

**THE HOME STORES**

So many people get the idea that there is a lot of profiteering in retail trade that they only realize the true condition of affairs when they would realize that the retail stores are doing business today on a smaller margin of profit than ever before. The higher prices prevailing since the war has stimulated competition and forced retail trade to remodel its system of operation and make every improvement and economy in its methods. The stores are saving money for the public as the result of improved distribution methods. Merchants today are putting more into their work than ever before. They get better expert advice, understand markets better, they get their help to render service in the best way to make the people of the district realize the fine quality of the service they get from their stores, is by consistent advertising of those stores. As they read newspaper advertising, people are given special chances to buy goods they would never have known had it not been for those notices. They learn that stores are carrying lines that they knew nothing of. They get information warning them of conditions that tend toward higher prices and showing them how they can save money by prompt purchasing. They find out that their home merchants have been scouring the country to pick up the best merchandise obtainable. They discover that their home stores are working with all their might to provide the necessities and conveniences of life at the lowest price consistent with substantial merit. The advertised store is the appreciated

so downhearted, Mike?" Pat said Mike, "my wife to get her something for the life of me I can't get what I was to get." "Cheer up," said Pat. "Here, all of baccy; maybe you can cheer your memory while you

a few whiffs like brighten- and said: "You are right, Pat. baccy made me think of what I wanted. It was cabbage."

What is in a name? The Saskatchewan Wheat Pool, which is now well up to 60,000 members, urges all to use their contract number as well as their names in all letters or other communications with the pool. This is necessary because there are 223 members named Brown, 170 Campbell, 10 Johnsons, 454 Schmidts or 225 Stewarts, and a neat lot of Martins. "Ole Olson" is nothing to Pool ledger-keepers. There are 316 members with that suggestive name.

If you are caught in a thunder-storm, it is probably safer to stand out in the open and take your medicine than to seek shelter under a tree. Lightning loves a tree, especially if it stands by itself, well away from other trees. But if you don't like the idea of getting wet, at least choose a beech tree to flee to, and above all avoid the oaks. Oaks are struck by lightning more frequently than any other kind of tree, whereas beeches are struck so rarely that they seem almost immune. So when you take your walks abroad mark and remember where the beech trees are.

Millions of people in Britain are living part of the time on one meal a day. At one time or another during the year 4,000,000 men and women stretch out their idle hands for the dole to keep themselves and their dependents alive. Hundreds of millions of pounds sterling have been poured since the war into the gaping pockets of the unemployed. This in stark figures represents to-day the unemployment problem of England. Officially at the last listing there were more than 1,300,000 unemployed, but the Ministry of Labor revealed that the "turnover" in unemployed meant that 4,000,000 during the year seek state aid.

The Mount Forest Confederate and Representative, commenting upon the Adolescent School Attendance Act says: "Opportunity should be provided for those who have passed through our public school to continue their education; but that all should be obliged to attend school until they are sixteen years of age is an unwise requirement. Many of them would be better employed learning some useful trade or business. Too many of them are learning to loaf. Others, if not exactly loafing, are working in half-hearted, unsympathetic, ineffective way. The Adolescent School Attendance Act is badly in need of amendment, if not of repeal."

# THE FARMER'S HOME MARKET

Low Tariff Politicians belittle its importance. Are they right? What are the Facts?

PROBABLY no part of the business of farming is less understood and less appreciated than the value of the home market to the average Canadian farmer of to-day.

First and foremost, given a Government that is sympathetic with you, the home market is one that you can absolutely control, at all times, at least against the foreign farmer who would invade it. On the other hand, the foreign market is one that you may be legislated out of at any moment by the vote of a foreign government that has decided that it wants to give its own farmers an advantage over you!

Next, the market that is best worth cultivating is always the market that absorbs the largest part of your production. The fellow who year after year buys more than half your crop is worth more to you than the fellow who only buys 25% of it. That's fundamental! There's no getting away from it!

From the figures below we prove absolutely that the home market absorbs at the very least 63 1/3% of the produce—not of the Ontario farmer—but of the average Canadian farmer, including the wheat farmer of the West. If we were to leave the

Western wheat farmer out of it, it could be proved that over 80% of what the Ontario farmer produces is consumed by this home market.

The reason some people have an exaggerated idea of the importance of the export market for farm produce is that they have looked at it solely from the standpoint of wheat! It is true that we export in one form or another about 75 per cent of our entire wheat crop. But the wheat crop, important and all as it is, represents only about one-fourth of our total annual agricultural production, and it is only when we take into account what becomes of the other three-fourths that we can arrive at a true estimate of the value of the home market to the average Canadian farmer!

