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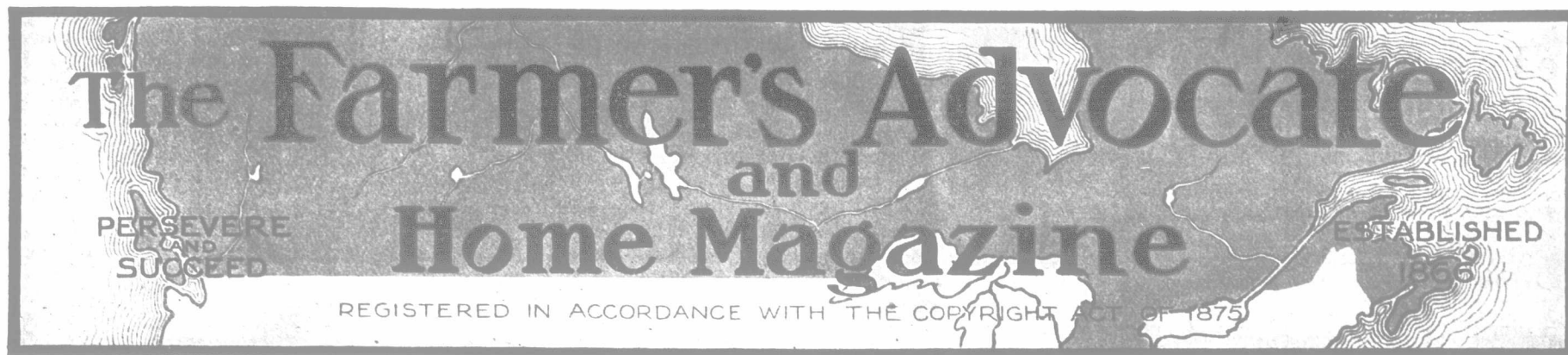
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VOL. L.

LONDON, ONTARIO, JULY 8, 1915.

No. 1189

## EDITORIAL.

Make your farm famous for something.

Cultivate a helpful community spirit.

Remember this is a year of sacrifice, not selfishness.

It never pays the stockowner to pasture the roadsides.

No man can afford to be less than 100 per cent. efficient, and yet most are.

Uncle 'Bije says we had better not wait until the time of the funeral to be neighborly.

The public have already noticed that the farmer is about the most sensible motorist on the road.

Save well all possible feed to be the better prepared for the winter campaign in stock barn and dairy stable.

If more people would insist upon buying and selling on grade, or according to quality, all would benefit.

"The British army is exceedingly well fed." Thus writes a war correspondent. Let us do our part to keep it so.

Does it pay to give thorough after-crop tillage? Read what a correspondent says in another column and be convinced.

The Kaiser is reported to have said: "O Lord! I didn't want this war!" If he didn't want it, who did?

The motor car has the riding plow beaten out of sight in the popularity heat, but the plow will be there at the finish.

We are told that the young men are taking hold of farming and making good. The farm needs all of these men it can get.

When wheat drops to 50 cents a bushel and cheese to eight cents a pound, we may again pull out old Nancy Hanks and the phaeton.

Let the boy commence to prepare some stock for the fall fair. If it does not pay in dollars and cents it will in added interest in live stock.

Complaints are many that corn has done poorly. Make it do better, and make up for lost time by more frequent and thorough cultivation.

The professional horticulturists will find a useful field for effort in evolving frost-proof beans and tomatoes if Jack Frost continues his Zepelin raids.

Marketing may be one of the biggest problems this fall with many articles produced on the farm, notwithstanding the keen demand for others. It is time to study the marketing problem.

Where will the farmer who wakes up and finds himself without live stock be when the war is over and grain prices drop? He will be without his best and surest source of revenue.

### The "Well-bred" Class.

In looking over market reports a few days ago we noticed quotations were higher on and the demand much keener for "well-bred stuff." Did you ever stop to consider what it means to breed, grow, feed and sell stock which meets a ready sale at top prices, no matter whether the market be brisk or draggy? The call was for well-bred stuff. It is ever thus. The ill-bred, skinny mongrel is not wanted, and yet it is bred in all too large numbers. But, you say, what is meant by well-bred stuff? That is easy. Pure-breds of the right sort; grades of the feeding kind; cross-breeds which will lay on fat. These are the well-bred stuff. There are scrub pure-breds which would not be numbered among the well-bred stuff by a butcher on the market. There are grades and animals the result of the first cross which would not reach the select company, but all the well-bred stuff would fall in the pure-bred, high-grade and first-cross classes. Pure-bred animals of any of the recognized breeds, would, if bred on the proper lines, be first in the well-bred class. Then would come the grade and the first cross. The grade should lead if it is a high-class grade built on a foundation of persistent use of pure-bred sires on cows so high grade as to be almost full blooded. The first cross of Angus and Shorthorn, or Shorthorn and Hereford, or Angus and Hereford, would be considered well-bred, and would likely show it in the feeding qualities and finish if not in color. Crossing is not generally recommended but grading up is, and under some conditions even crossing is found profitable if not carried beyond the first generation. Are your market cattle in the well-bred class? If not, why not?

