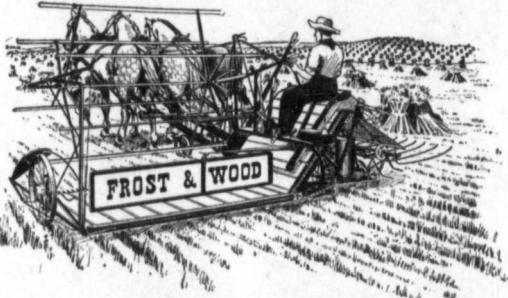


Get a new Binder this year

It will be a real economy!

In these times of good prices for farm crops you should equip yourself with a Frost & Wood Binder to make sure of getting the utmost possible percentage of your crop.

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Famous all over Canada for its light draft—due to fine roller bearings at every friction point—its big capacity elevators and its ability to cut any kind of crop, light or heavy, tangled or straight. Drop into our nearest dealer's, sit on the seat of a F. & W. Binder, note the easy reel adjustments that bring every possible straw to the knives. See how accessible and easily understood every working feature is. Note its giant strength and splendid materials and you'll say, with thousands of other successful farmers, "This is the Binder for me."

See the Cockshutt Agent in your nearest town, or write at once to any Branch for full particulars and literature on this machine.

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Implement Section at the Regina Exhibition

Notice to Implement Exhibitors

Application for exhibit space in the Implement Section at the Regina Exhibition will be received by the undersigned up to June 20, 1919. The Committee in charge will allot space immediately after that date.

PROVINCIAL EXHIBITION, Regina, Sask. July 28—Aug. 2, 1919

D. T. ELDERKIN, Secretary, Regina, Sask.

ganization is Mr. J. R. Young, 290 Garry St., Winnipeg, and those interested in the development of the Manitoba goat industry of this province are asked to get in touch with Mr. Young.

THE PURCHASE OF A TRACTOR

"The advisability of purchasing a tractor cannot be determined entirely by the size of the farm.

Other factors are as important if not more important in deciding whether or not tractors are a profitable investment.

"There are certain conditions under which a tractor is advisable," said Mr. Grimes. "If the tractor will reduce the number of work horses needed so that the expense of keeping them is lowered sufficiently to offset the expense of the tractor, its purchase is justified. Some farm work

needs to be done quickly and within certain dates, such as early deep plowing for wheat. Wheat seeded on such plowing is usually more profitable than that seeded on later plowing. If a tractor will make it possible to do this where it cannot be done with the farm work horses, the increased returns may be sufficient to offset the expense of the tractor and justify its purchase."

A HINT TO TRACTOR AGENTS

Make Your Sales a Business Proposition—Tell the Farmer the Work Your Tractor will do for Him—Study His Requirements and Treat Him and Yourself Honestly.

By W. A. Kirkpatrick

MOST dealers are selling tractors. They are rolling in a volume of business in sales now that the farmer has money, is planting larger acreages and wants the tractor because it is not susceptible to the ills of the flesh or the conditions of heat and cold, as is the horse. In very few instances are farmers being sold tractor performance—the ability of the tractor to do the work that is done on this farm or that farm, and do it better and quicker than the old ways.

Tractors are being sold—true, but even now the farmer is coming to the dealer with his first tractor and demanding that it be traded in for another size or type. Why? Because when he first bought a tractor he bought nothing but the tractor, and the dealer did not think to sell him the work the tractor would do. If he had, the tractor trade in demand would in all probability have been avoided, because the dealer and the farmer would have known that considering the work the tractor would do, it could not be expected to satisfy the farmer, and the sale would result only in dissatisfaction and one less tractor booster.

Sell More Than Merely Tractors

The growing demand for business on the farm also demands that the man who sells to the farmer, whatever it be, study his problems and be in a position to help him make selection of the proper and most economical equipment for his work. One cannot afford to sell tractors alone, if he would continue to serve his customers and enjoy repeat orders. It is tractor performance that the farmer is interested in primarily. He doesn't care what the medium, if it is the best and most economical. The only reason many farmers are still using horses is because the dealer has not been farm-business man enough to go and prove to the farmer that as a producer of work the horse is a much more expensive medium than the tractor. He has not analyzed his problems and requirements to determine how much in time and in dollars and cents the farmer will save by tractor farming.

As a class the farmer has been slow to respond to improvements in methods, and he is not going to the trouble of figuring out the

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