

**PUBLISHERS' DESK**

One of our people in Western Ontario writes: "I never did any advertising, and do not know your rates, nor ways of doing it, and I will depend upon your kind help."

We are always ready to give the most careful attention to calls of this kind. Our expert knowledge we freely place at the disposal of all our people. We make the advertising the most effective and satisfactory and at the smallest cost—very better service and smaller cost than were in our business being considered, for we realize and appreciate our great responsibility in dealing with orders of this kind.

Some of our people hesitate to write us in regard to questions they may want answered or orders they wish us to fill. Often we learn of friends who have not written us upon subjects they wished to discuss in print through our columns because they feared their writing was too poor.

To all such we would simply say: Write us in your own way, we will appreciate your letter. Don't worry if you think your writing is poor. We will be able to read it and will give it our careful attention.

Last week we received a letter, which caused us to feel sorry for the writer. It read as follows:

"In your issue of Jan. 26, appeared an advertisement for a small churn and vat, no name being given, but referring to Box 10, Farm and Dairy. I wrote a reply to this and signed it plainly Box 10, yet for some reason probably known to your offices, this letter was not delivered to Box 10, and the advertiser never saw it, and instead you wish me to pay \$1.00 for the privilege of advertising my article. I am not averse to advertising, but I am not a hasty reply, so this delay has probably lost me the sale. I would be pleased if you would place my letter in the hands of the man for whom it was intended, failing this send me his name and address; if you will not do this please let me know. Every time it has been necessary for me to write Farm and Dairy I have been subjected to some such annoyance as this."

"As my subscription expired with January, please discontinue it."

On the face of it the absurdity of this accusation brought against us is self-evident. What for and why should we carry on our business if not to render our service with dispatch? We carry on this letter only to show the very unreasonableness of complaining at conclusions wholly unfounded in fact.

In connection with the foregoing we are reminded of an advertisement we saw in type one time. It read: "Above all, in writing letters, never show resentment or anger. The letter lives long after the cause of the offense is forgotten." To write a distant friend a errand call down is an error that is paid for every day in tears."

Only can we succeed as we carry out all of our obligations and render the service and big value in return for other people's money. Be assured that our first aim is to render such service at all times, and so far as we are able, we will. Every one of our thousands of subscribers is given the best service possible.

It is announced that \$100,000 and probably more will be provided by the Dominion Government in the near future estimates to furnish seed to the farmers of western Canada.

**Why Man of To-day is Only 50 Per Cent. Efficient**

By Walter Walgrove

If one were to form an opinion from the number of helpful, inspiring and informing articles one sees in the public press and magazines, the purpose of which is to increase our efficiency, he must believe that the entire American Nation is striving for such an end—

And this is so. The American Man because the race is swifter every day: competition is keener and the stronger the man the greater his capacity to win. The stronger the man the stronger his will and brain and the greater his ability to match wits and win. The greater his confidence in himself, the greater the confidence of other people in him: the keener his wit and the clearer his brain.

The American Woman because she must be competent to rear and manage the family and to depend on all the thought and responsibility from the shoulders of the man, whose present-day business burdens are all that he can carry.

Now what are we doing to secure that efficiency? Much mentally, some of us much physically, but what is the trouble?

We are not really efficient more than half the time. Half the time blue and worried—all the time nervous—some of the time really incapacitated by illness.

There is a reason for this—a practical reason, one that has been known to physicians for quite a period and will be known to the entire World ere long.

The reason is that the human system does not, and will not, rid itself of all the waste which it accumulates under our present mode of living. No matter how regular we are, the food we eat and the sedentary lives we live (even though we do get some exercise) make it impossible; just as impossible as it is for the grate of a stove to rid itself of clinkers.

And the waste does to us exactly what the clinkers do to the stove; it makes the fire burn low and inefficiently until enough clinkers have accumulated and then prevent its burning at all.

