

### THE FARMERS' BEST WEAPON

Engaged in their regular duties on the farm the organized farmers do not realize the various means, and the subtle methods, that are being adopted by the protected manufacturers of Eastern Canada for the purpose of maintaining the protective tariff. The Guide for the past two or three years has kept a watchful eye upon the activities of the protectionists, and has exposed their many schemes to the light of day, and in this way the protective system is rapidly being discredited in this country. As the Free Trade forces in the West have developed strength, the eastern protectionists have become visibly alarmed, and are bending every energy towards preventing the Government making any changes in the tariff.

The tariff barons realize that The Guide is the most powerful and effective journalistic champion of Free Trade and the rights of the common people in Canada. For this reason they would like to strangle The Guide and put it out of business, so that the western farmers would be more easily kept in subjection, and would not be so liable to revolt against tariff extortion. For this reason also they have caused hundreds of articles to be published thruout Canada, misrepresenting The Guide and those who are supporting it. Individually, also, certain protected manufacturers some years ago set out to cripple The Guide by withdrawing their advertisements. This is a favorite method adopted by corporations for the purpose of keeping newspapers and other journals quiet on the actions of special privileged classes. Up to the present the manufacturers have not succeeded in silencing The Guide nor prevented it from upholding the cause of the organized farmers. Recently, however, we have reason to believe that an organized effort is being made to induce the protected manufacturers to withdraw their advertisements from The Guide, so as to weaken it financially, with the hope that eventually The Guide will be put out of business. We are glad to say that even among the Canadian Manufacturers' Association there are a considerable number of manufacturers who are too big and who have too much real man in their make-up to resort to such tactics. There are a considerable number of men among the protected manufacturers of Eastern Canada who are the very highest type of citizens, and tho they believe in the protective tariff will not stoop to underhand methods to maintain it. There are others, and quite a number of them, that we cannot say as much for. This issue of The Guide contains the advertisements of a considerable number of the members of the Canadian Manufacturers' Association, and we recommend them to our readers and hope they will build up and develop a good business with the farmers of Western Canada.

The advertising revenue in this issue of The Guide is sufficient, if it were the same every week, to make The Guide profitable financially. It is our firm determination, with the help of our readers, to develop our advertising pages until the revenue received from them is sufficient to enable The Guide to become the best farm journal upon the North American continent. Some of the protectionists have the idea that they can push the farmers of Western Canada up into a corner, force them to swallow protectionist doctrine, and also force them to buy tariff enhanced articles, whether they like it or not. The purchasing power of the western farmers is the best weapon they have for self protection. The 34,000 readers of The Guide are spending every year from \$100 to \$1,000 each in the purchase of advertised goods, and a very large proportion of this is for manufactured goods. We would estimate that the average purchases of advertised articles by the families in which The Guide is read, would be at least \$400 per year. This would be a total for the 34,000 of \$13,600,000. The price of each article purchased includes a

certain amount for advertising purposes. This amount ranges from a small percentage to as high as 20 per cent. If we put the average at five per cent, then we find that \$680,000 per year is the advertising bill paid by our 34,000 readers. If the advertising revenue of The Guide were even a quarter of this amount, we would have plenty of money to spend to make The Guide as fine a journal in every respect as could possibly be published. If our readers will stand behind us there is no reason why we cannot have this revenue. If they are willing to do their purchasing from those individuals and firms who advertise in The Guide then the problem is solved. Let those protectionists who boycott The Guide with their advertising sell their goods to farmers who do not believe in The Guide, and they will soon find that the Western farmers are not to be plundered as easily as they think.

It is of vital importance that in replying to any advertisement in The Guide, our readers should state in their letter, "I saw your ad. in The Guide," because in this way the advertiser knows from which journal he is getting the best returns. Be sure to write the address exactly as given in the advertisement, as this is also used as a check. It is also well to point out, when writing to advertisers, that their advertisement in The Guide is one of the main reasons why you patronize them.

