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I won't disappoint you!

19

Co-operation

THIS is the age of co-operative buying. Send us your address and let us tell you how to buy, by this plan. The Flour that is always good.

Daily
Capacity
300 Barrels

ECHO MILLING COMPANY
GLADSTONE, MAN.



FARMERS—You save time, labor and money when you buy STANDARD FENCE and POSTS

You don't have to employ labor to dig post holes. One man and a boy can set up more Standard Fence in one day than could three men and a boy working the old way.

SEND FOR OUR CATALOGUE.

Don't order fence until you have seen it. It tells how to judge fence, how to measure up the amount you require and how best to order. Get it. Write for it to-day. Address

Standard Tube & Fence Co. Limited

Dept. E WOODSTOCK, ONT.

Live agents wanted for Standard Fence, Posts and Gates. Write for special terms to-day.

STANDARD FENCE

130 EGG WISCONSIN INCUBATOR \$13.90 AND BROODER



If Ordered Together We send both machines for only \$13.90 and we pay all freight and duty charges to any R. R. station in Canada. We have branch warehouses in Winnipeg, Man., and Toronto, Ont. Orders shipped from nearest warehouse to your R. R. station. Hot water heat, double walls, dead-air space between, double glass doors, copper tanks and boilers, self-regulating. Nursery under egg tray. Especially adapted to Canadian climate. Incubator and Brooder shipped complete with thermometers, lamps, egg testers—ready to use when you get them.

BOTH FOR \$13.90
Freight and Duty Paid

Send for FREE Catalogue Today—or send your order and Save Time.

Natural Finish California Redwood

TEN YEAR GUARANTEE—30 DAYS' FREE TRIAL

Incubators finished in natural colors showing the high grade California Redwood lumber used—not painted to cover inferior material. If you will compare our machines with others, we feel sure of your order. Don't buy until you do this—you'll save money—it pays to investigate before you buy. Remember our price of \$13.90 is for both Incubator and Brooder and covers freight and duty charges.

Write Today Don't Delay **WISCONSIN INCUBATOR CO., Box 356, RACINE, WIS.**

Concentrating the Buying Power

Grain Growers' Grain Co. acts as Purchasing Agent for Local Co-operative Societies

Naturally, the first step the farmer has taken to reduce the cost of living is to get back to the original producer in order to eliminate as much as possible of useless labor and expense. While our governments have been appointing royal commissions to investigate, the united farmers have been helping themselves. They have been straightening the path of supply, shortening the distance between producer and consumer, and thus accomplishing a more practical service than all the commissions and economists. This task, however, has not been as easy as it might seem. It is hard to get out of beaten paths and blaze new trails. It did not pay the manufacturer to send out \$50 or \$100 worth of goods to an individual farmer. Freight rates made that impossible. Co-operation, however, solved this difficulty. Farmers soon saw that by clubbing their orders together they should be able to buy to better advantage, as well as to reduce the freight charges. But another difficulty soon arose. Old customs die hard. The retail associations brought pressure to bear on the wholesalers and manufacturers, and by the method of boycott forced the latter to sell only to them. As long as the retailers' trade was more important than the farmers the boycott worked, but it was clear that if sufficient of the farmers' trade could be gathered together to make it worth a manufacturers' while to enter to it, the farmer was assured of his supply, and the manufacturer of a ready sale for all his output.

Making It Worth While

It was to meet this situation that The Grain Growers' Grain Company opened a co-operative department last May. The effect of this move has been marvelous. As soon as the farmers began to concentrate their buying thru the co-operative department of their own company, and thereby demonstrate what their patronage was worth, the manufacturers' partiality for the retailer disappeared. The manufacturer has no particular sentiment as to whom he should sell his goods, and his choice usually lies where he can sell the most.

