

with keen interest the operations and growth of the pioneer farmers' company—The G. G. G. Co. Ltd. It was organized by the farmers themselves in 1906, after they had decided that the only way they could hope for a fair return on their grain was to control the marketing of it. A few hundred of the more enthusiastic risked a few dollars each to obtain a charter, buy a seat on the Winnipeg Grain Exchange, equip a small office, and go into the grain business to prove that on one cent a bushel commission they could give shippers more satisfying returns than they had received.

Lack of experience and an unexpectedly rapid growth of business made it impossible always to give the service that was desirable, but those who have given the company a fair trial realize that every item was put through with honest intentions to give the farmer the last fraction of a cent and courteous treatment in the handling of every shipment. The company has led the way in regard to personal checking of samples taken from cars consigned to them; in assisting to collect on claims for loss or damage to cars in transit; in sending out returns promptly and in many other details that mean improved service to the farmer. With the object of providing local storage and handling facilities under the control of this farmers' company, the Manitoba Government system of country elevators was leased in 1912 and the building of a few