

the labor saver. And then a small gasoline engine to run the washer, sewing machine, grindstone, corn

AD. TALK

A story of success is connected with the Sarnia Fence Co. It relates to how they, through advertising backed with efficient service, have gained the confidence of many farmers of this country.

Their's has been a quick success. Advertising made it possible.

Three years ago the original plant, out of which this company grew, was doing business in the United States. It was situated at Port Huron, across from Sarnia.

The directors were in touch with the Canadian situation. They saw a great opportunity for their fence in the Canadian field.

They crossed the river to Sarnia, and commenced a branch. It was organized as the Sarnia Fence Co.

Having manufactured fence in competition with all that offered on the American side, these people did not seek to take advantage of the tariff to put up their price. They started in to do business with Canadian farmers. They dealt with farmers direct.

From the outset their plant has grown. Until recently their output limit has been as high as 60 miles of fence a day, with an average of about 45 miles a day. Now they are enlarging their factory. By next spring they will go to a capacity of 100 miles of fence every 10 hours.

Mr. McCrea, Sec.-Treas. of the Sarnia Fence Co., believes in advertising. On all this fence they manufacture they set aside an appropriation of 1% of a rod to be used for advertising purposes only.

They figure on spending every bit of this appropriation for advertising. Their advertisements are placed in the leading farm papers. Of course Farm and Dairy is included. Thus have they let the farmers know of their fence. It is sold on a basis of one reasonable profit,—all middlemen and salesmen excluded.

The definite appropriation set aside for each rod of fence manufactured, and this appropriation used to advertise it, has been a great factor in the wonderful growth of the Sarnia Fence Co.

Through all of their work and their dealings with the farmers, the Sarnia Fence Co. have ever sought to win their customers' confidence. They back it all with a guarantee, absolute and positive, giving customers the liberty of returning the fence and getting a refund of every cent of money, freight both ways included.

The farm papers have had much to do in helping the Sarnia Fence Co. This fact they readily concede. Out of their actual experience they testify to the superior worth of Farm and Dairy.

"A Paper Farmers Swear By"

sheller, and other light appliances will lighten the labors in both house and barn. All these things are within reach of the progressive farmer, who will find no investment to return a greater profit in time, comfort and happiness.

Why Boys Leave the Farm

L. C. Smith, Peel Co., Ont.

The seeming prosperity of which our town friends are continually talking is only a "seeming" prosperity. Not long ago we had a friend visiting us from Toronto. As we talked at the dinner table on politics, farming, etc., I happened to remark that we had put \$300 aside the year before, and that this was pretty nearly the average of what we had done for eight or 10 years.

"Do you know, my friend," said our visitor, "that you are better off than most city people who are well educated in professional lines, and are supposed to hold good positions. For myself, for instance, I have a good profession and earn a good salary, but the last few years I have not been able to save one cent. You are lucky in being a farmer."

I began to think that the position of the farmers was not so bad after all. But when I began to consider the difference in my friend's position and most town people, had not looked deep enough. My city visitor hadn't a cent invested in anything; he was only a wage earner. If I only allowed myself five per cent, on the money invested in our farm, I should have \$300 over and above my wages. Surely a man should expect to get a good living from his work on the farm and have the interest of his investment as so much gain.

COST OF HIGH LIVING

And then I began to consider the difference in the way we lived. I had visited this friend's city home and I all of their washing to the laundry did very little baking, as the bakery was so handy, and spent more money on clothes in one month than the women folks in our home would do in six. My friend frequently occupies a box at the theatre, a luxury that we seldom ever enjoy. All around his home there were evidences of high living, which must have meant an expenditure that we could not possibly have met on the farm.

We farmers, I have discovered, are considered prosperous by that class of city people, because we can put a little money in the bank at the end of the year. Did we live as they do, however, we would soon be bankrupt. My own sons see the difference in the way that we live. They know that our farm will never give them a living such as our city friends enjoy, and they are doing some tall thinking about the advisability of staying with the farm. When I hear that the population of rural Ontario is many thousands behind what it was a few years ago, I guess some other sons must have been thinking along the same line. It is greater prosperity that will solve the questions of "Rural depopulation." "Why the boys leave the farm," etc., etc.

The purpose of protective tariffs is to make scarce the necessities of life. This enables the protected manufacturers to put up the price. Yet they tell us that protection is a scheme to bring plenty within reach of all. Surely this is one of the wonders of the age. According to the report of scarcity high prices are low, and the less we can buy the more we really have. Truly this is a tangle which only the protectionists and the subsidized press can explain.—Grain Growers' Guide.

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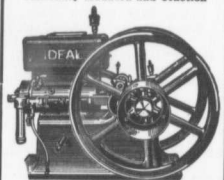
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