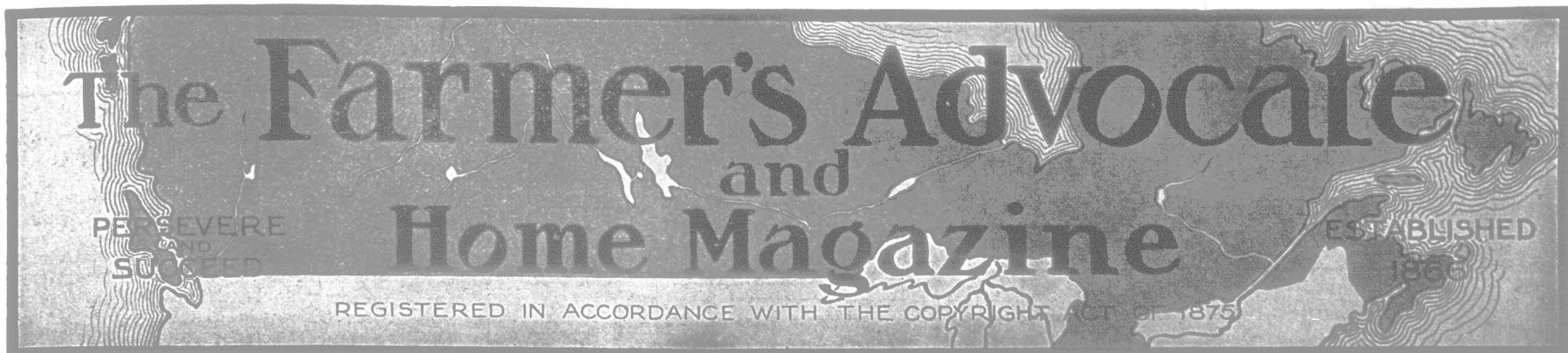




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EDITORIAL.

Close contests add to the value of the winnings.

Once again we meet at "Canada's Greatest Exhibition."

Did you ever notice that a mule never kicks when he is pulling. Get busy and pull.

A little better than the best that has yet been should be the aim of all stockmen.

War seems to be the only successful means of obliterating party politics. All sides stand together in a world-wide crisis.

See the fair. Do not attempt to go over it all too hurriedly. The really good things are missed by the casual observer.

Watch the judging carefully. There is always a reason for placing awards, and the spectator should endeavor to discover what that reason is.

Some very good pointers in show management might be picked up by the county exhibition boards from close observation at the larger exhibitions.

"A little fun, sport and amusement down the Midway is all right, but remember before Parting with hard-earned money that all Midway attractions are 'the other fellows' games."

Here is how our English correspondent expresses his views on the European situation, "We are in for it; keep a good heart." This one sentence was every word which his last letter brought to us.

There is a saying common among baseball men that 'the hits you made yesterday will not win to-day's game.' How well this applies to twentieth century agriculture—agriculture that is different, and which permits of no resting on past successes.

Recreation may be the main drawing card of a large exhibition, but after all to be really successful a show must be educative and instructive. Visitors must be shown something to be remembered, not simply "for the fun of the thing," but for its lasting value to the sightseer.

Within close proximity to the side show spieler and the noisy faker stands some of Canada's finest live stock, for which no loud harangue is necessary to attract the attention of those who attend a fair to see that which makes a lasting impression, and that from which something of value is learned.

We introduce our live-stock advertisers in this issue. Many of our readers already know some of them through business transactions and friendly acquaintance; thousands more will know them by sight from now on, and we hope this introduction will lead to intimate business relations of permanent good to advertiser and buyer alike. Are they not a fine-looking bunch of men? They are just as good as they look. Try them the next time you need some pure-bred stock.

War Courage Needed at Home.

