

AD. TALK

LVIII.

What's in a name?

Often there is more in a name than you would reckon!

A man named Kent—an expert photographer by the way—was once retained by the great George Eastman, of Kodak fame, to name a new photo printing paper he (Eastman) was getting out.

After much deliberation he finally selected the name "Soho."

Now it so happened that a fly came along and landed upon that paper while upon his open desk and left a speck immediately over the point on lower turn of "h."

Mr. Eastman, on enquiring later for the new name, was handed the paper by Mr. Kent, and he read "Soho."

This paper has since been made famous through advertising.

The word "Kodak" also has an interesting history. It is said that Mr. Eastman put a number of letters into a hat and then drew out five. He arranged them together and they spelled "Kodak."

Advertising has made the Kodak greatly famous, even to that extent where most people think every camera is a Kodak!

There is much in a name. Progressive manufacturers realize this and spend much effort in getting a suitable name for a new product. Its name has much to do with its ultimate successful sale and exploitation.

Even in the agricultural world this thing holds true. For instance W. H. Heard, of London, Ont., when he started to manufacture spraying outfits put two words together in such a way as to coin a new word. He named his machines "Sparamotors."

Even these machines, through their use and the publicity given them, have gotten into the minds of many people to that extent where they think all spraying outfits are Sparamotors!

And the idea herein suggested applies to the farm also. The name of a farm has a deal to do with the success of its occupant, especially if a breeder of pure bred live stock, or seed grain.

A short name, full of meaning, and easily remembered—such is the ideal one. In naming a farm it often appeals in the part of wisdom to call it after the surname of the owner. Names of people are generally more easily remembered, because more easily remembered.

Also one name is more readily kept in mind than two. Eaton's, Simpson's, John W. Wainman, Marshall Field would hardly have won their fame had an additional store name been used to stand for their businesses.

Think well of a name before you finally adopt it! Think well of the medium in which you choose to exploit it! Then you have two necessary factors well in hand to take you to success. "A Paper Farmers Swear By"

year? Of what avail is one day of selfishness and generosity, if it is followed by three hundred and sixty-four days of greedy scheming? If a man took advantage of another's misfortune on Christmas Day he should think he was too mean and contemptible to have a place in the community. It is true, nevertheless, that those whom the world calls successful men, have in the great majority of cases achieved "success" by taking advantage of other people's necessities. Those who are most generous and good natured at Christmas time, often pay starvation wages, charge exorbitant rents and engineer combines that make food and clothing unnecessarily dear. They feed and clothe the poor on Christmas day, and prevent the same people from feeding and clothing themselves the rest of the year.

The world would be a great deal happier and better if we could have a perpetual Christmas—not a Christmas of charity, but a Christmas of justice, truth and brotherly love.

Farmers' Bank Case

Editor, Farm and Dairy.—In a recent number of Farm and Dairy you gave your opinion in reference to the defunct Farmers' Bank. That if the

The Greatest Question of All

From an Address at the last Annual Meeting of the Grain Growers' Grain Company

There is no doubt that when we get down to bottom principles that the Land Question is at its frequently termed, is above all others, the paramount question. It is a fact beyond dispute that the natural resources of our Dominion, particularly of Western Canada, have been most ruthlessly and foolishly squandered. Every human being gets his sustenance from nature's bounty. In other words man is essentially a land animal, his very life depends on access to the resources of nature. It is equally certain that the Almighty endowed country with its great natural resources, God's timber, fisheries, minerals and rich productive soil for the benefit of all His creatures. What has happened?

A few far-seeing individuals, unselfish corporations, like the railway companies, various other companies composed usually of a few individuals, have been permitted to secure control in a very large degree of our immense natural resources, and having secured control they turn around to the great mass of the common people and say, "That is ours. That is true you must have it in order to live, but you must pay us the price," and this ruthless robbery of our natural inheritance has brought thousands and thousands, even in our young country, face to face with actual want. Why should the few individuals be permitted to secure control of our coal and of our timber, and be permitted to extort from the people who must have them in some form or other. This, when we get down to bottom principles, is one of the greatest questions that must be solved, and it is my earnest hope that the Grain Growers' Grain Company may become a great and active agency for the dissemination of information that will solve this and similar questions on right and proper lines.

Government came to the relief of the depositors that they would be setting a precedent which would be objectionable. I do not know the details of the opinion of a depositor, but on the ground that all the bank failures of many years there has not been to my knowledge a failure under such unfortunate circumstances. To many this failure means the loss of practically all they possess, and leaves them with nothing to live upon in their declining years.