The seriousness of this whole situation cannot be over-estimated. If our readers will help us to secure the advertising revenue, by buying from our advertisers, we can soon push the circulation of The Guide up to 100,000 per week, and make it such a powerful organ of public opinion that a square deal for the farmers cannot long be delayed. The solution of the problem rests entirely with the men and the women in the homes where The Guide is read and believed in, and we make this appeal to them to do their business as far as possible with those firms who advertise in their own paper.

### FARM BOOKKEEPING

Much interest has been manifested in the article on farm bookkeeping which was published in The Guide a week ago. There is an evident awakening on the part of the farmers to the need of keeping proper books and putting better business principles into their work. Farmers as a rule do little bookkeeping. Too many of them have the idea that it is something technical, and that it would require at least a college education to understand it. Any person who read the article two weeks ago would see at once that it was quite within the reach of the ordinary farmer to handle. Agriculture will never reach its proper status until those who follow it put it on a business basis. When the average farmer is in a position to put out a statement showing where he stands on his year's business, then he will be able to talk in definite terms and there will be an end to this nauseating declaration of the huge prosperity of the agriculturists. Every farmer should be able to turn to his books and tell exactly what his obligations are, such as the amount of his mortgage, the payments due each year, the rate of interest and all other obligations that he must meet. The time has gone by when it is wise for a farmer to carry his records in his head. He must have them on paper and be able to put out a statement on a reasonably short notice. Farmers who are able to present a clear-cut business statement of their affairs to a bank are much more liable to secure credit than those who have not such information at hand. As a rule the most successful farmers, whether grain growers, dairymen, or stock raisers keep a more or less complete system of books, and are able to tell at the end of the year what has been the result of their operations. A more complete system of records would add to their value, and enable the farmer to specialize on the profitable department of his work and eliminate

the unprofitable. This is the system followed by successful business men and must sooner or later be followed by successful agriculturists.

The Guide issue of February 25 will be a special number devoted to seed, grain and grasses and various phases of the poultry question. It will contain a number of very valuable articles on these questions by leading authorities and the information in it will be of exceptional aid to the farmers who want to secure good seed and to know the best manner of sowing it, as well as those who are endeavoring to raise poultry for their own use or for the market. Every farmer who has seed grain or poultry for sale should be sure to have an advertisement in this issue, as it will have a special appeal, and undoubtedly will bring especially good results. Such advertisements will reach The Guide office by the 18th inst.

At the recent session of the Saskatchewan legislature, the charter of the Saskatchewan Grain Growers' Association was amended by the addition of the following clause:

"In addition to any other power possessed by the Association it may act as agent for the purchase or sale of farm produce or supplies on behalf of any association organized under the Agricultural Co-operative Associations Act."

This additional power will enable the Association to go into co-operative trading in a wholesale way, but does not grant power to the Association to organize its locals upon a co-operative basis.

When shipping eggs to the city markets, farmers should be careful to see that every egg is up to the standard which is guaranteed. When they are shipping fresh eggs they must be fresh. No doubt there are times when the purchaser will try to take advantage of a farmer, but that is a different matter entirely and cannot be urged as an excuse for shipping other than the very highest class of produce. Those farmers who have made the most success in the poultry business have done so by shipping a reliable product every time.

Finance Minister White's remedy for the high cost of living is increased production on the part of the farmers of Canada. Mr. White evidently does not understand the western situation, or he must realize that increased production of grain with the present restricted markets will simply mean that the farmers will get a lower price for their wheat. The price that they received during the past year was in the majority of cases less than the actual cost of production. Mr. White's remedy, therefore, for the high cost of living is to have the farmers work for nothing and board themselves.

Almost \$800,000,000 was spent during 1913 by the seven naval powers of the world. Britain led with appropriations of \$235,713,489, followed by the United States with \$140,800,643. Germany spent \$111,270,025. Japan, painfully recovering from her war with Russia, was content to foot the list with \$48,105,451. If this \$800,000,000 had been available for productive purposes, for business and industry, instead of being sunk in the bottomless pit of militarism, it might have warded off the present money stringency and hard times with the consequent unemployment and distress being experienced the world over.

The masterly inactivity of the Dominion Government on the tariff question looks as tho their new motto is, "Let Bad Enough Alone."

Hon. Mr. White says he knows of no agitation for lowering the tariff. "Go West, young man, go West."