

News and Information FOR THE BUSY FARMER

[Furnished by the Ontario Department of Agriculture]

The Wheat Crop

Wheat has been cut in the majority of sections of Ontario. Huron County reports considerable variation in fall wheat yields, the majority running between 25 and 35 bushels to the acre but with one farmer reporting a crop averaging 48 bushels per acre. Ten carloads of heavy cattle were consigned from Huron to New York State markets recently. Peel County reports yields of wheat from 25 to 40 bushels per acre, the sample varying from fair to good. Waterloo's crop of fall wheat runs from 30 to 35 bushels per acre, as does that of Wellington. Livestock are reported in excellent condition in that district as pasture has not been so good in a great many years. Haying has continued late in many of the southern counties due to unsuitable weather for curing. York County reports good yields of wheat, but with considerable rust showing up.

Insect Damage

Official reports on damage done by insects at the end of June in various parts of Ontario are as follows:

The Seed Corn Maggot or Bean Maggot, as it is often called, has destroyed many acres of beans and corn in the counties of Essex, Kent, Elgin, Middlesex and Norfolk. This in many cases has necessitated re-planting.

Wireworms have caused a good deal of damage to corn, tomatoes, tobacco, grain and sugar beets, but have apparently not been more numerous than usual in the Province as a whole.

Cutworms, in the eastern part of Ontario, have been much scarcer than usual. In the rest of the province they have done some damage here and there, but there has been no serious outbreak.

Pea Aphids are now threatening many fields of canning peas in widely separated districts. In Northumberland county a few fields are already ruined.

White Grubs have done severe injury to grass, mangolds, and other plants on some farms, especially in Central Ontario, but not as many reports of damage have been received as was expected.

Rose Chafers (Rose Bugs) during the latter part of the month, emerged in large numbers and are now attacking strawberry plants, raspberries, roses, fruit trees and vineyards. The insects are limited to districts where there is much light sandy land, as it is in such waste lands that they breed.

Grass hoppers in parts of Manitoulin are abundant enough to require applications of poison bait.

Onion Maggots are much more numerous than they have been for several years in practically all parts of the Province.

Cabbage Maggots are also very abundant.

Tent Caterpillars, both the eastern and the forest species, have finished their feeding and are now pupating. The moths will begin to appear in a week or two.

Sod Webworms caused the destruction of around 30% of the corn in a clay field in Middlesex, but elsewhere do not seem to have done any appreciable damage.

How to Start Beekeeping

Due to an increasing demand and the good prices received for honey many people are being attracted to beekeeping as a means of making a livelihood or of supplementing a reduced income from other sources. Beekeeping, however, like all other lines of endeavour requires experience to make it a successful undertaking, and many a beginner has finally given up in disgust just for the want of it. Details of management cannot be given in an article such as this but to gain experience in the manipulation of bees the beginner is well advised to spend at least one full season working with an experienced beekeeper before purchasing bees for himself. Failing this the next best method is to obtain one or two colonies, a good text book and to visit nearby bee-

keepers as often as possible. A beginner is often misled into buying his first lot of bees during late summer or in the fall; this is a mistake and likely to cause a lot of trouble and possible loss of the colonies. The best time of the year to start beekeeping, is during the spring, for if anything is wrong with the colonies it can be rectified during the summer but not during the winter. Often bees are purchased by a beginner as a bargain when a little experience would show that they would be expensive as a gift. Never buy bees unless they are in movable frame hives of not less than ten frame size, and that they are absolutely free from disease. Furthermore, be sure that each colony is headed with a good queen. Do not buy colonies of bees from a nearby beekeeper and move them during the active season, for if you do, the field force of the colony will return to their old home and your colony will be left in a weak condition. To prevent this the colonies should be moved for a least two miles. A new swarm can be moved anywhere. All the way through the active season there are problems of manipulation upon which almost everyone is anxious to give the beginner some advice, which if accepted more often than not leads to trouble.

The Fruit Crop

Western Ontario (Toronto West)

Weather and moisture conditions have been favorable for good tree and foliage growth during the past month. Fruit development has been generally good. The total apple crop in Western Ontario is expected to be 20% greater than last year. All main varieties of apples show indications of average to above average crops with the exception of Spys which are below normal. Good spraying practice has resulted in control of scab, fungus and insect pests in practically all commercial orchards.

