

The Grain Growers' Guide

Winnipeg, Wednesday, May 3rd, 1911

THE DEADLOCK AT OTTAWA

The people of Canada are in full possession of the facts regarding the reciprocity agreement, and all available information has been placed on Hansard by members of the House of Commons. With all this information at hand, and public opinion well known, the business of Canada is being tied up at Ottawa entirely on account of party politics. The only justification for the action of the Opposition is from the standpoint of party. By the appearance of things this session of parliament will be absolutely barren of results so far as the farmers of Canada are concerned. Whatever plank in the farmers' platform has been favored by one party has been opposed by the other party. The result is nothing is done. The political game could not possibly be played with greater disadvantage to the farmers. It is doubtful even if anything is done with the Grain Bill. The present tactics at Ottawa will force on a general election in a few months. The most regrettable feature about an election held this summer is that fully one-third of the electors of the Prairie Provinces will be disfranchised. Redistribution cannot be made until the census returns are known, which will not be before November. This seems to be the situation. There is no closure in the Canadian parliament as there is in the British parliament. It is within the power of the Opposition to prevent any legislation being passed, which is certainly a most undesirable situation. There should be no minority rule. When all the facts about a question and every opportunity has been given for debate, the government should then be able to force a vote as is done in Britain. For several years past the tariff has been a dead issue between the two political parties at Ottawa, both of them having gracefully yielded to the persuasion of the Protected Interests. The people seized the opportunity to demand a square deal and soon the politicians are split again. The people are now asked to vote against each other while Special Privilege smiles. The people of Canada, however, are to blame largely for prevailing conditions. If they foolishly array themselves in political parties under the delusion that one party is better than another, then the present system is certain to continue. The blind and unthinking partizanship which lines up the members at Ottawa behind party leaders is but the outcome of the actions of the people to a great extent. How, then, can any improvement be made? Only by placing principle and the welfare of the country above loyalty to party. The farmers laid down a platform at Ottawa last December. There was no party politics in it. Every Western farmer today is still in favor of that platform if he considers it aside from party politics. Then is it not advisable to take action and see that the men who go to Ottawa after the next election will be men who can be relied upon to carry out the farmer's platform in its entirety?

MAKING PUBLIC OPINION

Last week we stated that the capitalistic and corporation element in Eastern Canada was spending huge sums of money upon an anti-reciprocity campaign to "educate" the people of Ontario and the Maritime Provinces. Some of our readers might feel inclined to doubt our statement so we will submit the proof. The Canadian Century, of Montreal, which may be regarded as the organ of Privilege, recently published a series of anti-reciprocity articles. This journal has

a very small circulation, and such articles would thus not reach many people. However, the men behind the scheme, who want to retain the privilege of preying upon the public, planned a more ambitious campaign. The McKim Advertising Agency, of Montreal, was retained to place these articles in newspapers all over Eastern Canada. The following is a copy of a letter from the agency to an Ontario paper which has been sent to us by the editor. For obvious reasons we withhold the name of the editor, though will publish it if necessary:

"We have arranged with the **CANADIAN CENTURY** to take space in a large number of newspapers throughout Canada for the republication of a series of articles on 'Reciprocity,' now appearing in this weekly magazine.

"This matter requires to be set up in your regular body type as near like copy as possible, in space approximately 10 inches deep—2 columns wide.

"**POSITION** to be top of page and alongside reading matter or following two broken columns of reading matter. To appear on your editorial page if possible; if not on editorial, on one of the best news pages.

"We have arranged to send you at least 150 inches of this stuff—one article each week—at the rate of '10' cents gross per inch.

"Should we send you less than this amount of space we will pay you 10 per cent. higher rate.

"If you do not agree with the views expressed you will, of course, be at liberty to criticize them in a fair and courteous way, and on the other hand, if they meet with your approval your editorial endorsement from time to time will be appreciated.

"We enclose copy of article No. 1, which please insert in space required 2 columns wide in first issue after February 19.

"Kindly acknowledge the receipt of the enclosed matter on the enclosed post card.

