

thereby simply doubling his profits, we sincerely hope the consumer will be satisfied. It takes a farmer of only "half business affairs" to comprehend this. And again, I have been told directly by the city laborer that he had been led to believe that at all times there sat on the farm kitchen sideboard an inexhaustible egg basket, ever ready for the farmer to just slip his arms through the handle as he started for market, and with which, at perhaps 30 to 40 cents a dozen, to pay for his ample supply of groceries for the week to come, but whether at 30 or 10 cents per dozen, the inexhaustible egg basket is always there and full.

**Conclusion, Then as to "Delusions."**

After a lifetime of observation, I believe I am prepared to unreservedly testify as a "farmer of business affairs" that matrimony is a blessed relation, and the relation intended by our Creator, but that it would bring fewer disappointments if short of some of the tinsel, draperies, gaudy attires and elaborate wedding dinners of the wedding day. And as to delusions relative to farming: I need not comment of them to the young man before me who has been brought up on the farm, but to the possible young man before me who is but a college-bred farmer, let me warn him not to be too seriously influenced by the prevailing city idea of what the real farmer and his life is.

**Surprises and Disappointments.**

If ever there was a business that teems with surprises and disappointments it is farming. The man never was more mistaken in his life when he thinks or concludes that farming can be reduced to a bookkeeping science and industry. That by last year's results he can safely figure out the results of the coming year. He had best not spend too much of his anticipated earnings on this basis before he has them in hand.

As I have before remarked: We follow a certain line of labor for a few years and succeed, and then conclude that we have finally clinched a point on that crop, and the next year we fail, thus revealing to us that there is scarcely such a thing as "clinch" in farm methods.

Again we become discouraged and absolutely abandon the old farm orchard as unworthy of our farther care and attention. We give it up. It becomes sod-bound, untrimmed and neglected and almost forgotten, when under these handicapped conditions, it shows up the next year with the most bountiful crop of the most perfect fruit in the existence of the orchard. So while it is not well nor worthy of us to base our future labors and plans on "slip-shod" methods don't let us absolutely lie down because we have not every equipment that we would like. The farmer worthy of the title, "A man of business affairs," will find many an avenue to success other than through the one avenue of technical high-class equipment. The methods I once applied to the raising of a certain bumper crop, while conforming well to nature conditions, seemed so obnoxious to my more sensitive neighbors, and considered by them so slip-shod that they confessed to me later that they had been praying all summer that I would not get my seed back, but they were still magnanimous enough to acknowledge the accidental success of the incident and the methods then and there employed have since become the regularly applied methods in the neighborhood in the production of that crop. The owner of a piece of very ordinary farm land right near our home in crossing his field one day picked up a small glistening pebble. He half jokingly announced that he had

found a diamond. It became a neighborhood joke. But a final scientific examination proved it to be a genuine diamond.

Farther then to steer us in an averagely satisfactory course, technical bookkeeping in farming will not prove a panacea for numerous ills. The man in debt knows reasonably well at the end of the year whether he has kept his interest paid and possibly some principal. The man out of debt knows equally well about how much he has laid out in permanent improvements, and about how much his bank accounts of the past year exceeds accounts of the previous year. To what extent the new income tax law will necessitate the keeping of more technical farm book accounts remains yet to be seen. It may not be amiss to begin a mild practice of the habit. I would not be understood as disfavoring farm bookkeeping. I have practiced it since the beginning of my business year, and would not think of abandoning it, if for no other reason than, having been taught from infancy that we must live within our income, my simple system of farm bookkeeping at least steers me in this direction.