Sweet cherries were affected by wet weather during harvesting, and considerable decay, splitting and softness of fruit resulted. A considerable tonnage was purchased by processing plants. Sour cherries have sized well and are practically free from insect or disease injury. The total cherry crop in the Province is well below last year, being estimated at \$5,900 bushels as compared with 112,800 bushels in 1936. The pear crop has developed well and quality promises to be good. The set is quite patchy and is estimated to show a decrease of 25% in Western Ontario. The total production for the Province is expected to be in the neighborhood of 127,500 bushels as against 196,800 bushels last year. Plum trees are reported to be in a healthy condition and fruit is sizing well with practically complete freedom from fungus and insect pests, except in poorly sprayed orchards. The June drop was comparatively light and total production is placed at 56,000 bushels as compared with 41,200 bushels in 1936. The peach crop is very promising with yield estimated at 503,000 bushels as compared with 402,300 bushels last year. Grape vines are making good growth and berry development is satisfactory to date. An average crop is anticipated. Grape Leaf Hopper is well under control, but there is a slight amount of mildew and dead arm injury in a few vineyards.

The acreage of processing tomatoes in Western Ontario is estimated at 25,700 acres as against 16,600 acres last year, and in Eastern Ontario at 8,970 acres as compared with 4,930 in 1936. The crop is developing well with present conditions reported above average and much larger yield per acre expected than last year when the crop was affected by drought.

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LIVE STOCK MARKET REPORT

by
DUNN & LEVACK, TORONTO

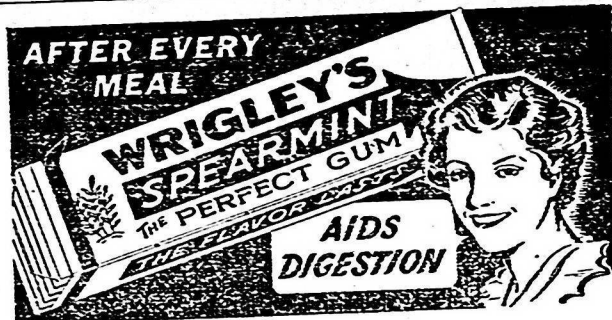
Over 8000 cattle arrived for Monday's market, which is the heaviest offering on record for some time, over half of which came from Western Canada, comprising mostly stockers and feeders. The general effect on the market as a whole caused a slow trade and lower prices on most classes, especially cattle of medium quality and heifers, which were fully a quarter lower.

Choice heavy steers sold readily at from 9.50 to 9.75, with others of medium to good quality from 7.50 to 9.00. Choice butcher steers sold at from 7.00 to 7.25 and heifers from 6.75 to 7.00; fair to good butchers from 5.60 to 6.50; common to medium 4.50 to 5.50. Selected stockers and feeders were in good demand, choice light kind selling from 4.75 to 5.50 and those of heavier weights from 5.50 to 6.25; common to medium stockers from 3.50 to 4.25. Choice butcher cows were in good demand at from 4.50 to 4.75, with a few extra at 5.00; fair to good from 3.50 to 4.00; common to medium 2.75 to 3.25; canners and cutters 2.50 to 2.75. Choice heavy bulls brought from 4.00 to 4.50, with a few tops at 5.00; bolognas from 2.50 to 4.00.

The lamb trade met with a severe setback, following last week's close, prices being fully \$1.00 per cwt. lower. Choice lambs 9.50, bucks \$5.00. Best light sheep sold from 3.00 to 3.50. The calf market was active and strong, choice veal calves from 9.00 to 9.50; fair to good from 7.50 to 8.50; common to medium 5.50 to 7.00.

Hogs featured the market, advancing to a new high of 11.50 for truck deliveries on Monday. Prospects for the balance of the week will depend entirely upon supplies.

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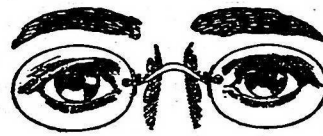
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How to Get Yourself Seen



If you wanted to get seen by many people, would you get into a crowd, or would you go about all by yourself? Or, to put it another way: as a retailer, which is the better practice, to distribute handbills, or to put your advertising into our newspaper?

Our advice to you is: put your advertising in our newspaper—in the company of advertisers who use our newspaper.

Which impresses you more—you a retailer? You see both handbills and newspapers. But which gets your attention most surely? Which is the better salesman?

Do not mistake us. We do not say that handbills are 100% waste effort—that nobody reads them—that they do not produce sales. Yet we do say that when a retailer advertises in our newspaper, he gets both values and results which are far in excess of those obtained from handbills. His advertisement in our newspaper is seen and read by more persons, is spread over a much larger area, lives longer in memory, and works more productively than if it be distributed in the form of handbills.

The men and women in our community who are best known—most seen—are NOT they who go about all by themselves—who never mix with others. They are they who are frequently seen in the company of others—at public and semi-public meetings, at dinners and at parties.

Here's a question: Where does a retailer like to have his store—away off by itself or in company of many other retail stores, in the same shopping area?