### Look Out for the Fake Subscription Canvasser.

The circulation crook is still at large taking advantage of a gullible public and hampering honest, upright canvassers doing business for publications of standing and integrity, and offering value not worthless premiums for subscription money. There are many good men doing circulation work, but their efforts are seriously hampered by the few "slick" gentlemen who crop up here and there giving away fountain pens which write once and scratch ever after, razors which never cut and are worthless, cheap books of no real value, and other little traps to catch the unwary. These premiums, to induce people who do not want a paper to subscribe, cost next to nothing and are worth nothing, as the new subscriber soon finds out. Generally, the paper which goes with the premium is on a par with the premium itself. Stop and think! Do you ever get something for nothing from a stranger in business? Can you expect it? Is a paper worth reading which does not sell on its merits, but is taken because a pen or razor is used as a bribe to get the subscriber? If it is junk that is wanted get the paper with the valueless premiums.

There are some unscrupulous canvassers who are not bona fide representatives of any publication, who travel around the country attempting to sell farm papers and who will take the money and give a receipt for almost any paper the farmer desires. The subscriber should be on the lookout for this fraud, for such it is. Many such receipts are merely blanks filled in by the canvasser who signs in such an illegible hand that no one could read it. It is a fake receipt,

and as such is valueless, but the other fellow has the money. The paper never comes, and often a reliable publishing house is wrongfully blamed for its non-appearance. There should be more stringent laws to catch and punish this class of robber. And above all the people subscribing for papers through strangers should insist on getting a receipt bearing, in printed form, the name and address of the publishers as well as that of the publication and the whole signed in plain writing by the bona fide representative of the paper whose printed receipt forms he carries. Subscribing through a neighbor or local representative is different; he is known and is responsible. This would help put an end to this nuisance.

Very often the canvasser may be easily beaten down in price of his publication. If the victim does not show signs of parting with a dollar he will take 50 cents, or he will explain that the dollar is really charging nothing for the paper itself, being only enough to pay the postage. This is another catch without foundation. The postage on a paid-up subscription to a sound weekly or monthly publication, doing business on straightforward principles with prepaid subscriptions is not \$1.00, nor 50 cents, nor yet 25 cents. It is much less. Do not believe these misrepresentations, and have nothing to do with the gentleman who brings up this as a point of the argument.

It is all summed up in a few words: A paper worth while is not sent out as an adjunct to premiums. A publication desiring to do business and give value puts the value in the paper. The canvasser who hands out blank receipts should not be trusted, and the canvasser who lies to deceive people into subscribing and takes money under false pretences should be arrested and get the term which he deserves.

### A Hobby on the Farm.

Does the farmer need a hobby? Because of his out-door life and variety in occupation the man about town possibly thinks not. Compared with the business man of the street or the shop worker, the man on the land has the best of it. He may work longer hours and be more physically tired at night, but he has had change and fresh air and can stop if he wants to. He has a better working partner than the town man—Nature. The crops will not defer growing even though he sits under a tree or on the porch for half an hour after the Rural Mail Courier has passed. He may make an occasional pastime of fishing to vary his meat diet, and the Fall Wheat will keep on ripening. If his wallet be long enough, or if he thinks it is, he may join the crowd and buy an auto and motor over to the branch bank to cash his milk check or leave it on deposit at 3½ per cent. interest, and watch the financier convert it into 15 per cent. dividends for the stockholders. Without a doubt, motor-ing in many sections is the farm hobby of 1915. How successfully it will outride the post-bellum financial slump remains to be seen. In the meantime, while the roads are good, it is the liveliest recreation maker that ever struck the farm. Without a hobby, nine out of ten people sag into a rut. Working much alone, the farm man is liable to a habit of mind which an occasional hobby will likely correct. Mere money gathering is not a good hobby, for it tends to sordidness and miserliness. The circle of a dollar is too narrow a horizon for a man. He needs a wider