"Yours very truly,

"A. McKIM, LIMITED."

Thus we see that it is the Canadian Century that foots the bill for this vast advertising campaign. But it is the capitalists behind it all. An advertising agency acts merely in the capacity of an agent and is paid by commissions. These articles are to be published on the editorial pages if possible, and there is a kindly suggestion made that the editors should endorse the sentiments contained in them. Thus is public opinion manufactured by the capitalists in order to keep the common people in subjection. These articles have been published in both Liberal and Conservative journals in the East, by the hundred, so it is not a political campaign. In some cases editors exposed the plot, and, while publishing the articles, they riddled the arguments and protected their readers. In other cases these articles were published as original news, and the unsuspecting public swallowed this poison, probably in many cases believing it to be true.

Here is a copy of the second letter sent out by the advertising agency with the second article:

"**RE CANADIAN CENTURY RECIPROCITY MATTER**

"We enclose herewith copy for the Article No. 2 to be set up in regular body type as near like copy as possible and inserted in space approximately 14½ inches deep—2 columns wide in first issue of Weekly after February 27.

"Semi-weekly papers insert second issue of the week.

"If for any reason Article No. 1 has not been inserted, insert it in first issue and move No. 2 forward for a week.

"**POSITION**—Guaranteed top of page and alongside reading matter, or first following two broken columns of reading matter.

"Requested on Editorial page or good news page.

"A. McKIM, LIMITED."

It will be noted that there is a keen desire to buy up not only the space in these jour-

nals but the opinion of the editor as well. Now, in view of these facts, will any of our readers approve of having opinions prepared for them by the "water wagon" financiers who are promoting mergers and combines for the simple purpose of levying tribute upon the people? We ask those of our readers who are opposed to the reciprocity agreement if they approve of this "Observer" method of moulding public opinion? We must remember that the reciprocity agreement has little effect upon any class of people outside the farmers. Then why are these financiers spending so much of the good money they have filched from the people to prevent the farmers from getting a better price for their produce? It can only be one of two reasons. These men are either patriots of the highest character and too modest to publish their names, or they are the very worst and most unscrupulous enemies of the common people. Which are they? How many real patriots there are in Canada who would thus buy up the columns of hundreds of newspapers in order to poison the public mind? Our own opinion is that they see in reciprocity the forerunner of greater tariff reductions. How long will the people of Canada allow a handful of men, who enjoy Special Privileges at the hands of parliament, to dictate the affairs of Canada? If these interests can already buy up space in nearly all the country newspapers, how long will it be before they will buy up the papers entirely all over Canada and the people will never see the truth in print? Any man who is opposed to the reciprocity agreement can see into whose hands he is playing. It will pay every man to ponder deeply over these matters before he opposes freedom of trade.

THE CAUSE IS PROSPERING

Considering that this is one of the busiest seasons of the year in the country, we are most grateful for the assistance our readers have given us in increasing the subscription list of The Guide. In order that The Guide should fulfill the function for which it was established, we feel that it should have at least 10,000 additional readers by October 1. With that increase it would be in a class by itself and would appeal to the advertising world sufficiently, we believe, to secure a very large advertising revenue. For this reason we have asked our friends to take up the work. We feel that no agent can explain the work that The Guide is doing as well as can the thousands of readers who are heartily in sympathy with the cause of the organized farmers. The Guide is the great connecting link between the various associations in the three Prairie Provinces, and wherever The Guide is most read in a community, the association is most active. There will be probably 100,000 farmers come into the West this year, and it would appear that The Guide should have a circulation throughout the whole West of at least 50,000 per week in order that the organized farmers might secure the reforms for which they are working. We know that May is the busy month for the farmers, but still we feel that they will have considerable opportunity to meet their fellow farmers who are not readers of The Guide. Two of our readers have sent us in ten new subscriptions each, and another eleven, as the result of a few hours' work. **OUR SPECIAL OFFER OF 50 CENTS FROM NOW TILL JANUARY 1, 1912, IS STILL OPEN.** We earnestly ask our readers to assist us in this work. We are going to ask for a general campaign on the part of our readers to