

After Easter Shopping

Now that Easter Bonnets have been disposed of, and that expense done away with, it is time to talk about house furnishings.

Your House Would Look Brighter

and Fresher if you buy a few New Draperies, Lace Curtains, a few New Rugs or a New Carpet.

We can give you beautiful Lace Curtains, finished at both ends, good borders and up-to-date styles, all the way from 25c to \$15 a pair. Draperies from 15c to 50c yard.

If you want coverings to match the decorations of your room, we have the most dainty Art Sateens, Art Denims, Tapestries, Brocades, all at reasonable prices.

Don't have your wife scrubbing when you can get a Floor Oil Cloth or Linoleum very cheap. It will save health, it will save temper. Oil Cloth in Floral Designs, 2 yards wide, 25c and 35c yd.

Heavy English Linoleum (Near's) for Halls, Dining Room, Offices, Lodge Rooms, Lunch Rooms, Kitchens etc., in block and floral designs at 50c yd.

O'Loughlin & McIntyre

Does Your Flour, Madam, Whiten Through Kneading

We well remember our little chat with Mrs. B., an A1 breadmaker. Said she: "After kneading my dough awhile, I often wonder how it whitens so noticeably under the hands. The more I knead and work it, the whiter it gets, more wholesome-looking, you know. That's a very encouraging thing in FIVE ROSES flour which I've sadly missed elsewhere."

Maybe, Mistress Housewife, you've noticed it, too.

But all flours, alas! are not FIVE ROSES.

With flour from poor quality wheat, poorly milled, there's no material improvement in the color of the bread due to kneading.

It's the gray that's developed, Madam, not the white.

It's whiter dough you want, whiter the longer you knead it, and you want it so without having your elbows hinged and lubricated like John L. Sullivan's.

And FIVE ROSES, Madam, responds beautifully to the least exertion and in the morning your dough is up as light as a cork.

The strong, live dough crackles and snaps heavily

as you knead it down. Then the snowy whiteness in the pans to be proved and baked!

From the oven your crusted golden loaves yield the aroma of freshly-baked hickory nuts that portends a tooth-teasing flavor irresistible.

And the kiddikins need no other call to breakfast, Madam: just follow their noses.



Don't let your neighbour beat YOU at breadmaking. You can so easily do better, Mistress Housewife, By getting FIVE ROSES. So roll up your sleeves, Madam, and— DO IT NOW.

LAKE OF THE WOODS MILLING CO., LTD., MONTREAL

Address by Mr. J. W. Flavelle in Orillia -- Elaborate Treatment of Hog Question

The hog question was dealt with by Mr. J. W. Flavelle, of Toronto, in a comprehensive address to the members of the Canadian Club of Orillia. Mr. Flavelle treated the subject in great detail, including a discussion of the middleman, cold-storage, the cost of labor and the conditions of the market. He also gave his view as to the cost of high living, and where the remedy lies — How the conditions of the market have changed—More enterprise is needed in meeting the problem on the farm—The necessity of converting waste matter into merchantable material. The address will be printed in full in The Watchman-Warder, and should be of special interest to the farmers.

Continued from last issue.

COLD STORAGE BUSINESS.

Permit me to digress for a moment and tell you about this cold storage business, as so much that is foolish and mistaken has been said and written recently, that perhaps it is worth while to stop long enough to indicate the truth. Mechanical refrigeration has opened a wide field for speculative enterprise that earlier was hazardous or impossible when ice was the only agent available for controlling the temperature in cooling chambers. The low temperature secured is no longer one controlled at a point somewhat above freezing, but one which can be established at any point and held steadily as the operator may determine, down to 10 degrees below zero. It has been learned in the storage of butter that certain oils only yield to frost when a temperature approaching zero is reached, and that if held in such temperature the deterioration in quality which comes through carrying is largely modified. Hence, over the continent there has grown the practice of carrying immense quantities of high-grade butter at a zero temperature. It has been found, too, that when eggs are put away in good condition, and held at a uniform temperature, as nearly at freezing point as is safe, they carry better and are more saleable than under the old conditions of storage. Poultry has come into the group of products to be frozen, and more lately, although chiefly in the warehouses of packers in the United States, great volumes of meats, offal and surplus packinghouse products not immediately required are stored.

INCREASE IN STORAGES.

