

moving pictures, with statistics telling the relations between the cost of production, the cost of transport, the cost of selling and what the consumer pays will arouse in the rural mind a sense of his relation to the world of affairs outside and help him to appreciate the part which agricultural life should play in the country as a whole.

But I have said enough to indicate what I wish to direct attention to: viz., the importance of arousing in the several educative agencies of our rural communities a consciousness of the need for their adopting an aggressive attitude toward the social life of their communities, and shall leave the matter to be further discussed by those perhaps more competent.