

WRIGLEY'S

The Perfect Gum

Adds enjoyment
to every
outing.

Makes
work lighter
too. Also helps
appetite and digestion.
Allays thirst. Refreshes.

SEALED TIGHT—KEPT RIGHT

*The Wrigley Spearmint's Mother Goose book
in colors is funny. Write for your free copy.*

MADE IN CANADA

Wm. Wrigley Jr. Co., Ltd., Toronto

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.



HIGH CREAM PRICES

32c per lb. Butterfat for No. 1 Sour Cream.
34c per lb. Butterfat for A1 Cream.
36c per lb. Butterfat for Strictly Sweet Cream.

These are the prices we are paying at present. Write us for tags today.

Holland Creameries

References: Dominion Bank
87 Victoria Street Winnipeg, Man.

Manitoba

This Section of The Guide is conducted officially for the Manitoba Grain Growers' Association by R. C. Henderson, Acting Secretary-Treasurer, Suite 4, Balmoral Court, Winnipeg, to whom all communications for this page should be sent.

FARMERS' PRODUCE COMPANY

The Farmers' and Gardeners' Produce Exchange Limited is a company with headquarters at Winnipeg. All the stock is owned by farmers and gardeners of the province. The company is the outcome of the "Million for Manitoba League"—a society which was flourishing some five years ago, principally controlled and boosted by land speculators—their object being to encourage mixed farming in Manitoba and thus raise the price of land. Altho the "Million for Manitoba League" got a large grant from the city of Winnipeg and established a market for farm produce with this grant, its existence continued only for a short year and a half, and when the primary object above referred to was not accomplished it was given up. Some of the officials of the associations of Manitoba thought well of the movement, inasmuch as they considered it would provide a cash market for butter, eggs, poultry and other by-products of the farm, and with that object in view tried to reorganize the company and carry it on. Being unfortunate in the first year thru having an incompetent manager, the movement, altho supported by a large number of farmers, again proved a financial failure. The directors, however, who were principally composed of directors of the Grain Growers' organizations of Manitoba and of the market gardeners of Winnipeg, still felt convinced that a market of this nature would serve a good purpose, they therefore approached The Grain Growers' Grain Company for financial aid, which was granted, and a year ago the market was again reorganized, those having sent produce to the former company and not being paid for it receiving an advance of 50 per cent. of their claim thru the source above referred to and taking stock in the new company for the balance of their outstanding claim. Thus the stock holders were greatly extended, and being reorganized into the Farmers' and Gardeners' Produce Exchange started out on May 25, 1915, with brighter prospects and with a possibility of the movement at last becoming a decided success.

Larger Shipments Necessary

A synopsis of the report of the annual meeting held some two weeks ago was printed in The Guide, where it was shown that over \$50,000 worth of produce had been handled thru this Farmers' Exchange, and that a market had been established in Winnipeg which would take care of practically all produce of this nature received. The officials of the company with this new organization naturally felt now that an exchange had been successfully established in Winnipeg for the handling of all by-products of the farm and, backed up and offered by the farmers themselves, it would receive an increased shipment every month. This has not, however, been the case; the farmers are either not realizing the value of an exchange of this nature for the placing direct to the consumer of their by-products, or they are not producing the quantity of goods necessary to meet the growing demands of the city, as during the past month the supply of butter and eggs coming forward has fallen far short of meeting the demands of our customers. The exchange has had to go to large wholesalers in the city and buy sufficient to meet its customers' demands. Thus the farmers of Manitoba apparently are trading their butter to the local storekeeper, who in turn is selling it to the wholesaler, and this is again going to the exchange and then placed on the counter for the consumer in Winnipeg. Thus you will see that three middlemen are employed in the handling of this product where one is sufficient to do the work were the exchange loyally supported by the farmers. Since all these agents have to receive a profit, the old process is still largely in force and the producer is getting a small price and

the consumer paying over value for the goods purchased.

Eliminate the Middleman

Now your officials are more than anxious to serve you in this regard and to assist you wherever it is possible in eliminating all unnecessary middle charges. The citizens of Winnipeg have amply demonstrated that they are more than anxious to purchase these goods direct from the farmers, but if the exchange is to grow to be the use that there is a possibility of it becoming it will only be thru the farmers of the province sending their products to the exchange instead of disposing of it to pedlars and other local agents who pass them on thru three or four different hands, each exacting a toll for the unnecessary service. The last two weeks we have had to buy large quantities of butter and eggs from stock collected as stated above which, to our way of thinking, is a serious mistake.

We appeal to you as mixed farmers of Manitoba to patronize this effort which the directors of your association are putting forth to provide you with a market for the by-products of the farm, such as butter, eggs, poultry, meats, etc. Unless you wish to have what now seems to be a successful undertaking collapse for want of support you will send your produce in much greater quantities than you have in the past. We have now a large number of farmers and farmers' wives of Manitoba who ship all their produce to the exchange, and if any of the readers of The Guide are dubious about the treatment they will receive we would suggest that you write to the superintendent, J. G. Spratt, who will be pleased to furnish references of satisfied shippers, and these parties will be people who have shipped to this exchange ever since it was reorganized.

WM. MOFFAT,
Manager, Farmers' and Gardeners' Produce Exchange.

SEED RATE ON RYE EXTENDED

Your Central secretary has been able to secure a continuation of the special seed grain freight rate on fall rye up to October 30 of each year. Realizing that the present arrangements of time limit on rye for seed purposes was of no value, we took the matter up with the railway authorities and have pleasure in announcing that they very willingly acceded to our request. Parties desiring to ship in fall rye for seed will be enabled to do so by filling out the usual form of application. These forms can be obtained from any secretary of a local branch of the Grain Growers' Association. The secretary from whom you receive your application form will be able to give you all the instruction required.

CAN'T SUPPLY EGG DEMAND

Some time ago the Manitoba Poultry Marketing Association began marketing their best quality eggs in special cartons bearing the name of the association. This grade, which is termed "specials," has been well received by the consuming public, and the demand for same is now considerably greater than the supply. The members of the various associations are putting forth every effort to insure the arrival of their eggs upon the market in the best possible condition, so that a high percentage of their shipments may be suitable for putting into cartons. The grading of the eggs is being done in Winnipeg by the Farmers' and Gardeners' Produce Exchange, and a statement showing the grading of each farmers' lot is sent to each association manager, their identity being preserved by means of a "case plan" which accompanies each case of association eggs. The improvement in the quality of the eggs supplied by the various associations has indeed been quite marked, and in many instances it has been possible to secure twenty-five dozen high grade

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