

SAVE ROXBORO BANDS

For 150 bands your choice of these beautiful colored pictures.
For 300 bands your choice of pictures in wide Minitas frame.
Free of advertising.
Size of picture, 21 x 24 inches.



THE H.E. LEDOUX CO., LIMITED.

WHOLESALE TOBACCONISTS, IMPORTERS
AND CIGAR MANUFACTURERS
WINNIPEG AND MONTREAL.

CORNER JAMES & LOUISE STS

Feb. 8th

WINNIPEG, CANADA.

Letter No. 2.--TO THE SMOKER OF CIGARS.

Dear Sir:—Since reading Letter No. 1, which appeared in The Guide of Feb. 1st, I take it for granted that you have already smoked a ROXBORO CIGAR, and that it has become a part of your daily life's enjoyment. I, however, realize that some of the dealers, "very few of them though," have not as yet stocked the ROXBORO. If your cigar man has not, send me his name and I'll see that next time you ask for a ROXBORO that he will be there with the goods.

Dealers who sell ROXBORO CIGARS do more business than the fellow that don't, that's why ninety per cent. of the Tobacconists in Western Canada are already handling them. He knows that once a man starts on ROXBOROS he is going to stay by them and smoke nothing else.

ROXBOROS sell at ten cents straight. They are worth more, because they are made from better Havana Tobacco than was ever put into a smoke selling at the same price.

As an inducement to get you to try real ROXBORO pleasure, clip the coupon, take it to your dealer, hand him a quarter and he will give you three of the best smokes in the land.

Save the bands and take your choice of these beautiful large sized colored pictures.

I am yours for the success of the ROXBORO-CIGAR,

H. E. LEDOUX CO. LTD.

Per

G. G. G. CLIP THIS COUPON TO-DAY G. G. G.

TAKE IT TO YOUR TOBACCONIST WITH 25 CENTS AND GET
THREE ROXBORO CIGARS WORTH THIRTY CENTS

(THIS COUPON IS GOOD FOR ONE TRIAL ORDER)

Sign Name Here

Co-operation the World Over

Continued from Page 17

to co-operation and their services are entirely devoted to the cause. Another system worthy of mention is the organized courses to instruct the farmers in book-keeping and the general business of the farm. The government is greatly interested in these institutions and watches over them with the greatest sympathy.

Denmark's Co-operation

The most characteristic form of co-operation in Denmark is the co-operative dairy. In 1909 there were 1157 co-operative dairies, 238 dairies worked in common, and 90 estate dairies. The

co-operative dairies are increasing yearly, while the others are diminishing. The co-operative dairies have formed unions and twenty out of twenty-one of these unions have united in two federations, which have appointed a committee to watch over common interests. There is also a collective purchase society, which has for its end to obtain the dairy articles of consumption, machines, etc.

United States

Co-operation has made rapid strides in the United States—especially in the line of marketing produce. On the other hand, co-operative societies for the purchase of agricultural requirements fall far behind many of the European countries. Among the fruit growers co-operation is

wonderfully developed both economically and morally, as it has created among the societies a noble emulation to produce the best fruit; and many have taken a special trade-mark as a safeguard for the good reputation of their produce, some of which have already attained world-wide renown. The co-operative societies not only aim—according to the unanimous testimony of competent persons—at emancipating the producer from the exaggerated pretensions of the middleman and winning the confidence of the consumer by guaranteeing the better quality, but they tend to get possession of the market, concentrating the trade, as far as possible in their own hands and aiming to maintain for themselves a real monopoly. Mr. James Wilson, the

eminent secretary of the department of agriculture in the United States, observes with justice that these are the most characteristic aspects of modern agricultural economy in the United States.

Great Britain and Ireland

In the United Kingdom co-operation has made rapid strides and there are numerous official publications regarding progress. The law allows complete liberty of associations and does not insist upon societies being registered. Unregistered societies have no co-operative existence and obtain their recognition by Royal Charter, by registration under the Company's Acts and by registration under the Industrial and Provident Societies' Act.

Distributive co-operation has attained great development in the United Kingdom. On the other hand, co-operation for the sale of produce has not met with the same success, from the fact that the central markets are too close at hand and there is usually a considerable choice not only of markets to which to send produce but of methods of despatch. In England, the dairy societies show a variety of methods of dealing with milk. One sells milk wholesale and conducts a small cheese factory to dispose of the surplus milk in the times of glut; another distributes milk direct to the consumer and has a small factory; a third manufactures cheese in the summer leaving the members to make their own milk contracts in the winter.

In Ireland, Sir Horace Plunkett, has done much to promote co-operation and has been instrumental in obtaining state-aid for the societies. One rapidly developing society is the agricultural credit bank, which is worked under the Raiffeisen systems.

Italy and Japan

Coming to Italy and Japan the co-operative movement is of relatively recent date yet there has been a steady development in these two countries. Both countries are aided to a great extent by the government in this movement.

WHAT FARMERS HAVE ACCOMPLISHED

(L. M. Rhodes, in The Southern Farm Advocate).

When the young educational and co-operative giant, known as the Farmers' Union, hoisted its banner of "Equity, Justice and the Golden Rule," and started across the twentieth century like some majestic spirit declaring to the world that we would discourage the credit and mortgage system, 70 per cent. of the farmers of the South were under mortgage. With a sad heart and trembling hand they had signed a mortgage and become a part of a system that was selling 60,000 farms annually in the United States under the hammer. A system that was a self-supporting institution, taking just as many dollars to pay it when crops were short and prices low as when crops were good and prices high; demanding cash every time; always drawing interest; growing rainy-days, holidays and Sundays; never affected by drouths nor drowned by floods; never killed by frosts nor freezes; moth-proof and not subject to rust; not affected by speculation nor the actions of the boards of trade and not waiting for the market to advance, this system always demanded a full surrender by the 15th of November. It feasted on the first fruits of the season; demanded, without mercy, the fattest hog, finest cow and, most valuable horse on the farm. It shared the children's bread and forced them to grow up poorly fed, poorly clothed and illiterate, and sent the wife and mother to the fields to battle with the winter's winds and summer heat; it crippled King Cotton and made it sit helpless on a speculative throne; it stooped the farmers' back, whitened his locks, hardened his hands and benumbed his intellect; it was a galling chain, a grinding burden, that, single-handed, he could not shake off. But by co-operation, unity of action, living at home, diversified farming and economy, all taught him by this organization, nearly two-thirds of this burden has been lifted from the shoulders of the farmer. Certainly this entitles the Farmers' Union to a warm place in the hearts of every loyal and patriotic American.

Millions of dollars have been saved to the farmers through co-operative buying. And we have built cotton gins, warehouses, grain elevators, oil mills, flouring mills, produce stations, fruit packing plants, co-operative stores, peanut cleaners, banks and numerous other agencies to

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