J. Campbell, M. Campbell, D. Ford, M. Bawden, J. Proud, B. Wilson, F. M. Stull, T. Brown.

Pollock and Campbell

Manufacturers of
HIGH GRADE MEMORIALS
MEMORIAL ENGRAVING
62 Water St., North GALT
Telephone 2048

State Farm Mutual
announces

NEW RATES

on auto insurance
averaging

15% LESS

than rates charged by most
other companies for liability,
collision, and comprehensive
coverage.

CALL ME FOR DETAILS

W. H. DENNY

39 Brock St.,
ACTON

Write or Phone

455

"NAME the SONG" CONTEST ENTER NOW!

WIN your choice of these new prizes

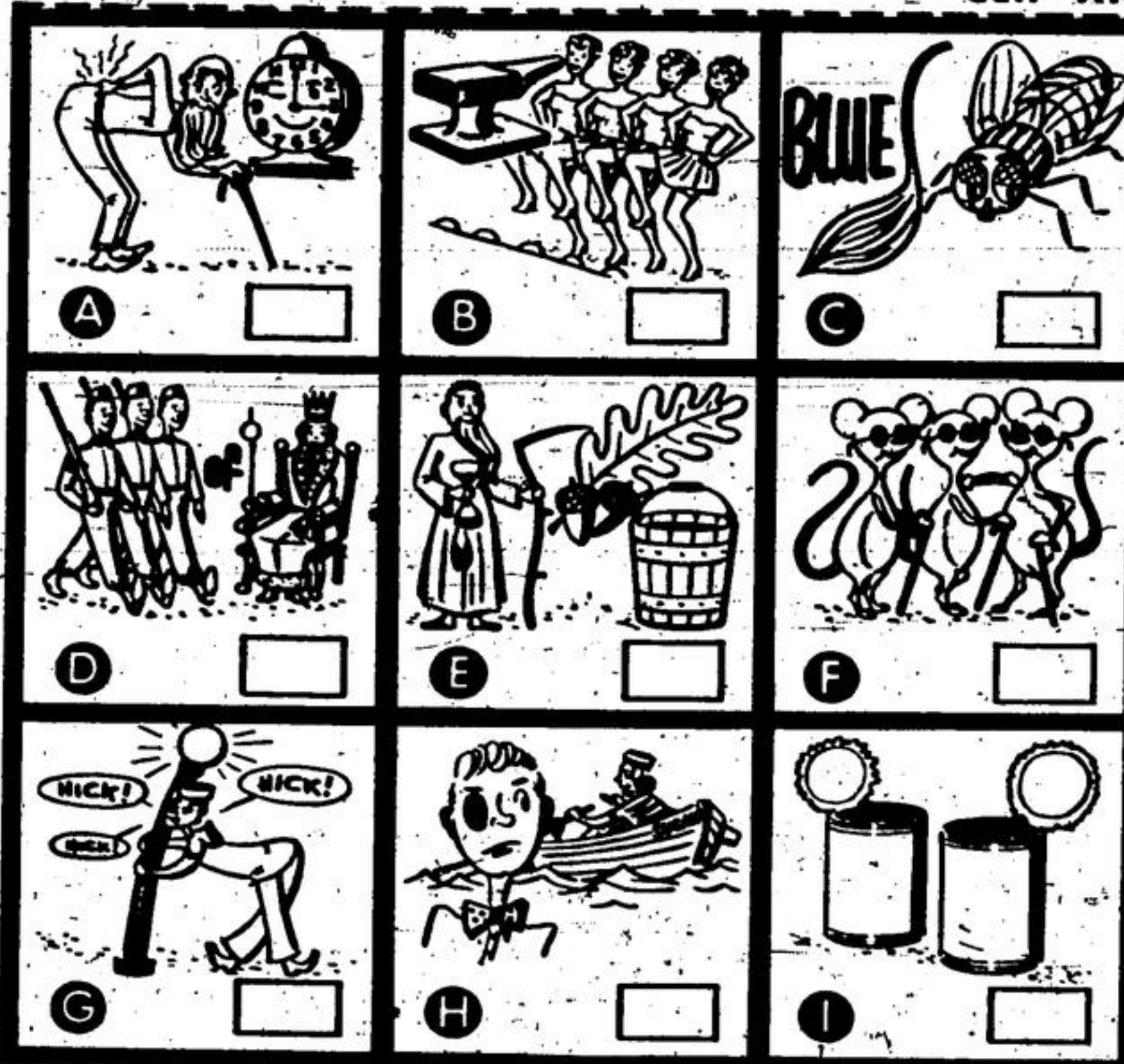
THOUSANDS OF DOLLARS WORTH OF MERCHANDISE CERTIFICATES

Nothing to buy in order to enter. Just follow the simple rules and enter your answer on the coupon.

WITH 11 ATTACHMENTS AND PAINT SPRAYER

JUST MATCH A SONG TITLE FROM THE LIST BELOW TO THE CORRESPONDING CARTOON

CLIP AND MAIL



CONTEST SONG TITLES

1. ANNE CHORUS
2. IN AND OUT
3. THE WINDOW
4. SAILING SAILING
5. THREE BLIND MICE
6. OLD OAKEN BUCKET
7. GUS I LEFT BEHIND ME
8. GOOD NIGHT LADIES
9. GRANDFATHER'S CLOCK
10. I'VE BEEN WORKING ON THE RAILROAD
11. SHORTNIN' BREAD
12. BLUE TAIL FLY
13. CAN CAN
14. SOLDIER OF THE QUEEN
15. LITTLE BROWN JUG
16. WINDY BRIDGE
17. DENYING SALON
18. MY BOWIE LIES OVER THE OCEAN
19. WHERE IS MY LITTLE DOG GONE

One Grand Prize Only

This contest limited to Ontario residents



STATE VACUUM STORES LTD.

Follow these simple rules to win!

1. From the song titles listed beneath the cartoons, pick the nine titles that you feel would correctly identify the nine cartoons. Indicate the number of the title you consider correct in the corresponding box in each puzzle.
2. Fill in your name and address and phone number on the coupon.
3. Mail the cartoons with your answer and coupon to the address indicated on the coupon.
4. Closing date of this contest is March 1st, 1955.
5. Only one entry per person allowed. Any resident of Ontario over 18 years of age is eligible for these prizes, except our employees, the employees of our advertising agencies and their families.
6. One Grand Prize will be awarded to the winner with the correct or nearest correct answer. In the event of a tie, the awards will be made to the contestant with the most original entry to be decided by a Board of Judges whose decision will be final.
7. All entries become the property of State Vacuum Stores of Canada Limited.
8. Entries must be sent through the mail only.
9. Contest winners will be announced in this newspaper at the end of the contest.

"NAME THE SONG" CONTEST

521 St. Clair Ave. W., Toronto, Ontario

MY CHOICE OF GRAND PRIZE IS: VACUUM CLEANER FLOOR POLISHER

MY TELEPHONE NUMBER IS:

I HEREBY AGREE TO ABIDE BY THE RULES OF THE CONTEST.

NAME:

ADDRESS:

CITY OR TOWN:

PROVINCE:



Millions

of Baby Chicks
will be fed on...

MASTER
CHICK
STARTER
KRUMS

...again in 1955

"HIGH EFFICIENCY" MASTER CHICK STARTER KRUMS is designed to produce faster gains per pound of feed. Recommended by hatcheries for quick feathering, for livability and increased vigor.

FOR THE
RIGHT START
ORDER MASTER CHICK STARTER KRUMS—TODAY

YOUR LOCAL FARMER DEALER

ACTON FLOUR MILL
Acton, Ont.

Phone 79W