Here is our calculation. Check up our figures from the Canada Year Book, the official statistical publication issued by the Government. Subject our deductions to the most searching investigation and you will find that if we have erred at all, we have under-estimated, rather than over-estimated the importance of the farmer's home market.

## TOTAL EXPORTS, FISCAL YEAR 1924, OF

### Agricultural and Vegetable Products.

Including fresh dried and preserved fruits, grains, flour and milled products, bakery products and prepared foods, vegetable oils, tobacco, fresh and prepared vegetables, maple syrup, maple sugar and miscellaneous, but excluding rubber, sugar (other than maple), molasses and confectionery as products not of Canadian agricultural origin; also excluding alcoholic beverages whose export value is out of all relation to the value of the agricultural products used in their production.

\$394,407,246

### Animals and Animal Products.

Including live animals, hides and skins, leather, fresh meats, cured and canned meats, milk and its products, oils, fats, greases, eggs, honey and miscellaneous, but excluding fish oils, seal and whale oils, and furs other than black and silver fox skins, as products not of agricultural origin.

91,939,305

### Fibres, Textiles and Textile Products.

Including all wool and woolsens, also flax, jute and hemp products, but excluding binder twine, manufacturers of cotton and silk, manufacturers of mixed textiles, and certain kinds of wearing apparel, as products not of Canadian agricultural origin.

2,747,573

### Grand total exports, all kinds of farm produce

\$489,094,124

Now the gross agricultural revenue of Canada for crop year 1923 is given as \$1,342,132,000. Deducting the grand total exports, as above of \$489,094,124, leaves a balance of \$853,037,876 to represent what must have been consumed by the home market. In other words, the export market took only 36 1/3% of our farm production. The balance, 63 1/3%, was consumed in Canada!

## TWO THIRDS OF WHAT THE CANADIAN FARMER RAISES, HE SELLS IN CANADA

### Export Prices that Fail to Govern Home Prices.

In attempts to belittle the home market, the argument has been used over and over again that the prices obtainable in the export market always govern the prices obtainable in the domestic market.

Statements of that kind constitute one of the meanest forms of dishonesty. It is probably true that, in the absence of an effective wheat pool, the Liverpool price pretty nearly fixes the domestic price of wheat. But the Liverpool price of hay, or of potatoes, is almost negligible in its effect upon the local prices obtainable for those commodities in Canada. And the reason for the difference is that wheat, besides being a commodity that can be stored indefinitely, has been provided with terminal facilities that enable it to be handled at a minimum of expense, and is carried at the lowest of all freight rates, whereas transportation costs on hay and potatoes substantially protect the producer against surpluses only a hundred miles away!

### Hay and Potatoes for Instance.

In 1923, for instance, farmers in Norfolk County received an average of only 81 1/3 cents a bushel for their potatoes, while farmers in Welland County, less

than fifty miles away, received \$1.00 for theirs. In that same year farmers in Perth County received an average of only \$9.28 a ton for their hay, while farmers in the adjoining County of Middlesex received \$11.05 for theirs.

Discount these illustrations as much as you like on the ground that differences of quality had something to do with the differences in price, yet do they not serve to shake your faith in the man who would have you believe that Liverpool prices always govern domestic prices? Did Thunder Bay farmers, for instance, get \$19.64 for their hay in 1923 because it was of such superior quality, or did they get it because of the high cost of bringing \$8.98 hay from Huron County, or \$10.11 hay from Lambton County? If Liverpool prices governed hay in the way and for the same reasons that they do wheat, Ontario farmers would have to pay shippers a premium to take their hay away!

### What's Sauce for the Goose is Sauce for the Gander.

Belittlers of the home market assert that a tariff on farm products is of no benefit to our farmers. Is the United States tariff on farm products of no benefit to United States farmers? Is it no detriment to Canadian farmers? If a foreign tariff is a detriment to Canadian farmers, why should

not a Canadian tariff be a detriment to foreign farmers and consequently to our own?

### What a New Industry, in a Town, Means to You.

It increases the prosperity of the town, work to the unemployed, adds to the population, gets the empty houses rented and starts the building of new ones. The town immediately has more money to spend on the butter and eggs, the vegetables, fruit, milk and grain your farm produces.

