



A COMFORT TO THE SOLDIERS

STAG

CHEWING TOBACCO

The fine, rich flavour and lasting qualities of "STAG" have made this famous chewing tobacco a prime favorite all over Canada.

Our gallant Canadian boys at the front are enjoying its satisfying qualities.

SAVE THE COUPONS
GOOD FOR PRESENTS

Extract of a letter from a Corporal at the front to a Suffolk Clergyman:—

"What hurt us most" he writes, "was the poisonous gas, which made the air green and yellow, choking and poisoning men where they stood. Tobacco saved many lives in that battle. We began to feel choky, but put big chews in our mouths, and this caused us to expectorate the gas. Now whenever we notice the gas, we chew tobacco, which greatly helps."

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chant writes, "We are now selling shoes to men who used to beg for the old shoes left by our customers." That does not look as if prohibition was going to injure West Virginia.

They say that many of the boys and girls in North Carolina had to work and thus were deprived of educational opportunities. We frankly admit that that was true before prohibition. Now the superintendent of education says that school attendance nearly doubled in two years after prohibition came into force.

They point out that Tennessee and North Carolina, which are dry, have more poor than Florida and Louisiana, which are nearly dry. I have been in both, and it is quite true that North Carolina and Tennessee have a great number of poor blacks, while Florida and Louisiana were rich states. Why did they fail to tell us that the paupers in the nine driest states in 1915 were 46.5 per hundred thousand population, while in the nine wettest states they were 127.7—nearly three times as many?

They tell us in big headlines, "Kentucky turns down prohibition." That is not true, but it is true that the "personal liberty" members of the assembly refused the people the liberty to vote on the question. More than half of Kentucky is already dry, so they knew what would happen if the people got their liberty to vote on the question. And still they cry for liberty.

They say, "You will be surprised to learn that the states lowest in church membership are all prohibition states." Yes, we would be very much surprised, because ex-Governor Glen, of North Carolina, and Governor Capper, of Kansas, have told us that, in their states, church attendance has rapidly increased. A few years ago a census of the wet and dry townships in Ohio showed that in the dry townships church membership increased from 25 to 50 per cent. more rapidly than in the wet townships.

The butcher had accidentally got locked up in one of his own cold storage compartments filled with wieners, relates Judge. "It's just like being lost in the arctic," he mused when the realization of his plight settled down upon him. "If a relief expedition doesn't reach me I'll be just like any other polar traveller in distress—I'll have to eat my own dogs."

The United Farmers of Ontario

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rate. Generally, the freight rates when goods were shipped in carload lots were only about half or less of what they were when smaller shipments were sent. In many lines, the freight rates are practically prohibitive when less than carload shipments are made. This is true of goods cheap in price and sold by the ton, such as cement and agricultural lime. When fifty automobiles can be shipped into a district, it is possible to buy them at a very low rate. Unless that number can be ordered, they cannot be purchased at all.

Agricultural implements can be purchased at a great reduction when orders can be massed. If the United Farmers Company could fill one-tenth of the orders given in the province each year for agricultural implements it would be able to cut the price of these implements in half. When the company sends small shipments its commission is little or no greater than that of the local agents, and when these agents cut their price it leaves the company little or no margin. If sugar could be sold in carload lots it could be shipped directly from the refinery. Other instances were given of the benefits of ordering in large quantities.

Taking Orders by Clubs

A thoroughly practical address was given by L. H. Blatchford, of Embro, the secretary of a successful farmers' club in Oxford county. Mr. Blatchford pointed out that the best way for a club to gain orders from its members was by first gaining their confidence. One poor shipment might create dissatisfaction that it would take months to overcome. A low price on a good article always drew business. Mr. Blatchford told of efforts that had been made by wholesale firms to draw the business away from the central association in Toronto and emphasized the necessity of the locals standing by the central and recognizing that it is their company.

Financing the Locals

Much interest was taken in an address on how the local organizations could best handle their financial problems. John Z. Fraser, of Burford, showed how big business deals are often handled without the use of actual cash, but by using credit obtained thru the bank. Locals were urged to establish

a line of credit at the bank to help them finance their operations and not to be afraid of their bankers, but to tell them frankly what they wanted and to let them know that they expected to secure it.

Several locals reported that they had had trouble thru goods arriving without the bill of lading. Their farmers drove in to get the goods, but could not secure them. This caused dissatisfaction. Other clubs said that they had overcome this difficulty by having a line of credit and guaranteeing payment of the goods. Peter Porter, of Brant county, said that the difficulty could be overcome if the secretary would not notify his members until the bill of lading arrived.

Other Addresses

H. C. Tucker, of Harold, spoke on methods of extending the organization. He pointed out that the principles involved in co-operation are the highest ideals to which humanity can attain. They are moral principles rooted in brotherly love. More of this spirit is needed in the local organizations instead of the selfishness which often is only too apparent. Mr. Tucker pointed to the growing power of the middlemen and the tendency they show to squeeze both the producer and the consumer. He urged the local organizations to make the central organization in Toronto their middleman, and warned the locals against piling too much work upon their secretaries. He suggested instead that committees be appointed, and much of the work now given to the secretary in the purchasing of goods should be relegated to these committees. Secretaries are being offered inducements on the side by manufacturers and other concerns, and this created a condition which was dangerous.

Organized Marketing

F. C. Hart, of the Markets Division of the Ontario Department of Agriculture, spoke on the subject of organized marketing. He urged farmers when forming co-operative associations not to take in everybody who applied for membership, but to pick out as members and officers men whom they knew would be loyal to the organization. It was better to start with a few loyal members than with a large organization, included in which were discordant elements. The necessity for grading goods properly in the marketing of farm supplies was emphasized.

The city consumer's standpoint was explained by Prof. Sissons in an address on "The City Consumer and the Farmers' Movement." Prof. Sissons showed that the price of farm produce in cities has risen to a point where the consumers are being forced to co-operate in an effort to buy their supplies more cheaply. He mentioned the Housewives' League and other similar organizations in Toronto, and suggested that if the organized farmers would get in touch with the consumers' organizations the results should prove beneficial to both. He showed that where farmers a year ago allowed their apples to go to waste to the extent of many thousands of dollars, because they did not know where to market them, city consumers shortly after were paying exorbitant prices for such fruit.

Livestock Shipments

An address on livestock shipments was given by E. C. Drury, of Barris. Mr. Drury showed how he had saved \$23 on a shipment of livestock he had made thru the agent of the central company in Toronto instead of selling to the drover. The livestock trade is in the hands of the dealers. Farmers do not know how their stock grades, while the dealers do. In deals between the drovers and the farmers, the drovers have the advantage. Much needless expense is incurred by drovers while driving thru the country to secure their shipments. Were farmers to unite and arrange to ship on certain dates, this expense could be saved. A central organization is required thru which these shipments could be marketed to the best advantage. The Central Farmers' Company now has a representative on the Toronto market, and as far as Mr. Drury could see, it was safe for the local farmers' clubs to sell their stock thru the Central Farmers' Company.

The enthusiasm manifested thru out all the proceedings of the convention justifies the expectation that next year's convention will prove an even greater success.

A CORRECTION

In the advertisement of The Canadian Stever Gasoline Engine Co. Ltd., of Brandon, Man., which appeared in this paper during the month of February, the rated h.p. of the gas engine was given as 5½ h.p. It should have been 5 h.p.