

The Brain Growers' Guide

Winnipeg, Wednesday, January 10th, 1917

THE QUALITY OF PAPER

Our readers will have noticed that with the first issue of the New Year the quality of paper used in The Guide is not so good as it has been. The book paper which The Guide has been using ever since we started publication has increased in price 200 per cent., and in order to continue using that kind of paper it would cost The Guide not less than \$50,000 per year over and above what it has been costing. It has therefore been necessary to use news print in the publication of The Guide. Even this kind of paper has increased in cost by 100 per cent. and may increase still further. It is our hope to be able to return to the better quality of paper as soon as it is financially possible to do so, but to continue using this paper at present would be an impossibility. It is not likely there will be very much improvement in paper prices until the war is over and conditions come back to normal. Nearly all the farm papers in Canada have been forced to make the same change in the quality of their paper and a considerable number of papers in Canada have been practically ruined in the tremendous increase in the cost of their raw material. Where it will end we do not know as prices are steadily rising and it is becoming increasingly difficult to get a supply of paper at any price.

With this explanation we trust our readers will realize the imperative necessity of reducing the quality of our paper in order to continue the publication of The Guide, and will appreciate the problem we are facing in publishing this paper.

TESTING FARMERS' LOYALTY

The organized farmers of Ontario are meeting with some of the same difficulties that confronted the organized farmers of Western Canada when they decided to develop their own commercial enterprises. The United Farmers' Co-operative Company of Ontario, with head office at Toronto, is a purely farmers' company handling only farmers' business and bearing the same relation to the farmers of that province as our farmers' grain companies bear to the farmers of Western Canada. The chief business of the Ontario Farmers' Company is done in supplying farmers' clubs with a considerable amount of supplies and commodities used on the farm. The company is not strong financially, having just got nicely started and a good many of the farmers' clubs as well as individual farmers are waiting to see whether it is going to succeed before they become shareholders. This fact has handicapped the Farmers' Company in making its arrangements for buying its supplies and has consequently caused it some difficulty. An illustration of its difficulty is its experience with a firm known as the Canada Grocery Company of Toronto. The Farmers' Company secured orders for groceries from the farmers' clubs and had these orders shipped out direct by the Canada Grocery Company, the Farmers' Company receiving a very small commission for the work it did. A few months ago some difficulties arose between the Canada Grocery Company and the United Farmers' Company and the Grocery Company promptly set out to do business direct with the farmers' clubs and ignore the Farmers' Company. In one of the circulars sent out by this concern soliciting business from the farmers' clubs they made the following statement:—

"Before severing our connection with the United Farmers' Co-operative Co. Ltd., we paid them a commission on all business which was sent thru their office for us. Part of this commission we presume was returned to you in the shape of dividends, after their office expenses were paid. As we have discontinued our former business relations with them, we are not now paying them any commissions on orders received from farmers'

clubs. We feel therefore that you are entitled to 1 per cent discount off our list prices. Your orders would have to be sent direct to us of course, to entitle you to this discount."

This seems a clear indication that the Canada Grocery Company is using its past relationship with the Ontario organization to do its business with the Clubs.

The suggestion of the grocery company that part of their commission to the United Farmers' Company was returned to the clubs was evidently made with the intention of creating dissatisfaction in the farmers' organization. They are now offering a one per cent. rebate to the clubs on orders sent to them direct. No doubt there are a good many farmers' clubs in Ontario that will take the bait offered without ever stopping to think of the work their own central office has done in getting them to the point where they can buy so advantageously. If the farmers and farmers' clubs of Ontario are wise they will see in this little scheme of the Canada Grocery Company the very best reason on earth why they should support their own central office and build it up to a strong institution even tho at some sacrifice to themselves. In Western Canada when the Farmers' Company started in business they were offered similar baits and even far more attractive ones to desert their own company. Thousands and thousands of farmers in Western Canada in the early days supported their own companies at financial loss to themselves, but they have had the satisfaction of seeing these companies develop into such a strong financial position that they are now able to meet all competition and render a service to the farmers which was unknown before the farmers' companies started business. Loyalty to their own institutions is the first essential in building up strong and useful farmers' organizations and it is hoped that the farmers of Ontario will not allow themselves to be led away from their own institutions by such sugar plums as the Canada Grocery Company is holding out to them.

