

How United Grain Growers Limited Serves the Farmers of the West

There is one message that this Western Farmers' Organization might send to the farmers of the East—that there is a profit in looking after your own business. From small beginnings this Company has grown to large proportions, with its 35,000 shareholders, its 300 interior elevators, its terminal elevators, its export company, its timber limit, its lumber mill, and the numerous branches through which it buys and sells for the farmer. Commercial success was not one of the objects of the founders of the Company. Their aim was to improve the conditions under which the farmer must do business. In spite of the fact that they ignored the object of commercial success they found commercial success just because they dealt with the farmer on a proper basis and because they served the farmers, commercial success came.

But the farmers' company does not exist just because there is sufficient profit in the handling of farmers' business to make such a company pay. It exists primarily to serve the interests of the farmer, to do the things for him that must be done by a commercial company and to do them in the way that they should be done. The success, therefore, of the farmers' company of the West in their different transactions is not to be measured by the service rendered to its clients. How great that service is, how valuable it has been found by the farmers of the West, can only be estimated from the size to which this company has grown.

But there is another function perhaps even more important for a farmers' company in business. It is a regulating force in such business. It sets a standard of practice that must be followed, approximately, at least, by other companies that wish to remain in business. It shows other companies that it is commercially practicable to handle farmers' business in the farmers' interest and thus the profit of a farmers' company is not limited to the shareholders nor to those who do business with it, but are spread all over the whole field of farm endeavor.

The following list shows some of the activities of United Grain Growers Limited:

- 1.—At 300 Elevators throughout the prairie provinces it buys grain or accepts grain for storage.
- 2.—It handles grain on Consignment and handles it in the interest of the shipper.
- 3.—Terminal Elevators for Storage and transfer of grain are operated at Port Arthur and Fort William.
- 4.—The Grain Growers' Export Company Limited handles grain for Port Arthur and Fort William until it is disposed of in Trans-Atlantic market. During the war the Allied Governments have made use of the services of this organization.
- 5.—Livestock is Handled on Consignment at Winnipeg, Calgary or Edmonton.
- 6.—As a Purchasing Agent for the farmers the Company buys implements, machinery, farm supplies and building materials, using its purchasing power to secure the best value.
- 7.—The Company Sells by Mail from its Catalog, shipping from Warehouses at Winnipeg, Regina, Saskatoon or Calgary.
- 8.—Sales are made Direct from Showrooms at Winnipeg, Saskatoon, Regina and Calgary.
- 9.—Farmers' Cooperative Organizations purchase in quantity such supplies as Binder Twine, Coal and Lumber.
- 10.—Groups of individuals not completely organized into associations, combine to buy coal and other supplies in carload lots.
- 11.—For 35,000 Farmer Shareholders it provides a safe investment and experience in managing a great business.
- 12.—United Grain Growers Securities Company Limited handles farm lands on commission and it gives appraisals on farm lands.
- 13.—The Company Purchases Lumber in all British Columbia markets for its customers and has now established at Hutton, B.C., its own mills for the manufacture of lumber from its own tracts of timber land.
- 14.—In educational work, through Grain Growers' Associations and other channels the Company has spent nearly \$100,000.

UNITED GRAIN GROWERS LTD.

WINNIPEG

REGINA

SASKATOON

CALGARY