It has been our habit after this waste has reduced our efficiency about 75 per cent., to drug ourselves; or after we have become 100 per cent. inefficient through illness, to still further attempt to rid ourselves of it in the same way—by drugging.

If a clock is not cleaned, once in a while it clogs up and stops; the same way with an engine because of the residue which it, itself, accumulates. To clean the clock, you would not put oil on the clock, you would probably find one that would do the work, nor to clean the engine would you force a cleaner through it that would injure its parts; yet that is the process you employ when you drug the system to rid of waste.

You would clean your clock and engine with a harmless cleanser that Nature has provided, and you can do exactly the same for yourself as I will demonstrate before I conclude.

The reason that a physician's first step in illness is to purge the system, is that no medicine can take effect, nor can the system work properly, while the colon (large intestine) is clogged up. If the colon is not clogged up the chances are 10 to 1 that you would not have been ill at all.

It may take some time for the clog-

ging process to reach the stage where it produces real illness, but, no matter how long it takes, while it is going on the functions are not working so as to keep us up to "concert pitch." Our livers are sluggish, we are dull and heavy—slight or severe headaches come on—our sleep does not rest us—in short, we are about 50 per cent. efficient.

And if this condition progresses to where real illness develops, it is impossible to tell what form that illness will take, because—

The blood is constantly circulating through the colon and, taking up by absorption the poisons in the waste which it contains, it distributes them throughout the system and weakens it so that we are subject to whatever disease is most prevalent.

The nature of the illness depends on our own little weaknesses and what we are the least able to resist.

These facts are all scientifically correct in every particular, and it has often surprised me that they are not more generally known and appreciated. All we have to do is to consider the treatment that we have received in illness to realize fully how it developed and the methods used to remove it.

So you see that not only is accumulated waste directly and constantly pulling down our efficiency by making our blood poor and our intellect dull—our spirits low and our ambitions weak—it is responsible through its weakening and infecting processes for a list of illnesses that if catalogued here would seem almost unbelievable.

It is the direct and immediate cause of that very nervous and dangerous complaint—appendicitis.

If we can successfully eliminate the waste all our functions work properly and in accord—there are no poisons being taken up by the blood, so it is pure and imparts strength to every part of the body instead of weakness—there is nothing to clog up the system and make us bilious, dull and nervously fearful.

With everything working in perfect accord and without obstruction, our brains are clear, our entire physical being is competent to respond quickly to every requirement, and we are 100 per cent. efficient.

Now this waste that I speak of cannot be thoroughly removed by drugs, but even if it could the effect of these drugs on the functions is very unnatural, and if continued becomes a periodical necessity.

Note the opinions on drugging of two of our most eminent physicians:

Prof. Almon Clark, M.D., of the New York College of Physicians and Surgeons says: "All of our curative agents are poisons, and, as a consequence, every dose diminishes the patient's vitality."

Prof. Joseph M. Smith, M.D., of the same school says: "All medicines which enter the circulation, poison the blood in the same manner as do the poisons that produce disease."

Now, the internal organism can be kept as sweet and pure and clean as the external and by the same natural, sane method—bathing. By the proper system warm water can be introduced so that the colon is perfectly cleansed and kept pure.

There is no violence in this process—it seems to be just as normal and natural as washing one's hands.

Physicians are taking it up more widely and generally every day, and it seems as though everyone should be informed thoroughly on a practice which, though so rational and simple, is revolutionary in its accomplishments.

This is rather a delicate subject to write of exhaustively in the public

press, but Chas. A. Tyrrell, M.D., has prepared an interesting treatise on "The What, The Why, the Way" of the Internal Bath, which he will send without cost to anyone addressing him at 276 College St., Toronto, and mentioning that you have read this article in Farm and Dairy.

Personally, I am enthusiastic on Internal Bathing, because I have seen what it has done in illness as well as in health, and I believe that every person who wishes to keep in as near a perfect condition as is humanly possible should at least be informed on this subject; he will also probably learn something about himself which he has never known through reading the little book to which I refer.

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