The increase of such storage houses has been one of the remarkable developments of the last fifteen years. These are not privately controlled concerns in the sense that the space in them is only available for the proprietors, but are public warehouses for the use of any one who desires to put product into them. Immense quantities of food products are carried in such storerooms by a very large number of traders, many of whom know nothing of one another, and who market the product at such time as they may desire. I have not known, and I should be surprised to know if it were the case, that any combined effort has been made to withhold product from the market for the purpose of inflating the value, that is, withholding it as a matter of settled policy. Unquestionably those who purchase these products and store them for a later market, hope to make a profit on the enterprise, and undoubtedly the competition between such traders for the product which farmers have to sell, has been enormously stimulated by reason of these storage facilities. So much has this been recognized that the Minister of Agriculture at Ottawa offers to anyone in any locality in Canada Government aid if they will construct and operate such warehouses, and rent the storage at rents approved by the Department, hoping by these to benefit the producer. The overwhelming number of storage houses in the United States are of a public character; so practically are all the storage houses in Canada. Probably each packer in Eastern Canada has some freezing capacity for local requirements. In the Western Provinces the packers have large storage ac-

commodation, as the supplies of live stock are delivered to them irregularly; hence during a time of free delivery they freeze their surplus for later trade when the deliveries are small.

NOT ALWAYS PROFITABLE.

The speculative storing is not always profitable. Sometimes the severity of the competition to secure the produce drives the initial cost too high. Sometimes the product is overheld and the market goes wrong, as it did a year ago in butter, when sharp losses followed. When farmers the continent over are restricting the output, undoubtedly the speculator in stored products has an advantage. If, as one would hope, better judgment will come to the farmers, and they will establish an increased supply of such food products, the speculator in the stored product will be exposed to a hazard which will make him less venturesome, competition for stock will be restrained, the price paid for the product to be stored correspondingly reduced, and the price at which it is ultimately sold, in like manner reduced.

Acute attention has been directed to this matter recently because the public has been obsessed of the idea that the reason for high priced product is the wrong doing of the middleman, and it accepts every new guess which fastens blame upon them, as worthy of credence. Hence we have extraordinary and extravagant statements concerning the moral turpitude of packers and others who store products. These extravagant statements reflect the illlogical and ignorant side of the agitation which continues and persists. As a sample of such statements I submit an indictment of the United States packers in a New Jersey court recently, and which was printed in one of the Toronto papers, as follows:

"Famous packers in United States — New Jersey Grand Jury prerates for bringing beef barons to trial for conspiracy and worse." The indictment of the Grand Jury follows, which is, "That the defendants did meet and compare, and were unlawfully and feloniously devising, contriving and intending for their own unjust, excessive, immoral and unlawful profit and gain to injure, defraud, prejudice, damage, cheat, impoverish and oppress the public and people, by cornering and limiting the necessary and reasonable supply of meats and poultry for consumption by the public and people of said city and said county, so as to produce an artificial scarcity in the supply of meats and poultry, and to greatly, excessively and extortionately enhance and increase the cost and price thereof."

I will not attempt to guess as to what a New Jersey court will find upon this extraordinary indictment.

COLD STORAGE STEADIES VALUES.

I see no way in which men can be prevented who desire to do so, from buying products and putting them into store, in the hope of making money by marketing them later, any more than I see how farmers are to be prevented from carrying grain in their barns in the hope that at a later period they may secure a higher value than that which is current at the time. No body of speculators and no body of farmers, by such means can permanently affect the range of values. These are determined by conditions far more pregnant than that the mere speculative tendencies of bodies of men. Perhaps

among the useful features of this storage of product, is that it becomes one of the governing factors in steadying values as between producer and consumer. Up to the present all official action in relation to storage has been favorable to it, as it provided a means for giving the farmer an increased price for his products.

ENTERPRISE OF FARMERS.

