

hard and late, live on what you can't sell, give nothing away, and if you don't get rich and go to the devil, you may sue me for damages." The man of brains who does not live for money making should remain on the farm, and the Institute should be a factor in keeping him there, happy and contented.

In the early days of Institute work, my idea of a first-class Institute worker was one who had made a signal success in some branch of agricultural work, and could stand on his feet and tell how he did it. And this kind of man was always welcome at the meetings. Such a man usually always told his story from beginning to end and provoked very little discussion. The meeting was considered a success by those who attended it, and for some years I believed I was following the right lines. Then I began to see my mistake, for I found that when some thoughtful man in the audience asked for the reasons why certain causes produced certain effects, the speaker could not tell. He did not know. By certain inherited shrewdness and by virtue of hard work he had mastered many of the difficulties that presented themselves on his own farm, but he knew nothing of the principles underlying these results, and when others tried his method, they failed, because of the differences in their conditions or environments.

Under these circumstances, one of two things must be done with this kind of a worker. He must either be dropped from the list, or be properly instructed himself in the A. B. C. of Scientific Agriculture. I believe that the latter scheme will work in many cases. The man already knows two things well:

1. He can farm one farm as it should be farmed.

2. He can tell how he does it.

In addition, he has learned a great many things from the experience of others, as he has travelled all over the State or Province. If, then, he can be taught the simple principles underlying the processes he is endeavoring to teach, he will become, indeed, a most valuable instructor. I know of one Institute Director, at least, who is taking every one of his workers this year to an Agricultural College, there to remain until each in his special line is drilled in the "reason why" of things.

I have also changed my views somewhat in regard to permanent organization for Farmers' Institute work. In the beginning of any successful educational campaign it is necessary to create first a public sentiment in favor of the new movement. One means used to this end is the holding of public meetings, and for the success of the first gatherings, at least, it is essential that the speakers shall be men of no small oratorical ability. Real orators attract the crowd and strong addresses well delivered have always been potent factors in framing public opinion.

Most Farmers' Institutes started in this way, and some have gotten very little further. No permanent county organization has been effected, and yet the demands for meetings have been greater and greater each year, and to these meetings are sent men who have never been in the neighborhood before and probably never will be again. They make their talk, and arouse some enthusiasm, and go away, and the place settles back to its old ways of thinking, and its old ways of doing.

Surely every State in the Union and every Province in the Dominion has grown beyond this organizing stage in