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That it is only the select grades of fruit that are really profitable.

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AN APPEAL TO THE MAN OF THE SOIL

Canada is hard up—hasn't been so hard up in years. What's the reason? The answer is found in the fact that the minority rules. The farmer, who represents 60 per cent. of the population, is being made the mark for the "high-collared" chap in the larger centers. And the farmer is paying the piper.

Who sets the price for the farmer's product? Who is causing the Northwest farmer to sell his wheat at 30 cents and his oats at 22 cents? Who is paying the farmer around Toronto 5 cents a quart for his milk, and selling it for 9 or 10 cents? Who is making 100 per cent. profit on farmers' hogs? Who is controlling Government affairs at Ottawa and in Queen's Park? Who is refusing to loan the farmer money on good security?

And all the time the farmer holds the majority whip, a few big guns in the larger centers, such as Toronto, Montreal and Winnipeg, are making out his bill-of-fare, and what is more, are seeing that he swallows the dose.

I am a farmer's son. I know something of your side of the story, and am privileged to watch the other side quite occasionally. What is being done to you will be done to those who follow you, only in greater measure, unless you seek their welfare.

I conduct a school of Business Training in Toronto. I have been 17 years in Toronto. I served my apprenticeship in Business Methods with such firms as the Massey-Harris Co., the International Harvester Co., and the Office Specialty Co. I have some idea of the need of business training to the young man or woman. I solicit your patronage. If you have a young son or daughter whose future success you would have no doubt about, have him or her fill name and address in coupon herewith and mail to us. Complete information will be mailed forthwith.

Sincerely, *J. Doherty*, Principal.

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