Whatever has been the good or ill effect of the agitation now extending over some years, which found expression in a general desire to punish some one for wrong to some one else, upon the farming community it has worked nothing but mischief, and through the farming community punishment has been inflicted upon the consumer. Upon the individual farmer and the character of his effort, rests alone the potentialities of enlarged yields, output and production. These will be secured only by the development of a spirit of enterprise in the producers, and the introduction of better methods with wiser administration and intelligent organization. As a class, farmers are susceptible to suspicion, and ready to question whether they are getting fair play or not. They are conservative and cautious in the spending of money which does not give an immediate return, but which none the less surely leads to the betterment of their property, and ultimately to an enlarged profit. They are largely without vision or imagination, hence the work which can be performed for them through departments of agriculture, federal or local, is greatly influenced by the manner of presentation, by the spirit displayed, and by the encouragement given to take a larger view of their work. It is this type of hope and courage that has been lost during this agitation, and which with other causes has crippled the development of our agricultural products. I sincerely believe that in place of a spirit of antagonism having been developed between farmer and middleman, the very contrary should have been the case. If a tithe of the enterprise and intelligence that has been shown in the activities of the middleman had been brought to bear upon the problems of the farm, there would have been no room to complain of middlemen. In the meat industry, whether in butcher's cattle handled by abattoir companies, or in hogs handled by pork packers, the results have been secured from a small percentage of profit upon a large volume of trade, and in returns from products which prior to the establishment of these industries, were complete waste. It has been unwise in a high degree to misread the lessons to be learned from the middlemen who showed capacity and secured profit. Farmers should not have been encouraged in fault-finding, but should have been encouraged in following the methods, modified to meet their problems, which have given to the middleman of capacity his success. Their attention should have been directed to the necessity of wise expenditure upon capital account, for better equipment and better drainage. They should have been encouraged, and if necessary helped, in the purchase of better seed, and directed to an every-day, patient, persistent, unflinching effort, in order that to individual farmers should come a measure of success, and that the enterprising and capable farmer should secure reward as had the enterprising and capable middleman who chose to follow such a course.

CAUSE OF HIGHER PRICES.

What, therefore, is the cause for the present extreme prices of farm products, and what the remedy? Apart from the world-wide conditions affecting the price of all commodities, you will have gathered that I am of the opinion that the

primary cause for the extreme price is a lack of enterprise and a lack of intelligent industry in farmers the continent over. They have been encouraged through all this period of agitation, to believe that returns would come to them through punishing some one else who was taking from them something that belonged to them. It has thrown a deadly blight over the progressive and creative forces so necessary upon the farm. Enterprise, courage, hope, enlargement, has come to almost all industries upon this continent except to that of the farm. There are fortunately many farmers who have as high intelligence and as great enterprise in their own field as men have in many other fields, but the great body of farmers have been unremoved, and have gone on unreflecting as to the development needed to give them the advantage of the increased markets which were at their door, and the markets which were open for their products at remote points.

DECREASE IN STOCK.

In the United States during the last ten years the population has increased by some twelve millions. This population is to be found chiefly in cities and towns, and, therefore, represents that addition to the great body of consumers. The Department of Agriculture at Washington is responsible for the statement that notwithstanding this great increase in population, and consequent increase in demand, during the ten years hogs in farmers' hands have declined 25 per cent., there being 47,000,000 of hogs held by farmers in January, 1910, as compared to 62,000,000 in January, 1900. The population increased 15 per cent., and the number of hogs decreased 25 per cent. Cattle of all kinds have increased only 1,200,000 head; sheep have decreased 4,300,000 head. By an item in yesterday's paper I notice that the receipts of live stock at seven primary points in the United States for the month of January were 30 per cent. less than for the same month in 1909. The same statement indicates that in hogs the receipts for January were 32 per cent. less than for the same month in 1908, and 48 per cent. less than for the same month in 1907.

ONTARIO STOCK.

In this province we have this year less milk cows than we have had at any time during the last six years. In beef cattle we have less than at any time during the last seven years; in hogs less than we have had at any time in the last ten years; in poultry less than we have had during the last three years. In a simple manner like bees we have had less than we have had at any time in the last seven years; and these have been years of great expansion in population, particularly in population in towns and cities, or in districts people entirely by consumers, such as mining camps or railway construction camps. Newspapers, cabinet ministers, breeders, Departments of Agriculture, farmers, have been scolding meat barons, packers, middlemen exporters, who alone in the group have shown adequate enterprise, adequate expenditure, adequate courage, and who have provided facilities for the easy distribution of a volume of products which should be produced from a great acreage which is the heritage of these two peoples on either side of the international boundary line.

WHERE REMEDY LIES.

What is the remedy? A common purpose on the part of all identified with agriculture to seek to better the output of our farms through the exercise of that quality of effort which reflects sound intelligence, sound industry, and sound methods. I fear in our system of education we have paid too little attention to cultivating in boys and girls brought up on

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THE HABIT OF SAVING

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