The foreign market is admittedly an important market, but after all what does it consist of? Isn't it made up entirely of town and city dwellers—wage-earners—who cannot obtain from their own farmers as much food as they require so they must buy from you? Is the city dweller an asset to the Canadian farmer only when he happens to dwell in a foreign city? If we persuaded him, by the offer of a better job than he now has, to come and live in Canada, would he not be a bigger asset to our farmer than he is at present?

Those who scoff at the home market would encourage those dwellers in a foreign city to stay where they are, thus leaving our farmers in the position where they must take a chance on shipping their products long distances, and then selling them in competition with other producers from all over the world! Isn't the plan of those who would build up the home market a vastly better one?

A higher tariff will give more workers good jobs in this country. Canadian workmen with good jobs are the best customers the Canadian farmer will ever have.

# VOTE CONSERVATIVE

FOR HIGHER TARIFF AND FOR LOWER TAXATION

Liberal-Conservative Victory Committee, 330 Bay St., Toronto 8

If logic is at all trustworthy, the spots on the sun doubtless are freckles.

On Monday night, at the home of David and Mrs. Vogan, of Howick, an enjoyable time was spent when a shower was tendered their son, Roy Vogan, and his bride (formerly Miss Mary Grant, of Howick), who were married at the Belmore manse on Thursday afternoon.

### SUMMER FLU PREVALENT

Summerflu, or enteritis, which has been prevalent in Hanover and vicinity, is an internal disorder peculiar to this season of the year, when changing weather and also the consumption of quantities of ripe fruit, corn and other fresh vegetables show their effect in an inflammation of the intestines, which produces stomach sickness. Children are the worst sufferers, and the disorder is one that requires medical advice and attention. It is suggested that par-

ents whose children develop symptoms consult a doctor, as treatment cannot be generally defined and varies with individuals. Neglect on the part of mothers to take prompt action may result in slow starvation, with possible fatal outcome.—Post.

### ELECTION DAY HOLIDAY

The afternoon of election day, Oct. 29, will be a half-holiday in the Dominion, as the result of an Order-in-Council passed on Friday and signed Saturday noon. This innovation for the coming Federal polling day is due to the efforts of Hon. James Murdock, Minister of Labor, in having rectified a curious error in the routine of legislative action last session. In the latter part of June, when the Dominion Elections Act was being considered in the House of Commons, an amendment was submitted by A. W. Neill (Comox-Alberni), providing that the afternoon of election day be a half-holiday.

That amendment was carried in the House by a vote of 54 to 32. Through some oversight, this amendment and the vote approving it were not recorded in Votes and Proceedings, the official record of the day's work in the House. As a result of this omission, the Neill amendment was not contained in the bill as submitted to the Senate and finally given Royal assent. It was discovered a short time ago and Hon. Mr. Murdock immediately took steps to have the oversight remedied.

### WALKERTON.

When complaint was made to Mayor Goode a case of alleged cruelty was investigated by Rev. Mr. Roberts of Cargill, agent for the Humane Society in the County of Bruce, and Chief Ferguson. It appears that a resident of the west ward of the town has not been supplying his horses with sufficient forage with the natural consequence. It is reported that

two horses were found in a starving condition, and the owner was given three days to procure feed for the animals or legal action would be taken. Another horse belonging to the same man had died recently owing to the effects of over-feeding when turned out to pasture following a period of alleged starvation.

In order to place the business end of the curling rink on a better basis, two of the local enthusiasts, Messrs. L. H. McNamara and Clarence Smith have acquired control of most of the stock of the Curling Rink Association. A number of very desirable improvements are now under way. However, it is not possible this year to enlarge the ice surface. These gentlemen, among the oldest curlers of the town, are interested in having the building kept in good repair. They are anxious to increase the time allowed to the public for skating. It is planned to permit the use of the rink for this purpose every evening up to Christmas and on

Friday and Saturday evenings from then until the Spring.

At the meeting of the Town Council on Friday evening last the tax rate for next year was struck at 51 mills, it being three mills lower than for 1924. Mayor Goode was in the chair, with all members of the council present. Although the decrease is not great, it is good news that the expenditure for the next year is estimated lower than that required to finance the municipal business during 1925. The total assessment is \$971,323.00. The corresponding figure for last year was \$963,497.00, when a rate of 54 mills was made necessary. It is anticipated that the revenue from water rates will be approximately \$8,500. In previous years it has averaged \$3,500. With the new system of bookkeeping, the treasurer told council he believed he could collect the amount stated, a large portion of it being arrears. It is thought that the revenue from this source will average about \$5,000.