



**FEB.**

## The Canadian Thresherman and Farmer

CANADA'S FARM MACHINERY MAGAZINE

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**F. C. BRAY**  
TREASURER

**1911**



"Everything begins and ends with the soil."

## WE ARE LIVING NOT IN A "HORSELESS AGE," BUT IN AN AGE THAT KNOWS AND RESPECTS THE HORSE

### 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 complaint 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."

**T**HIS, our Special Farmers' Automobile number, we respectfully submit to our readers. It is our first attempt along this line and if it is received with the same enthusiasm and provokes as much favorable comment as our Traction Plowing numbers we shall feel more than repaid for the trouble and pains we have put into its preparation.

We are not an automobile publication in any sense of the word. Such publications have a broad continuous mission to perform in that it is their business and their duty to exploit the automobile among all classes. We have watched these publications carefully, and we have felt that in so far as the farmer was concerned that he has not come in for his due share of recognition. They have appeared to graze where the "picking" was easy, feeling that the farmer lacked the education and business acumen to properly grasp the commercial import of the automobile as applied to his own particular use.

A glance at the sales records of the several automobile concerns doing business in Western Canada would doubtless reveal the fact that the farm end of the business had been somewhat neglected. Not but what the farmers

have purchased some automobiles, but considering the fact that the farmers of Western Canada are buyers of expensive machinery in large quantities there is absolutely no reason why the automobile should not form a part of the equipment on more farms than it does.

There was a time when the gas tractor was viewed with suspicion by the farmer. A few purchased, had good success, and now the numbers sold each year is only limited by the supply. There has been a prevalent idea among the farmers that the automobile was a luxury fit only for the man with a big bank balance. The commercial side of the proposition did not appeal to the soil tiller, and he either passed such a machine up with a jest or set the idea aside for some future time when he would have both leisure and money.

Like everything else that is new the matter of introducing the automobile to the farmer is one of education. It requires more than a mere catalog or the statement from any manufacturer that his car is "the best." The farmer if from anywhere is from Missouri and must be shown, but when once convinced he will buy to the limit.

It is with the above in mind that we have prepared this issue of our magazine. We felt that it was due our farmer readers that they be given, in so far as space allowed, a clear exposition of the auto as it applies to their particular needs. Much yet remains to be said, but we must leave it to those who are interested to take the matter up directly with the various manufacturers or jobbers who have endeavored to tell their story through our advertising columns. Write for their catalogs. Ask them any questions you may see fit and we know that the answers will be prompt, cheerful and valuable.

The farm automobile is here to stay. Its practicability has been fully demonstrated, its influence on the social side of farm life is

unquestioned—it is no longer a luxury pure and simple. It has become a decided necessity on the modern farm. Its uses for the Canadian farmer are quite fully set forth in this issue both by text and illustration. The whole number is worthy of consideration and study. The modern farmer must be up-to-date. He must have the latest and best appliances.

The last and probably the greatest addition to this list is the farm automobile. A few years ago it was considered a toy of the ultra-wealthy. It required a millionaire's pocket book to maintain it. The engine was not perfect. It caused much trouble. The tires were more or less faulty. The body of the car could not always be depended upon. Skilled engineers and mechanics have put their best time and skill on these weaknesses, and today they have been largely eliminated. Intricate parts have been removed, weak points have been strengthened, utilitarian features have replaced gaudy finish and ornamentation. The farm auto is truly a working implement and with its present day efficiency is worth all it costs and a lot more.

But investigate the matter for yourself.

There will be no more automobile numbers of this magazine until 1912, and in the meantime look into the auto thoroughly. The first step is a catalog.

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The big subject under discussion these days is "Reciprocity." The Canadian, British and the American press is full of it. In town and country, hamlet and village, forest and field, it is the one engrossing topic. The Canadians are pretty much divided in the matter. The Canadian farmer sees in it a wider market with great future possibilities. The Canadian manufacturer sees in it the entering wedge toward free trade relations. Both, however, seem to—or want to—neglect the fact that what affects one must of necessity affect the other. As a nation one cannot live without the other, and at the same time build up a country in its fullest and broadest sense.

British authorities are also somewhat divided. One party sees in it the propagation of an English free trade policy. The other party sees in it a severance of the preferential trade relations between England and Canada, at the same time taking some pains to warn Canadians that English capital for investment purposes is quite likely to be steered into other channels. President Taft is for reciprocity. It is somewhat difficult to explain his attitude coming as it does from a man who was born a high Protectionist, was raised one, has lived as one, and who has attained the highest seat in the nation as a champion of the protected interests. Some of the legislators are with him in his present move, but a large number eye it with suspicion. The people of the United States in general are for it, and if the question were submitted to a popular vote today it would go through. The great trouble with the proposition is that it is not the will of the people that will rule on either side of the line, but the will of a select few who are not always responsible for what they do.

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