

# Two Sure Roads to Farming Prosperity

## Protect the Home Market

For Canada, more especially for Ontario and Quebec, the stage is all set for a tremendous development.

The fabulous wealth of our North Country—now established beyond question—needs only the assurance of honest and stable government to attract capital and immigration on a scale that will inaugurate a period of unprecedented prosperity. A few years hence in Ontario there may easily be a population of 1,000,000 north of the Great Lakes and the Ottawa River.

All of which means a big and profitable market for farm products. That market should be reserved exclusively for Canadian farmers. Elect a Conservative Government, and it will be so reserved. For the Conservative Party stands pledged to see that the Canadian farmer is as adequately protected in this market as the United States farmer is in his.

As Mr. Meighen stated at Midland on August 3rd, "We will make it as hard for the American farmers to get their surplus shipments into Canada, as they are now making it difficult for the Canadian farmer to get his surplus into the United States."

## Promises are Good -- but Actions are Better

For the United States farmer, the season for "seasonable" produce — all kinds of fruits and vegetables — opens much earlier than it does for you.

When your cherries, or your tomatoes, are first ready to pick, his production of cherries or tomatoes is at its peak.

Heretofore, in order to avoid breaking prices in his own market, he has been accustomed to dump his surplus production on yours.

In less than three weeks from the time it took office, the Conservative administration effectually stopped this practice by rigid enforcement of the dumping regulations!

## What Others Have Done You Too Can Do!

The farmers of Canada have shown that they can march abreast of the whole world in quality production. Also they have made giant strides in increasing the quantity of their production.

But in the business-like, efficient marketing of their products they have failed to keep pace.

Little Denmark has developed a system of co-operative marketing that has made her one of the most efficient and prosperous agricultural countries in the world. Australia and New Zealand have both made the orderly marketing of their products a matter of national policy.

Don't let Canada lag behind any longer!

## Co-Operative Marketing

Every farmer who knows his business hopes to

- produce in larger quantity, and still be able to sell the increase without breaking the market;
- produce in a better quality, and obtain the premium to which he should thereby be entitled.

Both hopes can be realized — quickly and in full measure — through co-operative marketing!

The proper procedure as regards organization, the proper technique as regards standards, grading, etc., and the proper methods of financing, are now an open book that all who will may read and profit by.

In the five years he was in office, Mr. King did absolutely nothing to bring the blessings of co-operative marketing within reach of Canadian farmers. But—

Mr. Meighen stands pledged, if returned to power—to quote his own words from an address delivered in Ottawa on July 20th—"to put into force such a policy as will enable the farmers of Canada to build up a marketing system which will compare in efficiency with that of any agricultural country in the world."

And this pledge will be carried out, even as Mr. Meighen's pledge to stop the dumping on the Canadian market of United States fruits and vegetables has already been carried out!

**Yours is the choice—yours the responsibility—on September 14th. If you would unlock the double door to prosperity, the key for which Mr. Meighen offers you—**

**VOTE for Colonel Lennox, North York  
R. H. MacGregor, South York  
For Bigger and Better Markets!**

Liberal-Conservative Victory Committee, 36 King Street East, Toronto 2

### Do You Know a River?

Rivers are among the most fascinating chapters in the world-old book of nature. They have exercised strong influence upon peoples, back to remotest times. Primitive man no less than the modern nature lover has felt the mysterious appeal of running water, often ignorant of whence it came or whither it went. The incessant flow and living changefulness of rivers has deeply impressed men. One ancient thinker long ago noted: "You cannot step into the same river twice, for fresh and ever fresh waters are constantly pouring into it."

Wonder. There are few more beneficent things in nature than rivers. It is well to try to know at least one river, its beginnings and its endings, its quiet and its tumultuous moods. It should be known not only in its higher and lonely reaches, as Borrow knew the Severn at its source. One should know something of the country through which it passes and its changing character, now open and sunlit, now narrow and gorge-like. Our knowledge should include the flowers that grow on its banks and the birds that nest there and the fish that swim in its waters.

What wealth of interest may be found in river friendship is seen in the case of Thoreau. Emerson says: "The river on whose banks he was born... he knew from its springs to its confluence with the Merrimack. He made summer and winter observations on it for many years, and at every hour of day and night. Every fact which occurs in the bed, on the banks, or in the air over it; the fishes and their spawning and nests, their manner and food; the conical heaps of small stones in the river shallows; the huge nests of small fishes, one of which will sometimes overflow a cart; the birds which frequent the stream; heron, duck, sheldrake, loon, osprey; the snake, muskrat, otter, woodchuck, and fox, on the banks; the turtle, frog, hyla and cricket, which make the banks vocal—were all known to him, and as if were, townsmen and fellow creatures." Such was Thoreau's friendship with the Concord.

There are a thousand rivers that may afford equal enriching and delight.

**The End of Summer.**

When poppies in the garden bleed,  
And coreopsis goes to seed,  
And pansies, blossoming past their prime,  
Grow small and smaller all the time,  
When on the mown field, shrunk and dry,  
Brown dock and purple thistles lie,  
And smoke from forest fires at noon  
Can make the sun appear the moon,  
When apple seeds, all white before,  
Begin to darken at the core,  
I know that summer, scarcely here,  
Is gone until another year.

—Edna St. Vincent Millay

### English King Prohibited Use of Coal 500 Years Ago.

In 1308 King Edward I, after long conferences with his counselors, promulgated a decree forbidding the use of coal in London and suburbs, "because of the sulfurous smoke and savour of the firing," and commanded all persons to make their fires of "havins," that is, wood and charcoal.

But the great kind died during the following year and was succeeded by Edward II, to whose wishes nobody ever paid much attention, and the anti-coal ordinances presently fell into desuetude. About the same time the ironworkers of Westphalia were charged with polluting the atmosphere of the whole countryside and endangering the lungs and lives of the population, and they, too, were forbidden to use coal. But coal had become necessary to their business, and this law, like the one in England, was gradually nullified.

**"Idiomatic" Phrases.**

An "idiomatic" phrase is a phrase the meaning of which cannot be understood from the words composing it. Examples are: "to bring about," "to carry out," "to put up with," "to set about," "to be hard with." We all know what these phrases mean—but the words don't really tell us. "Idiom" comes from the Greek and means, broadly, "peculiar to one's people."

Ants frequently live 27 or 30 years.