In the county of Huron, as well as elsewhere, there was a large amount deposited by the poor in the branches of the Farmers' Bank, and when it failed it left nothing for them in their declining years but the poor house.

If the banking laws of Canada were what they should be, such a case could not occur. For justice and for the honor of the country surely the Government's decision (which should stand ahead of precedent) is clear. They should reimburse the depositors in their loss.—R. B. McLean, Huron Co., Ont.

I subscribe to a large number of agricultural journals published in both Canada and the United States, and consider Farm and Dairy is not excelled by any. The articles are well written and well read always.—A. A. Derrick, Summerland, B. C.

Cause of Rural Depopulation

John Fadden, Farmer, Grey Co., Ont.

I see an article in Farm and Dairy on rural depopulation. Here is my opinion of the cause of rural depopulation:

Back-breaking, joint-wrenching slavery, humpbacks, enlarged joints, broken down at 40 years of age, distorted visages from exposure to extreme heat and cold, and pain from stooping work; for days picking potatoes, slugging manure, stoning and cleaning land and holding heavy implements—in short, suiciding to feed the shark who gives you a sneering smile when you meet him in town. You work harder and harder each year and wind up a few dollars in debt.

When you are a wrecked machine you are dragged to the scrap lot (poor house), while judges, ministers, inspectors and the elite of the land, who waddle in the wealth of the land and who never know slavery, slow murder and rags, are pensioned off with four or five thousand a year. This is more than the average starving farmer can earn in a lifetime of slow murder. And these very people when they pray to "their God" know too well that every word of this and more is the solemn truth.

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NEWVERMIFUGE

The best and most effective remedy for
Bots and other worms in horses.
(Guaranteed by the Farmers' Horse Remedy Co., under the Pure Food and Drugs Act June 30, 1906, Canadian No. 1871.) It is guaranteed to kill and bring from the body dead in from 12 to 24 hours all pin worms and bots.

It is absolutely harmless and can be given to mares in foal before the eighth month.
Practical horse owners have written us Newvermifuge has removed between 500 and 800 bots and worms from a single horse. An animal whose stomach is full of worms cannot get fat or help being obstinate. Send your order today. Beware of imitations.
5 capsules, \$1.25; 15 capsules, \$2.00.
Farmers' Horse Remedy Co., Dept. A.S.,
392 - 7th St., Milwaukee, Wisconsin.

CALVES RAISE THEM WITHOUT MILK
Booklet Free.
Steels, Briggs Seed Co., Ltd., Toronto, Ont.

WINTER TERM FROM JAN. 2nd, 1913

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Business College

Car. Yong and Alexander Sts. TORONTO, Ont.
Canada's High-Class Commercial School.
Highly recommended by former students.
Graduates in great demand.
Write for New Catalogue

MAIL CONTRACT

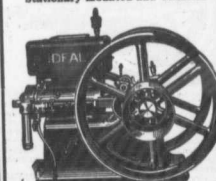
SEALED TENDERS, addressed to the
Postmaster General, will be received at
Ottawa until Noon, on Friday, the 10th
January, 1913, for the conveyance of His
Majesty's Mails, on a proposed Contract
for four years, three times per week, over
Rural Mail Route No. 1, from Young's
Point, Ontario, to commence at Postmaster
General's pleasure.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of tenders may be obtained at the Post Office of Young's Point and at the office of the Post Office Inspector, Kingston.

H. MERRICK,
Post Office Inspector.
Post Office Inspector's Office,
26th November, 1912.

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The young people soon learn it all, so when they get a chance to earn enough to exist at some light, clean job, they would they stay on a farm?

Lightening the Load

I used to work for Mr. Knox, a farmer who had lots of rocks. I left my couch at break of day and toiled until the dusk was gray. And when the evening meal was at some light do chore after chore; I had to feed a million sows and milk about a million cows. And never once did Mr. Knox remark to me: "Well done, old Sox!" He never cheered my dismal days by handing out a word of praise. What wonder, then, that, in my ire, I set his house and barn on fire, and swiped a wagon-load of straw, and carried off his mother-in-law? I went to work for Mr. Deans, and plowed his corn and hoed his beans; and when I came in from my toil, all plastered o'er with sweat and soil, he always had some kindly word; he called me a loo-loo, peach and bird. And so my labor was delight, and, though fagged out and worn at night, I trotted lithely out of doors and gaily did a million chores. If all employers only knew how much a word of praise will do, the sulky workmen that we see would do their little stunts with glee.—Walt Mason.