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potatoes, timothy grass and a hundred other things are uncertain, affected vastly by the vicissitudes of the weather. But alfalfa once rooted in dry, rich soil has the permanence of the wild native things. Corn also planted upon alfalfa sod, well cultivated, mocks at seasons, for floods affect it not, since the land must perforce be well drained, and drouths and heat that scar other vegetation pass it by, leaving it fresh, green, and undismayed.

These crops, corn and alfalfa, are destined not to free us farmers from labor, for they bring abundant labor, but they take away many of the cares and perplexities incident to the growing of uncertain things and make our incomes abundant and secure. Will we grow these crops? Progressive farmers will answer yes, and grow them abundantly.

QUESTIONABLE ADVERTISING

Not many years ago newspapers in various parts of Canada were taking unctious to themselves because that they would not print "patent medicine" advertising in their columns. The local dailies were among them. Few of the papers who got so suddenly good have retained their virtues in that respect. Nearly all of them are now loaded with advertisements about various nostrums. Never any more do we read criticisms of those, for the most part, fake medicines. No more do we read of the glow of satisfaction in well-doing with which the daily papers used to regale their readers. You can have any disease you fancy merely by reading up the symptoms described in those advertisements, and you can make your choice of numerous "cures" for your imaginary ills from the same source.

The evil of patent medicines and their fake advertisements is just as evil to-day as it was five years ago. The fakes are just as fakey and the frauds quite as fraudulent. Yet most of the papers seem to have become drowsy on this question, or to have fallen from grace entirely. At any rate a great deal of the nauseous stuff is being published.—Saturday Sunset.

Farm and Dairy stands by its policy in this regard, and although we, thereby, drop thousands of dollars in immediate revenue, that does not make us waver from the course we have adopted. Our readers appreciate the fact that our paper is clean; that they can without anxiety have it come into their homes as a real friend, and have no fear as to any untoward influence on the members of their families. Our advertisers appreciate the fact that we stand back of them, as set forth in our Protective Policy published on this editorial page, and refuse to accept Electric Belt, Patent Medicine, and other forms of questionable advertising.

The rural phone can be made to play a very important part in the marketing of farm produce. Market quotations vary considerably from one day to another. Buyers are always ready to take advantage of any change in the market and those of us who have no ready means of getting the daily market

quotations are apt to accept prices, which are considerably lower than the ruling market figures. Through the rural phone, however, many of us when the buyer comes are able to call up the nearest town, get quotations and then do business with a certainty that we are getting what is ours. No wonder the rural phone is becoming increasingly popular.

FARMERS' RIGHTS

A leader in all farmers' organization work is Mr. James McEwing of Drayton, Ont. He was born and grew to manhood on a farm in the Township of Tucker-smith in the County of Huron. He has lived all his life on the farm, except during the years of 1889 and 1893. The summer of 1889 he spent looking over sections of the west which was then prominently in the public eye. During 1893 he was engaged in the buying and shipping of grain.

James McEwing

In 1884 he purchased the farm upon which he now resides and has been engaged in farming ever since.

When Farmers' Institutes were first organized Mr. McEwing was early on the ground. The Institute in his district was the second one to be organized and Mr. McEwing was president for two years after which he filled the office of secretary for 12 years. During that period the old Central Farmers' Institute was a centre for the discussion of problems affecting agricultural interests. Mr. McEwing was president of this organization one year. During that time he fully realized the need of some strong organization to deal with public questions from the standpoint of those engaged in agricultural pursuits.

For several years Mr. McEwing was amongst those who were delegated to address Farmers' Institutes. He was quick to perceive that while other classes were willing to give the farmer great encouragement towards better methods in agriculture they were just as anxious to discourage them in any effect toward securing better process and better markets; and the same course is being followed to-day. On several occasions Mr. McEwing has been a member of deputations to Ottawa asking the government to provide wider markets and better transportation facilities for farm products.

A few years after the disappearance of the Central Institute the Ontario Farmers' Association was formed, an association which did some splendid work for the farmers during its brief existence. Mr. McEwing was president of the association for two years,—the year before the last revision of the tariff and during the year it was revised. On account of the strong efforts of the manufacturers' association to educate the people and influence the government to raise the tariff to a degree that was thought would be injurious to the best interests of the country, it was decided by the Farmers' Association to make an effort to stem the tide towards higher duties. As president of the Association, Mr. McEwing was in the front of the fight, appearing on several occasions before the tariff commission, along with other representative farmers at Toronto, Guelph and later on at Ottawa, near the end of what proved to be a

(Continued on page 16)



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