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APRIL

"Cheap" Implements

1915

OUR GUARANTEE

No advertisement is allowed in our columns until we are satisfied that the advertiser is absolutely reliable and that any subscriber can safely do business with him. If any subscriber is defrauded E. H. Heath Co., Ltd., will make good the loss resulting therefrom, if the event takes place within 30 days of date advertisement appeared, and complainant be made to us in writing with proofs, not later than ten days after its occurring, and provided, also, the subscriber in writing to the advertiser, stated that his advertisement was seen in "The Canadian Thresherman and Farmer." Be careful when writing an advertiser to say that you saw the advertisement in "The Canadian Thresherman and Farmer."

SO LITTLE HAS PRICE to do with the character and value of a manufactured article that many things at the very bottom of the price list cost far more in the long run than the high-priced line at the top. This was never more true of any class of manufactured goods than of agricultural implements, tools and machinery. What farmer of any experience has not had it forced upon him that a "cheap line" in a plow, a binder or a box wagon, is something like the untrained troops the Minister of Militia has referred to as "worse than useless—they are a menace?" A few extra dollars on the original price would have covered the wide difference between the very lowest type of material and workmanship and the highest grade in both cases. Those extra dollars would not only "never have been missed," but they would have saved the tragedy and loss of a whole season.

"CHARACTER IS MORAL ORDER seen through the medium of an individual nature," says Emerson in speaking of men. It is no less true of anything that men make, and the first thing that any man of sense will consider is the *character* of an article he contemplates buying. If it is of doubtful character, it is probably the most expensive thing of the kind he can buy, even if it may be "given away with a pound of tea." If he needs it and knows it to possess those qualities it must have to deliver the goods, it is a decidedly cheap investment, even if he pays what may seem a high price for it. Bargains are not necessarily low-priced acquisitions. A "bargain" is something that is positively worth more than it costs. A "cheap" article, according to the most recent dictionary, may either be that or it may be "worthless," "of little account."

ALL THAT THE ADVERTISING WRITERS can say, all that the publicity experts can think of to illustrate and embellish a poor razor, may sell many thousands, but can never make it a good shaving tool. What a sorry reflection, is it not, to know that the greater part of manufactured products are sold by advertising (which is another name for "reputation"), and how relatively few find their way to the consumer by their unemblazoned *character*? What a lot of our farm machinery still finds its way from the dealer to the heart of the farmer by its appearance! And yet we may not say that one such attractively garnished commodity is a "base subterfuge," nor can we scorch the manufacturer of it with the brand of dishonesty. The demand has been created somehow for a certain thing at a price, and the manufacturer is doing nothing more than meeting the demand.

A STREAK OF MEANNESS runs through human nature everywhere that must be gratified or pacified, but its "satisfaction" is usually short-lived. An offence against

common honesty, it brings its own punishment in a certain disappointment and loss that the fair-minded man rarely has to face. It is a common axiom in all trading that one usually gets just what he pays for. So that if an article of cheap unseasoned timber is painted or veneered to have the *appearance* of the best, no one but a fool will be misled by its price. An honest man will never expect to get for five dollars a thing that looks like the "real mahogany" and which costs ten dollars. Wonderful tricks can be performed with iron, steel and timber—and a lick of paint. A little paint will go a long way, and you know it is but a protecting garment. The value all the time is in the *character* of the tool.

CHARACTER IS THE ONLY THING worth buying. The initial cost in excess of the "cheap line" is usually inconsiderable, even to the poor man. Even if it represented a wide margin, the difference *pays* over and over again in long life, immunity from all sorts of leakages in repairs, enforced idleness, and in the quality of the work done. This is especially the case with regard to agricultural machinery and implements. There are few purchases in which the buyer can be more easily "done" than in a composite of wood and iron. A really good farm wagon costs say \$110, but another very *like* it can be had for \$90 or less. Where's the difference? At practically every vital point—underneath the paint. One is made from natural *air-seasoned* oak and hickory, the other from maple, or elm and birch, *kiln-dried*. When the farmer is calculating "costs" does he figure out the difference in *character* and therefore price between oak and maple? And that while it takes two or three years to thoroughly *season* timber, it can be "dried" with hot air in a few weeks?

THIS IS BUT ONE OF MANY instances in the construction of an agricultural implement in which there is mighty spread in lasting quality and therefore market value between the solid, wear-resisting, weather-proof article and its cheap likeness. How is the novice to get to know the solid from the pinchbeck in the maze of catalogued articles that are offered him? Well, the price difference will startle at once on an interesting inquiry, as at first sight it looks as if one applicant for his patronage was attempting to rob him. A name can be carried too far as a recommendation to a manufactured article, but industrial history tells us that wasn't the "name" that built up the great business of the leading manufacturing houses, but the *character* of the goods that made the name for the house. Good "names" take quite as much to maintain them as it did to make them. Eternal vigilance did not keep them at concert pitch to-day; they would blow out in one season.

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