At first it was necessary for the company to manufacture their own products, because other satisfactory arrangements could not at that time be made. A flour mill was leased, and such has been the demand for flour from the farmers that from the commencement this mill has been kept running day and night, and for the past six months has not been able to catch up with the orders. During the year the company has had a large number of offers from other flour milling companies, both large and small, to supply its requirements at prices in some cases as low as it could manufacture. Why are these offers made? Simply because these manufacturers realize the value of the farmers' patronage, when it is concentrated by co-operation thru one central channel.

The company's next step was to arrange for a supply of winter apples from the Co-operative Fruit Growers of Ontario. This was not only the most economical way of buying, but it was also linking up two large co-operative units for their mutual advantage. The apple crop last season was the worst in many years, and the business done was limited by the supply. As it was, about 35 carloads were handled. There was nothing but the highest satisfaction with the fruit, and a saving of 20 to 30 per cent. was effected.

The Coal Business

Perhaps the best evidence of the real vitality of co-operative buying is shown by the results of the company's coal business. Offers were received from scores of coal companies, and such favorable terms were secured that the farmers were actually enabled to purchase some grades of coal thru their own company at considerably less money than the local coal merchants could buy from the mine. The large volume of business controlled by the farmers themselves enabled them to buy on the most favorable terms. About ten thousand tons have been handled already, with little or no adver-

tising. Next fall the coal business will be pushed to the limit, and it is expected the sales in this line alone will amount to from fifty to a hundred thousand tons.

During the past month three other most important commodities have been added to the co-operative list—lumber, fence posts and fence wire. In these lines also the influence of the united farmers' buying power has been strong. Few lines have been as well controlled as the retail lumber business, and altho it was the farmers who wanted the lumber, and in the end had to pay for it, the manufacturer dared not sell to him. If he did, the retailers withdrew their patronage, and the manufacturer went to the retailers, or to the wall. Why? Because the retailers controlled the farmers' buying power, and were in a position to dictate. What did the farmers get for giving the retailer this power?—The privilege of paying ten to twenty dollars per thousand extra for every foot of lumber they bought. Already a number of lumber companies are breaking away from this combination and trying to deal with the farmer directly, under various co-operative names.

A Big Deal in Fencing

In supplying fence posts and fence wire at reasonable prices the company is doing a great deal to make mixed farming and stock raising possible. Recognizing the value of the trade which the Western farmers were concentrating in the co-operative department of their company, the Sarnia Fence Company, one of the largest fence manufacturers in the Dominion, requested The Grain Growers' Grain Company to handle their entire Western business. After satisfying themselves that the fence was second to none on the market, the farmers' company accepted the offer, and have thereby secured for their members a permanent benefit. It is expected that a full announcement regarding this commodity will be made shortly.

The larger part of the twine which will bind next year's crop will be purchased thru the co-operative department of The Grain Growers' Grain Company. Arrangements for handling twine are now completed, as shown in their announcement in this week's issue. Other commodities that can be handled in car lots will be added to this list as the demand arises, and as satisfactory arrangements can be made.

THE MAN BEHIND THE PLOW

(By Sam Kiser)

We sing about the glories of "The Man Behind the Gun"
And the books are full of stories of the wonders he has done;
There's something mighty fetching in the flag that's waving high,
That makes us want to holler when the boys go marching by;
But when the shouting's over and the fighting's done, somehow,
We find we're still depending on "The Man Behind the Plow."

We're building mighty cities and we're gaining lofty heights;
We're winning lots of glory, and we're setting things to rights;
We're showing all creation how the world's affairs should run,
Future man will gaze and wonder at the things that we have done;
But they'll overlook the feller, just the same as we do now,
Who's the whole concern's foundation that's "The Man Behind the Plow."

I never yet met a man who had seriously forecast the means by which his fellow countrymen could be bettered who did not detect the readiest means in co-operation. The kindest and most genial men have labored for and advocated it; the shrewdest and most prudent have commended it; and if the mass of working men fairly grapple with the problem and undertake to work it out, the present progress of the English nation will be as nothing compared to its future.—Thorold Rogers.