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IS THE TRACTOR HERE TO STAY?

HOW long is the farm tractor to remain in the limelight which at present it enjoys? It is a fair question to ask? Some may say that it will last just as long as the war does, and that he who wishes to see the present tractor boom continue is but saying in another way that he wants the war to continue. This is not true. There is not a single tractor manufacturer to-day who wishes this war to continue one second longer than is necessary. In fact, at the recent National Tractor Demonstration held at Salina, Kansas, the writer never saw and never hopes to see again a greater "win-the-war spirit" exhibited than that which was backed up by the tractor manufacturers, who were there for the purpose of exhibiting their machines.

So rapid has been the rise of the tractor industry, and so great has been the demand for this class of farm machinery, that it is but natural that men and capital are turning towards it, and it is also but natural that they should ask themselves the question—and also ask it of others—where is this tractor business going to lead to? Is it on a safe and sane foundation? Is it backed up by positive demand, or is it merely a demand occasioned by passing fad? To answer this question is diffi-

cult. One has to be more or less of a prophet, and furthermore, one cannot be too positive in one's statements, but, upon the whole, we have certain basic facts that will serve as a pretty good hypothesis towards forecasting the future of the tractor industry. First it can pretty safely be said that the war, whether it continues or ends to-morrow, will have little immediate effect on the production and use of farm tractors. If the war were to end at once, there would naturally be a short disorganization period, during which time almost anything might happen, nobody knows what. But when the seas are again opened to commerce, there is bound to be the greatest movement in history in the way of foodstuffs and farm implements, especially tractors and tractor tillage tools, to replenish the depleted supplies of war-weary starving Europe. American and Canadian farmers will continue to feed the North American continent, and the Allies, and in addition will be required to furnish all the food available for the Central Powers, and even for Russia and Roumania. The North American continent is in no danger of starving. We have, nevertheless, drawn seriously upon our food reserves to feed the Entente Allies. This is witnessed by our wheatless days, by

our meatless days, and before this war is over we may have other "less" days. England, France, Italy, and the other Allied countries are on short rations, and have been for three years. Austria is on the verge of famine, and Germany is not far off. Russia, Roumania, Scandinavia, Holland and other countries are in a similar condition. Their fields have not been properly tilled for four years. Little or no fertilizer has been available to keep up the productivity of the soil, which has deteriorated accordingly to a very great extent. Their tillage tools are largely worn out or been destroyed, with comparatively little labor available to make more, or use what there is. Very little consideration is necessary to show that the pre-war conditions cannot be established overnight upon the stoppage of the war. Even the demobilization of the armies will take months, and perhaps years.

We are going on the assumption that the Allies will win the war. No other condition is thinkable or possible. We must win, whether it takes one year or fifty. If we lose, either by military defeat or diplomatic compromise, we forfeit our right to live as a free people. We lose, for perhaps evermore that upon which our free institutions have been based,

the very foundation of our country will have been taken from under us, leaving us stranded upon quicksand. Therefore, we cannot lose. We must win. We will win. The Kaiser and his crowd must capitulate, or be destroyed root and branch. There is no other way.

If the war goes on, the present food conditions of the world must of necessity become worse. Already, 25,000,000 of our available 35,000,000 or so of man-power on the North American continent is being used for war purposes, directly or indirectly. In European countries, conditions are worse, and the longer the war lasts the worse these conditions must become. Every known expedient must then be adopted to conserve the man-power, to make it possible for each and every man, woman and child to produce more of every necessity, both of farm and industrial products. Every farmer must till more acreage, and every acre must produce more crops. We must not only farm extensively but also farm intensively. We must plow broader, plow deeper, and plow faster. And the same is true of every other farm operation. All of which means more tractors and better tractors.

In the light of this, what is the
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Tractor and Farm Machinery Exhibit, Brandon, July, 1918