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## The Appeal of the "Home-made"

### OUR GUARANTEE

No advertisement is allowed in our columns until we are satisfied that the advertiser is absolutely reliable and that any subscriber can safely do business with him. If any subscriber is defrauded E. H. Heath Co., Ltd., will make good the loss resulting therefrom, if the event takes place within 30 days of date advertisement appeared, and claims be made to us in writing with proofs, not later than ten days after its occurring, and provided, also, the subscriber in writing to the advertiser, stated that his advertisement was seen in "The Canadian Thresherman and Farmer." Be careful when writing an advertiser to say that you saw the advertisement in "The Canadian Thresherman and Farmer."

EVERY SLOGAN proclaims some worthy ideal in the ethics of common life, and there isn't a flag that whispers to the breeze that does not conceal in its folds some of those fictions that by oversight, ignorance or design drop into the "best laid schemes o' mice and men." The appeal of the "Home-made" speaks irresistibly from all sides, but it also shows its little red-flagged danger points, not one of which, however, need disfigure its fair face if men would only be honest. No manufacturer or merchantman professes to be anything but scrupulously honest and the world has a right to expect that he is honest.

THE HOME-MADE ARTICLE carries with it a warm atmosphere of kindly sentiment that very few of the purchasing public would care to part with, even if it were compensated by some intrinsic advantage. Presented as it often is in competition with a much more attractive "imported" article of its kind, there's a charm and a big "value" about the garment that mother made, about the thing that has been produced by our own people, in our own community, that no one with the real heart-idea of citizenship and communal regard needs to have explained to him.

SOCIETY IS BUILT UP in a very beautiful because in a perfectly natural way. It is fine to see a "united people" anywhere, but the finest sight of all is the family life that has not yet found the bone of contention in its cupboard. It is one of the finest things on earth to see some member of a family moving towards his destiny, battling against frightful odds and discouragement, yet never without the whole-hearted backing of every brother and sister to the extent of every dollar of their substance and their lives if need be. It is from families that nations are built, and the measure of a nation's greatness is the solidarity of its communal spirit.

IT IS THROUGH THE NARROW CIRCLE of family regards a man is trained all the more effectively to serve the greater family of mankind. Therefore it is not only the voice of sentiment but it is a part of the plan of Nature that a man should first of all safeguard, serve and help to consolidate the interests of his own household. But it is no "plan" of Nature that in doing so he should line the family nest with down at the expense of some other which he has harried, not only of the comforts it has built up, but it might be the very foundations of its structure.

FREE TRADE OR PROTECTION as between nations is not the point at issue. It is a question of fair play and reasonable consideration where "consideration" is often withheld. One of the fictions in our social life everywhere is the impression that a home-made article cannot be "so good" or so "up-to-date" as one that comes from some celebrated

trade-centre which has enjoyed a 'name' or a monopoly for the manufacture of these articles for a long period. Could any piece of millinery, for example, designed and fashioned in the cities of Winnipeg or Brandon be compared for one moment with a hat that had been conceived in Paris or New York?

THIS IS A JOKE. And yet it unearths a very great deal of what obtains not only in those ephemeral fads in women's wearing apparel that breaks the backs of more merchants than are found in the Government Blue Books' statistics, but in the sober walks of men who buy hand-saws, wheel-barrow, gang-plows and pant-suspenders. At any time "befo' the war" we never had any sympathy with a made-in-Germany market, where goods were made by German peasants at a price which no one ever dared to offer a human creature—even in the sweating "trenches" of London and New York. Now, of course, in the Providence of God we have an opportunity to "protect" those of our own household without upsetting or imperilling any "diplomatic relations"—and we are going to do it.

BUT THERE IS A STRANGE, universal hallucination in this great human family, which is expressed in the historic words "A prophet is not without honor save in his own country." The idiotic craze for mere novelty leads us a fine dance sometimes. The new man is a hero for a week or perhaps less. The teacher or professor from some distant school or university, who comes loaded with testimonials, is "the greatest thing that ever happened," while all the time some local genius with twice the brain capacity and a wealth of *teaching instinct* that the other never will possess, is side-tracked to make way for the much more belauded whose trump card has been his high price.

IN THE NAME OF EFFICIENCY, economy and last but not least—patriotism—let us at this particular deadlock in our international commerce do a little hard thinking and take some pains to brush away some of the cob-webbing of prejudice that keeps us from doing justice to "those of our own household." It would be one of the most wholesome eye-openers "The West" could wake up to if it got to know authoritatively, and in detail, what is designed and manufactured for common use in some of our western cities and towns at this moment, and what they are worth when tested or compared with some of the imported specialities in their class—the price of which for the greater part is made up of freight and duty. We do not say that one should pay a dollar for a fifty cent article to "encourage home industries" but just that every one should know *what home industries are doing.*

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