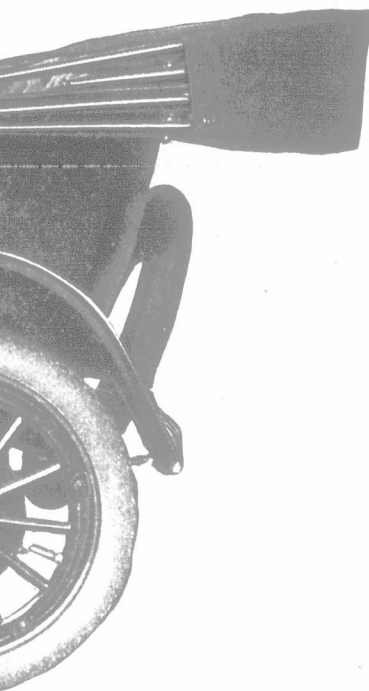


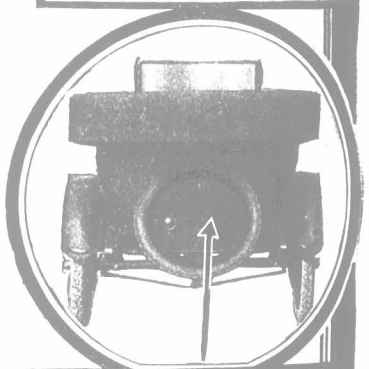
FOUNDED 1866

\$925
F.O.B. WINDSOR

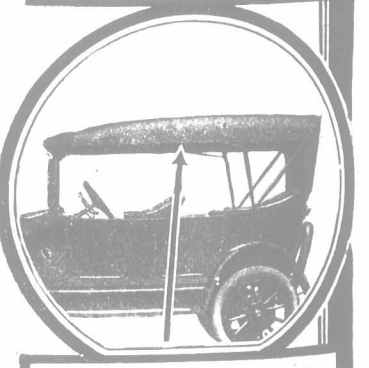
Including Electric Starter
and Electric Lights



Speedometer, fuse box, ignition,
lights, battery regulator, all mounted
flush on instrument board.



Note the compact arrangement
of spare tire carrier, tail light and
license bracket.



Perfect-fitting, "one-man" mohair
top; quick adjustable storm curtains,
rolled up inside of top.

Service and Parts
Stations at Winni-
peg and Windsor



Vol. L.

LONDON, ONTARIO, SEPTEMBER 9, 1915.

No. 1198

EDITORIAL.

This will be a good year for threshing machines.

When the big Fairs are over do not forget the School Fair and the County Fair.

We have heard no complaints so far that the land is too hard to plow this fall.

A little co-operation between neighbors has worked wonders in many districts in harvesting this year's crop.

"The best yet" was the term used by stockmen to characterize our annual Exhibition Number which appeared last week.

By scattering a little timothy this fall over a seeded field which has not caught well the catch may be materially thickened.

Read the Toronto Fair report in this and next issue. Then watch for reports of London and Ottawa Fairs which follow.

Anyone can take off a harvest in fine weather but in a summer like this has been it requires a good manager to prevent serious loss.

Scare headlines with very little in them and less yet to back them up have been the feature of daily journalism during the past year.

A good loser is deserving of more credit than a bombastic winner. If beaten resolve to try again. Success invariably crowns persistent effort.

If you want to sell anything, advertise. The prospective buyer always depends upon advertisements in the best papers to locate the articles he wants.

We are particularly pleased to see a strong live-stock show this year. This proves that Canada's stockmen are alive to the needs of the country.

Everyone is pleased to see Canada's Exhibitions going on as usual. They surely stimulate to greater effort which must result in greater production.

If the German fleet would come out and fight their battleships would soon all be submarines. They would be put to sleep on the bottom of the sea never to arise again.

The quality of the grain in Ontario may have been slightly injured by wet weather but Ontario never had so much good feed as this year. Watch the man with the stock make money.

Rains and frosts have no terrors for the stock farmer. His cattle, sheep and hogs can convert sprouted or frozen wheat into just as nice beef, mutton and pork as you ever tasted.

What did you see at the exhibition? If you took time to study the stock, grain, fruit and vegetable exhibits, together with all the wonders of the various manufacturers and industrial exhibits and the grand stand display you will not remember the midway. This is a part of exhibitions which could very well be done without.

It's all in the Management.

