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EAST AND WEST MEET

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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 complaint 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."

THE MANUFACTURERS OF THE EAST and the farmers of the West have met together in one cosy parlor; they are said to have made a bonfire of old recriminations and from the ashes it would seem as if something might arise that had the promise of life in it. Whatever of wisdom may have marked the deliberations of this mysterious, *in camera* conference, there is one inconceivably foolish thing it does not allow us to forget, viz.: the pity that the two greatest factors in our national household—so dependent on each other—should ever have been in conflict. Of all misunderstandings we have ever known between good men, we cannot recall anything quite so pronounced as the mutual distrust that exists between the manufacturers of farm equipment and their customers in Western Canada.

FOR THIS THE BLAME MUST BE MUTUALLY BORNE. From careful observations we have no hesitation in saying that the manufacturers of Eastern Canada have not yet shown that disposition to get next to their customers that one

looks for in all transactions in which a man seeks to secure and hold in perpetuity the confidence of another to whom he would sell something. This is speaking broadly, of course, and is not a sweeping allegation directed at the business attitude of every aspirant for Western business; but frankly there is a general feeling on the part of the Western farmer that with regard to certain remarkable differences in prices and tariff anomalies he is being exploited—unfairly discriminated against.

THAT IS HIS CONVICTION and his complaint is not belittled by the fact that he finds the manufacturer somewhat unapproachable. So far, there has been a certain "standoffishness" on the part of the man from whom he buys machinery and implements, a marked unwillingness on the part of that superior person to explain certain differences that bamboozle him. Plainly, he feels that he has been snubbed in every attempt to obtain information that he feels he is entitled to, information that could work to the prejudice of no honest trader and which if frankly elucidated would do more than anything in the way of conferences to win that confidence without which any form of enterprise in business getting is bound to fail.

THE EASTERN MANUFACTURER has not yet fully measured the character and capacity of the Western Farmer. He knows almost as little about him as he does of the Slavic grain grower to whom he has been shipping machinery and implements in Central Russia. He has met some "delegates" at odd times when it has been found necessary to beard the government at Ottawa, but the real man who is producing the goods, the farmer who can and will pay a

fair price for his tools the manufacturer has not yet had the privilege of knowing and taking to his heart as he will have to one of these days. The representative farmer we have in sight can speak for himself all right but he is not what one would call a platform success. He is not a figure-head at conventions. He sticks to his farm like a barnacle to a ship's bottom. He is not skilled in the arts of diplomacy. He may cut a poor figure in a drawing room but of all men worth knowing whom we have met in two hemispheres, commend us to the Farmer of Western Canada.

THERE ARE UNDESIRABLES, however, in every township. One of these we have referred to (on page 3 of this issue). He is representative of a very large number, "living monuments" of ineptitude and greed—the man who provides the only conceivable reason why the banks are so reluctant to finance the farmer. We can most definitely assure our friends from the east that there's more of him about than they have any knowledge of and that he will have to be inspected and put in his place before any scheme to break up a million acres of unpossessed prairie sod can be entertained. The government gave him his land for a mere song. The government ought to see that no man who has been given a heritage in the land should be allowed to hold it for speculative purposes. The government has made it a punishable offence for any farmer to grow noxious weeds. It should also see that the man who will not even grow weeds shall disgorge in favor of someone who can and will farm the land he has received as a gratuity.

THIS "BACK TO THE LAND" SCHEME is workable in one way only in the face of actual facts. It is a lop-sided idea to draft a horde of novices from Europe or anywhere and dump them down on new territory while so many experienced farmers who have given the very best hostages for integrity and ability are unable to carry on their farming operations for want of a little financing. Surely the only way with sense and justice in it is to place the matter in the hands of the farmers themselves. It will be a much simpler business financing men whose credit rating is second to none anywhere than launching out into what looks "confusion worse confounded."

THE FARMERS WHO HAVE BEEN WITH US for years and have paid for their knowledge by hard experience and hard earned money are now the men to be consulted and assisted to the extent of whatever they need. If the government would canvass the farmers as carefully as they have combed out advice from the banking interest, they would get practical help in the "back to the land" problem they have never dreamt of.

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