NATIONAL GOVERNMENT IMPERATIVE

Speaking at a dinner given to the returned soldiers in Ottawa on New Year's day, Sir Robert Borden, declared: "That every power of this country for the success of the war would be used in this direction." He also intimated that more drastic measures would be employed in mobilizing the man power of this country for the successful prosecution of the war. If Premier Borden's remarks were not merely words, then a revolution is about to take place in Canada. The three great essentials in the prosecution of the war are men, money and munitions. Considering the attitude and conduct of the Borden government the manhood of Canada has responded nobly. Every other warring country has a National government representing all the people with the one object of bringing the war to a successful conclusion. Every other warring country is conscripting more or less of the wealth of the country as well as recruiting or conscripting the men. In Canada, however, we still have a party government, whose chief concern is to keep itself in power. The waste of public money has been prodigious, patronage has had practically free rein and not one cent of the wealth of the country has been conscripted for war purposes. It appears very much as tho some people had the idea that this war is a providential occurrence to be conducted for the benefit of one political party and a small group of the wealthy people in the country. In Great Britain all classes are represented in the government and the taxes on the wealthy and corporations are enormous. Canada is in the war, fighting for a just cause and must

stay in it to the end. If we adopted the British method we would help to shorten the war, save our soldiers' lives and leave our country in better shape for development after the war. But it can never be accomplished under a party government because it does not represent nor hold the confidence of all the people. In fact, it is practically certain today that it does not represent half the people, and herein lies the danger. If the Liberal party refuses to permit the extension of the life of parliament and an election is held this coming summer, the Liberal party might come into power. This would be a disaster and would be no improvement on the present situation. What is needed is a National government in which both parties will be represented and in which organized labor and agriculture will not be overlooked. Under such a government the wealth of Canada can be conscripted, munitions can be produced in greatly increased quantities, recruiting will be stimulated and Canada can conduct her part in the war in real earnest and not as a huge sacrifice for the many and a profitable enterprise for the few. The country is crying aloud for a change at Ottawa. How long will the present situation continue?

THE ARCHITECTS' COMBINE

There is considerable resentment being felt in Saskatchewan against what is called "The architects' combine." Under special legislation no person is permitted to distribute building plans in that province who is not an architect and registered under the Act. The aim of the architects in securing this legislation was to prevent plans for houses and barns being distributed to farmers at low prices. The Guide has distributed a large number of splendid house and barn plans to farmers all over the West at prices ranging from \$1.50 to \$2.50. If these plans had each been prepared individually by an architect they would have cost the farmers from \$25.00 to \$50.00 each. The Guide was able to distribute them at the low price because a number of copies of the same plan were made. If this Saskatchewan law were also in force in Manitoba, The Guide would be prohibited from distributing plans as we are now doing and there is an agitation on foot among the architects in Manitoba to secure such legislation. If the organized farmers were to bring this matter before the government of Saskatchewan and show the government its unfairness to farmers, we have no doubt whatever but that the government would have it amended or repealed immediately.

BOND THE SECRETARY

Hundreds of local Grain Growers' Associations and Local Unions of the United Farmers of Alberta are purchasing more or less of the necessities in carlots at a very considerable saving in price. In one or two cases where the money has been handled by the secretary or some member of the association he has decamped with the funds. As the defaulting official was not bonded the other members of the group were forced to pay the account the second time. This danger could be avoided if the secretary or whoever is handling the money were bonded thru some reliable bonding company as is done by every business house in Canada. It costs very little to have such an official properly bonded and his record must be absolutely clear and spotless before such a bond can be secured. No honorable man will have the slightest objection to being bonded as it is no reflection upon him, but merely a good sound business precaution. After being bonded in case the official then