Not long ago we were conversing with a practical farmer and congratulating him upon his good luck in getting his crop harvested in such good condition, considering that the season has been so wet. "There is no luck about it," was the reply. "It's all in the management." And as we drove away we began to think there must be something in what he said. Across the road a farmer with considerably more help than the man to whom we had been talking kept was away behind with his work. His hay had not all been cut the first time and his harvest was practically all out while that of his neighbor was nearly all safely housed. Why all this difference. "It's all in the management." The same thing is true in all business. One man succeeds, another fails at the same business under similar conditions. One man is a manager and a worker, the other is often neither, or may be a good workman working to a disadvantage because of his incapacity to manage. Farming requires good management just as much as does any other business. Hap-hazard, happy-go-lucky, do-it-to-morrow methods cannot succeed on the farm. When the grain is ready to cut, or ready to haul the farmer must be ready to cut or to haul as the case may be. When the corn should be cut, the potatoes dug, and the roots harvested the farmer must be on the job on time. The man who allows his farm work to get ahead of him is working on an up-hill job all the time and progress is slow. If any bad weather comes it always catches farmer easy-sides and upsets all his poorly-laid plans. But the farmer who manages has little difficulty in running his work rather than allow the work to run him.

In this connection we are pleased to note that our agricultural colleges are opening departments of "Farm Management" intended to give students a ground work in looking after the business end of farming. Institutional farms are good places to practice management too, for the labor necessary to get things done is generally much greater on these farms than on the average farm. It should be easy to get a start in the right direction. The man who manages well will make more money from a poor farm than him who manages poorly can do from the best of land fully equipped. "It's all in the management."

Signs of Progress

The Canadian farmer has learned much from his forefathers and is thankful to them for the results of their practical experience, but no twentieth-century farmer can afford to sit down and rest in the shade of "what was good enough for father is good enough for me." The farmer who will succeed must be up and doing. Farming is a different proposition now from what it was 25 or 50 years ago. New problems come up each year and must be met. Some practices which were considered correct in every particular a few years ago are now proven obsolete. Times have changed. Have you kept up to the times? Experiments on special and private farms have thrown new light on farming. New varieties have come; new methods of cultivation have displaced old; crop rotation has taken the place of guess work; crops formerly considered of no value are now being extensively grown. Have you grown Dawson's Golden Chaff wheat, O. A. C. 21 barley, O. A. C. 72 oats, Ontario Variegated or Grimm alfalfa, or sweet clover? These are only a few of the newer crops. There are many others. It pays to know them.

The Features of the Fair.

Those who visited Toronto's big fair the first week returned home with nothing but words of praise for one of the greatest institutions of its kind in America. All were agreed that the exhibition is different this year. Everything is military and munitions. Of the munitions we draw particular attention to the live stock and farm products. These, with the military, are the feature of Canada's greatest exhibition. Canada can supply the fighters and the necessary food to feed them. Those who visit, and have visited, the big fall exhibitions this year should not forget the maintenance end. It is agriculture which keeps fairs going. It is agriculture that keeps armies in fighting trim. The man behind the plow; the man in the stable feeding cattle, sheep and swine—these are the support of Britain's fighting force. No one can see an exhibition properly without spending a fair amount of time studying the exhibits from the farm. Those who see to learn go away with a greater appreciation of the farmer and what he is doing for the country. His is a busy life in which there is no graft. He earns what he gets. He is doing his part in the crisis. Remember the military and don't forget that the farmer is doing his part to make "business as usual." Fighters and farmers are a good combination just now.

A Day Off

No man can afford to stick too close to work. True, him who would succeed must be industrious, but there is nothing which makes quite so good a stimulant for work as getting away from it for a day or a few days as the case may be. Then the best of going away is the returning. It is just as necessary that the farmer and his wife take a day off now and again as it is for the business man to take a holiday. Too much work and worry stagnates and depresses. Human nature demands change, and the farmer deserves his share. More work will be accomplished in a year if a few holidays are taken than where the man and his wife and children plod away day in and day out. After harvest and before cold weather comes is the time to enjoy a little rest. Plan a short trip and forget work until you return. There are other things in life than work, worry and money.

Agriculture First at the Fairs.

No exhibition or fall fair, great or small, can long exist unless particular attention is paid to exhibits of live stock and the products of the farm. The exhibition idea was in the first place built around the things of the farm, and exhibitions can never hope to get away from the corner stone of their foundations. A show may flourish for a few years in its industrial and amusement departments, and manager and directors may get it into their heads that, after all, agriculture does not matter—it is not a drawing card. At the very moment the running of a fair is done on such a basis it starts to go down, and it is a wise board of directors who keep the products of the farm to the fore. We are pleased to note that this year live-stock entries and farm products are filling a bigger space than ever before. Agriculture must stand first at the exhibitions.

Canada's great west seems to be a country of worries. Westerners worry about drouth, about too much wet, about frost, and now they are worrying over the sale of a big crop of wheat.