**Characteristics of the Farmer as a Man of Business Affairs.**

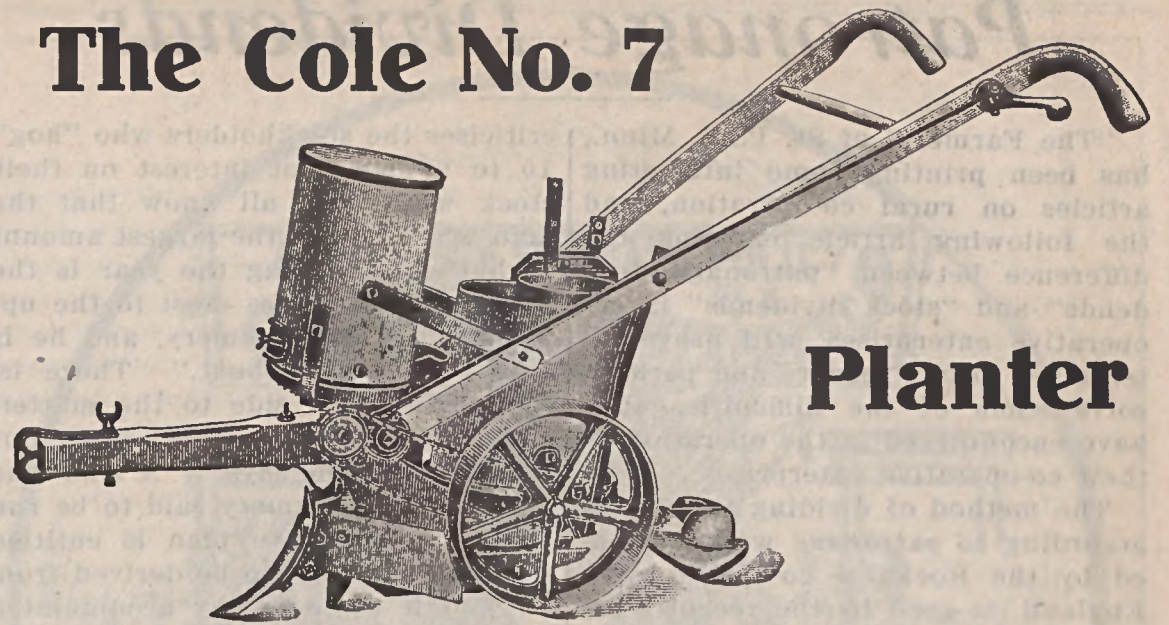
Among the characteristics of my ideal "farmer as a man of business affairs" I would mention nothing but what I believe to be perfectly attainable by the ordinary farmer if he will but put forth the best efforts within his ordinary powers. He cannot sleep, away his hors. He must be wide-awake in daylight hours; he must think as he works; he must put good thoughts into action; he must be progressive; he must be capable of expansion; he must think some of the time of some one beside himself; he must pull occasionally on the other fellow's tug; he must recognize the fact that there is a public side to agriculture that will not take care of itself, and that it devolves on him in a measure to assist at least in that supervision and that, too, without consideration of the salary that may or may not be in it. Don't think too much about the salary; the other fellow will look after that. Remember that it is only what you do for others that will live after you when you are gone. Not the big salary that you won. Look rather with pity on the man who stands in his own door-yard and gazes as you open the snow-bound road by his place. He is really so small that he will sometime drop out of sight and no one will know that he is gone.

This "farmer of business affairs" must be observing, preceptive, acquire the ability to perceive an opportunity, and know it with reasonable certainty when he does see it; as much to do something else as to do for himself. He must be able to perceive when he is really being milked as to perceive any other injustice, and perceiving that performance, comes a time when co-operation is almost necessary; individual effort will seldom avail. Then comes into play the paramount qualities of the "Good Mixer" as previously referred to. The "Farmer of Business Affairs" by a life-time of reputable dealing has won the confidence of his fellow-men; and then if a community of such perchance abounds, what a power for good exists, and what can they not accomplish? In this line, extreme self-promotion, a possible personal characteristic in which I feel but little interest, is sometimes a serious drawback to an otherwise very useful character.

The ideal "Farmer of Business Affairs" has learned well by years of forethought to be reasonably prepared for the inevitable disappointments coincidents to farming, and

(Continued on page 14.)

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