



Columbia

STILL UNRIVALLED

In beautiful oak cabinet with largest sound box, latest aluminum scientific tone arm and revolving horn, exactly as shown. No crane, stand or rubber tubing required. So simple, no Attachments. Plays all makes and sizes of disc records. The disc style reigns supreme.

\$35 ONLY freight paid, including 16 large selections of your own choice
Pay \$5.00 down and

\$3.50 Monthly

Or Full Payment can be arranged
Seven days' FREE trial if desired

We sell all makes of Talking Machines and Records. Our prices are lower than other houses. When buying from us you do not pay for extravagant advertising, nor do we send you second-hand goods. Easy payments from \$4.50 monthly. No C.O.D. Return if not as represented and money refunded. Satisfaction guaranteed. A straight business offer, no mysterious philanthropic ad.

Here are some of our Specials:

Columbia 10 inch Double Discs (two different selections), 25c., new velvet finish, fit any machine, last for ever. All languages. Hear George Lashwood and Raymond Hitchcock (funnier than Lauder). We send Records on approval. Write for details.

Gold Moulded Cylinder Records, Edison Bell and Columbia, new, 25c., were 40c.
Columbia Indestructible Cylinder Records, 45c., beautiful tone, cannot break, fit any machine.

Four Minute Cylinder Records, 30c.

Columbia Indestructible Four Minute Records, most wonderful invention 45c.

Edison Gem Phonograph and 18 selections, \$19.50, brand new.

Edison Firebird, with six genuine gold moulded two minute and six four minute records \$33.10

Victor Disc Gramophone, with 16 large selections, \$26.48 and upwards. Second-hand machines at bargain prices. Old machines taken in trade, 40 styles of talking machines, \$9,000 records; 40 styles of pianos.

Our Piano Specials \$250.00 and \$350.00
Three full payments arranged

WINNIPEG PIANO CO.

295 Portage Avenue - WINNIPEG
Suggest Piano and Phonograph house in Canada. Wholesale and retail.
Columbia, Berliner, Victor and Edison experts.
Write for interesting Graphophone history and Free Booklet, No. 41

WHEN REMITTING
SEND YOUR MONEY
BY
DOMINION EXPRESS CO

MONEY ORDERS
AND
FOREIGN DRAFTS

PAYABLE IN EVERY COUNTRY
IN THE WORLD

CHEAPEST, SAFEST AND MOST CONVENIENT

RATES FOR MONEY ORDERS

\$5 and under . . . 2c. Over \$10 to \$20 10c.
Over \$20 to \$100 . . 4c. Over \$100 to \$500 15c.

MONEY TRANSFERRED BY
TELEGRAPH & CABLE

TRAVELLERS' CHEQUES ISSUED
AGENCIES in all C.P.R. STATIONS

HUDSON'S BAY COMPANY

LEASING OF LANDS

The Company is prepared to lease for hay and grain purposes all reserved quarters or half sections. For particulars apply the Land Department, Hudson's Bay Company, Winnipeg.

house officers and clerks would be drawing pay for handling their potatoes. However, the exchange has grown steadily in membership.

In this country co-operation has developed principally among farmers for the purpose of marketing their produce. In England its great development has been on the other side—among city workmen for the purpose of buying supplies. In a good many California towns you may notice the sign "Rochdale" over a store. The name refers, of course, to the English town where the greatest co-operative movement of modern times had its beginning.

Co-operative Idea in England.

The principle of co-operation seems always to have appealed to men who were hard up. Behind the oldest co-operative movements that have succeeded were still earlier ones that failed. For co-operation, however fine it may be in principle, will not work automatically. It is not enough that a number of producers or consumers agree to co-operate. If they succeed at it they must discover capable management, and be guided by good, sound business judgment. So there had been many attempts at co-operation among the cotton mill hands of Lancashire before the successful one of 1844, although that date is sometimes mentioned as the beginning of modern co-operation.

