

The Local Board — Its Functions and Influence

Local Board can also report any failure by the agent to follow these instructions.

(b) SUPPLYING INFORMATION TO THE DIRECTORS ON REQUEST

Herein lies one of the functions which the Local Board is best qualified to exercise. Handling the business of a huge organization extending over four provinces, and trading at hundreds of points, it is impossible for the Company to be fully cognizant of local conditions unless there is some authority to whom they can refer. The farmers do rely to a large extent, and it is right and proper that they should rely, on the Company being alive to all matters that concern the agricultural community. It sometimes does happen, however, that the Management feel the advisability of knowing more directly and at first hand the feeling of the farmer on certain points which come up before them in carrying on the business of the Company. Information might also be required on crop conditions during the growing and threshing season, or on stocks of grain in farmers' hands. The trading conditions, the number and standing of the various dealer and the nature of the competition might also be subjects of inquiry. **Enough has been said to indicate that the Local Board can play an important part in building up the Company's business by giving the Management such reliable information as they feel desirable.** No successful business man minimises the importance of first hand, accurate information.