

in reverence. But I am too reminiscent. We are about to deal with a "factory," not a half or three-quarters of a century old, but with a "factory" that exists today, one that is teeming with life and enthusiasm, and one that is producing results and paying dividends that are counted in terms of millions. We are dealing with a factory that uses the most modern "tools," and that is turning out manufactured products second to none, for our No. 1 Hard is the world's standard when it comes to wheat, and our other products are by no means found in obscure markets. We use the traction plow to an extent that it is used in no other section of the world per population. We are doing big things, and we are doing them in a big way. None but the most modern "tools" are employed in this "factory" of ours, and the highways and byways are full of discarded implements that once were the glory of the farmer and the "pride of his eye." We build we know not what. Upon the success of this "factory" depends to what extent future generations shall face starvation or plenty.

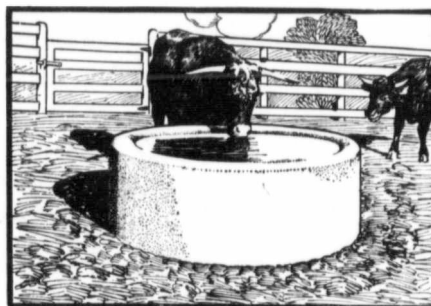
The world is our market place, and our manufactured products shall be world products. The "Canada" brand is destined to become known in every corner of the globe, and a Canadian product a standard of excellence and value.

Have I made myself clear? This vast prairie West is a "factory," and every farmer is a workman. Every workman is a stockholder, who fixes his own dividends to a very large extent according as he uses the intelligence and industry with which he is endowed. In future lessons I intend to deal largely with the tools that are used in this "factory," what they are for and how they can best be made to serve the purpose for which they were intended—that of producing manufactured products in the shape of crops of wheat, oats, barley, flax, etc. In my next lesson I shall deal with the matter of "Power in the Factory."

The "Magnet" Cream Separator

No less in its volume of business than its far-spread connections, the rapid development of the Petrie Mfg. Co. is one of the many remarkable indications of the growing interest that is being taken in the dairy farming throughout Canada.

With its factory and head office at Hamilton, this company now has its branch establishments (nearly all conducted in its own warehouse premises built especially for the "MAGNET") at St. John, N.B., Montreal, Winnipeg, Regina, Calgary and Vancouver. The Petrie warehouse in Winnipeg is one of the best equipped storage and office warehouses in the city, fitted as it is with every recent improvement



Which is Your Choice?

Sloppy, leaky wooden troughs, or clean, durable Concrete?

Wooden drinking troughs are about as reliable as the weather.

They are short-lived and require replacing every few years—not to mention continual patching to keep them in repair.

The best of wood cannot withstand, for long, constant dampness and soaking. Its tendency to rapid decay soon shows itself in leaks and stagnant pools of water around trough.

Contrast with this the durability, cleanliness and well-ordered appearance of Concrete.

Which?

The dampness which destroys lumber only intensifies the strength and hardness of Concrete.

You can impair a wooden trough with comparatively little use; but it takes a powerful explosive to put a Concrete water tank out of business.

Which

is your choice—expense-producing Wood, or money-saving Concrete?

We'd be glad to send a copy of our book, "What the Farmer Can Do With Concrete,"—Free—if you'll ask for it. It tells the many uses of Concrete in plain, simple language—tells how to make

Barns	Hens' Nests	Stables
Cisterns	Hitching Posts	Stairs
Dairies	Horse Blocks	Stalls
Dipping Tanks	Houses	Steps
Foundations	Poultry Houses	Tanks
Fence Posts	Root Cellars	Troughs
Feeding Floors	Silos	Walks
Gutters	Shelter Walls	Well Curbs

Canada Cement Co.

Limited

51-60 National Bank Building, Montreal



and device that can be suggested for the special needs of a business of the kind.

We have the pleasure of reproducing a photo of Mr. A. B. Petrie, the President of the Company, whose personality is a well-known figure in Western Canada to-day. The companies with which he is identified as President has large investments in the Canadian West, which business has been built up by sterling business methods which make for permanent success.

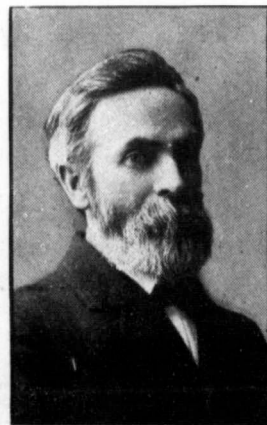
While giving the best of his time and energy to the conduct of the factory at Hamilton, Mr. Petrie makes a tour of the West three or four times every year with the purpose of keeping abreast of the times and adjusting his business to the needs of every new development.

A "MAGNET" warehouse being required in Alberta, Mr. Petrie has just made arrangements for the erection of a three-storey, re-inforced concrete fireproof building, 100 ft. by 42 ft., in the city of Edmonton, making another link in the Petrie warehouse chain, which will soon be completed on warehouse property owned by his company in the various provinces for that purpose.

Originally a farmer's son, the subject of this sketch, approached the manufacturing of the separator with the knowledge of one

who knew experimentally what was required in a machine for perfect skimming that was at once easy to handle and so simple in construction that the business of keeping it thoroughly clean presented no difficulties.

The Petrie factory is exclusively devoted to the manufacturing of the "MAGNET," and has a daily capacity of 50 separators; therefore, with the experienced mechanics and the best possible material, only good machines are made. Over a million dollars stand behind the "MAGNET,"



A. B. Petrie, President Petrie Mfg. Co.

all invested in Canada, to guarantee every machine and statement made.

Mr. Petrie's public life in the East presents an enviable record. He is identified, among other enterprises, with the Guelph and Ontario Loan Company, of which he is president and in which over a million and a half dollars are invested in Western Canada.

A handsome new catalogue has just been published in English, French, German and Russian by the Petrie Company, which, in addition to the concise account it gives of every detail of the construction and handling of the "MAGNET" is a clever compendium of the cream separator as a dairy utensil, and offers many valuable hints on successful dairy farming generally. A cook-book, compiled from receipts of "MAGNET" users, is also published by them in English and French, a copy of the cook-book to be had free by request.

Mr. T. S. Petrie, a director and general sales manager for Canada, is located at Winnipeg, the most convenient on the map for the handling and distribution of the "MAGNET," and extends a cordial invitation to all interested in the dairy industry to come and see him, and inspect the splendid building erected by his Company (at the corner of Henry avenue and Tecumseh street).