If being hard up is a condition precedent to successful co-operation, the cotton-mill hands were certainly eligible. An old report mentions six shillings a week as an average income. To make a penny go as far as possible in purchasing food and clothing was a matter of quite vital importance.

George Jacob Holyoake has described the Rochdale meeting in 1843, at which he spoke upon co-operation—a meeting held in a room belonging to Zach Mellor, the town clerk, its back window looking over a low, marshy field. "It was at the end of a damp, drizzling day," he says, "and people come in one by one from the mills, looking as disconsolate as the weather." How a handful of flannel weavers met, the next year, in Toad Lane, and solemnly resolved to start a co-operative store, has often been told. There were twenty-eight of them finally, and they were to contribute one pound each, constituting the capital of the venture, but hardly one of them seems to have had a whole pound. Most of them paid in a shilling a week, or whatever they could. They had the right idea, however—to divide the profits among their customers. James Smithies was elected secretary. It is related that, when the tiny enterprise seemed likely to wink out, Secretary Smithies, after working until ten or eleven o'clock at the store, would make the round of the town, routing out of bed such persons as were known to believe in the movement and were suspected of possessing a little money, with the summons, "I'm come for thy brass, lad. We maun ha' it."

Persistence Triumphed

Such was the original Rochdale store, started by a handful of flannel-weavers who could barely scrape together the capital of a hundred dollars. As the movement grew, it provoked opposition. One of the charges brought against Cobden was that he favored co-operation, and on that ground some candidates for Parliament were defeated.

Twenty years after the Toad Lane meeting, co-operative retail stores in Great Britain, founded on the Rochdale plan, were selling ten million dollars' worth of goods annually. The Co-operative Wholesale Society, with headquarters at Manchester, was then formed, its capital stock being divided into shares of five pounds each and subscribed for by the retail stores. Five years later the Scottish Wholesale Society was organized in the same way by retail co-operative stores in that division of the kingdom. The Wholesale Society's report for 1909 a volume as large and interesting as an ordinary novel, shows yearly sales by the retail stores to the amount of three hundred and seventy million dollars and sales by the Wholesale Society to the amount of one hundred and fifty million dollars.

The Rochdale System

Such is the significance of the word "Rochdale," probably the largest merchandising enterprise in the world, and

Continued on Page 11



The BEST Roofing Made is Preston Safe-Lock Shingles

Compare it with any other roofing you can find. Note its superiority from every standpoint, Safe-Locks on all four sides, making it absolutely waterproof, snow proof and wind proof.

Preston Safe-Lock Shingles are made from pure sheet steel, and are galvanized according to the British Government specification. **THEY STAND THE ACID TEST.**

Lightning Guarantee With Preston Safe-Lock Shingles there is an absolutely unconditional guarantee against lightning damage

Write Today for booklet, "TRUTH ABOUT ROOFING," free for the asking

"ACORN Quality" Galvanized Corrugated Sheets

Clare & Brockest Ltd. 246 Princess St. WINNIPEG, Man.
METAL SHINGLES & SIDING CO. LTD., Manufacturers, Preston, Ont.

REDUCTION IN YOUR FUEL BILL AND MORE WARMTH CABOT'S DOUBLE-PLY QUILT

will give you this. Costs half the price of Back-Plastering; Uninflammable, and will not harbor insects and vermin. Sample and circular on application.

DUNN BROTHERS WINNIPEG REGINA

Ask Your Dealer for
SACKETT PLASTER BOARD

and
Empire Brands of Wall Plaster

MANITOBA GYPSUM CO. LTD., Winnipeg, Man.

The Guide is publishing every week information of the utmost value to every farmer in Western Canada. Despite the rapid growth in our circulation there are yet thousands of farmers who have never heard of The Guide. To introduce our paper more widely we will send The Guide 13 weeks for 10 cents to any new subscriber. Old subscribers cannot take advantage of this offer. Our regular subscription price is \$1 a year.

When writing to Advertisers, Please mention The Guide