Great Britain is at war; Canada is at war. Thousands upon thousands of our brave soldier boys are fighting with all their courage for the country, the freedom and the homes they love so dearly. What are we doing to help them? We may give liberally of our money and foodstuffs, and this is a great aid, but after all have we not been injuring our own position by incessantly setting up an uncalled-for wail of "hard times"? We have been borrowing trouble and crossing bad bridges before we have come to them. If those who stay at home had the courage of the men at the front we should have none of this pessimistic trembling which threatens to shake the very foundations of business enterprise. We do not know hard times," and there is no good reason why a few of those given to the exaggeration of evils should be allowed to interfere with our national welfare by making us believe that we are in for a period of depression bearing on keenly-felt privation. More than we may realize the outcome of this war depends upon conditions at home. Money and food is the greatest reserve force a country can have. It is the duty of those at home to produce all they can, and to keep up the good times which really exist right now. Business firms should be of good cheer, should keep up the courage for which they have been noted in the past, and should go after business with the expectation of getting it and not let go until they have secured it. Stop talking hard times and slow sales and increase aggressiveness. Carry the fight into the enemy's domain, and drive old "hard times" out before he has a chance, through the aid of faltering and fearful grumblers, to entrench himself. The backbone of our national prosperity is a Gibraltar of strength to the financial situation in this country. Sound from top to bottom are our foundations—the farmers of this country are its mainstay, and they are not pessimistic. They will have money to spend and will spend it, but the advertiser and business man must go after the business. "When the Canadian farmer prospers all is well."

But our big manufacturing industries do not need to pin their faith to the farmer's money only. They have the best opportunity in history to increase output and wage war on Britain's enemies by manufacturing and placing on the market millions of dollars worth of goods formerly brought from Germany. Build up a business now and capture the fortress of "trade." It is the duty of this country to stimulate its own business. No manufacturer can afford to slacken his efforts now. Bolster up; show your strength in action and hold your strong position, yes, and win stronger by pushing the attack. When this war is over the winners in the business world will be the men who stayed in the fight when it was the hottest, and business was the most difficult to get. We must banish this "hard times" talk or we will only bring about the disastrous condition. Business makes "the times," and business men make business. Wage a strong campaign, cheer up and show the people that times are good, and that you are out to win with a good article by a thorough campaign of advertising. Such a campaign cannot lose; it must win, and the stronger the campaign the greater the conquest. Canada has no "hard times."

Proposed Postal Rates and Your Farm Paper.

Readers of farm journals may not be aware that attempts are being made to have changes made in the postal rates which will seriously affect the distribution of agricultural journals. The postal authorities before they impose almost prohibitive regulations should stop for a moment and weigh the matter carefully. The agricultural press stands as the greatest factor to-day, as it has stood in the past, for the dissemination of valuable agricultural information among the rural communities in this country. We make this statement without fear of contradiction. Over in the United States a widespread and thorough investigation was carried on as to the most popular and most valuable agency operating to help the farmer, and of nearly 4,000 interviewed over forty per cent. pinned their faith to the agricultural paper, while only 6.3 per cent. favored bulletins, 3.6 per cent. Farmers' Institutes, 6 per cent. favored agricultural Demonstration Agents, and 4.5 per cent. thought all agencies of equal value. But the most significant feature was that of 469 farmers who took farm papers, attended Institute meetings and received the bulletins, 65 per cent. preferred the farm paper as a means of education. These are farmers competent to judge. We feel satisfied that an investigation in Canada would show similar results. The farm paper is what the farmer needs and appreciates in his business, and while it is right that farm papers should pay a fair postage rate and no publisher of farm journals desires to escape this rate, the fact remains that bulletins are carried free in the mails, as they should be, and the publisher of farm journals—private enterprise—must contribute his share to the revenue to carry these free. Farm papers are published at great cost, and no further burdens should be placed on the publishers, because these burdens must come back on the subscribers who should not be so "held up" in obtaining their most valued educational matter. The people should not be forced to pay more for their education. The farm paper is purely educational in scope and is an undisputed national benefit, and as such should not be hampered by any such limiting factor as zone regulations which practically prohibit the sending of papers to the farthestmost provinces and even to the outlying districts in the local province.

The agricultural press commenced the campaign for better farming through a better knowledge of farming in this country. "The Farmer's Advocate" is older than the Dominion of Canada, having been established in 1866. It was started before any of our now well-equipped agricultural colleges and experiment stations—it was the first practical "professor of agriculture" in Canada. Why should it cost more to read it in Nova Scotia or in British Columbia than it does in districts around London, Ontario, where it is published. The agricultural papers in this country have done their utmost to help the Department of Agriculture extend its policy of educating the farmer. What will the Agricultural Department do to help the agricultural press? No favors are asked. All that the agricultural press wants is a fair field. The farm paper is a national paper, not a sheet of local news to be sold daily or weekly within the small environs of a city and surrounding community. It covers the country and should be allowed to continue to do so.