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## THE GRAIN GROWERS' GUIDE

"Equal Rights to All and Special Privileges to None"  
A Weekly Journal for Progressive Farmers

Published under the auspices and employed as the official organ of the Manitoba Grain Growers' Association, the Saskatchewan Grain Growers' Association and the United Farmers of Alberta.



The Guide is the only paper in Canada that is absolutely owned and controlled by the organized farmers—entirely independent, and not one dollar of political, capitalistic or special interest money is invested in it.

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# Britain Has Solved The Rubber Riddle

Rubbers and Overshoes Are Cheap as Ever Today,  
While Other Necessities, Particularly Shoes,  
Have Nearly Doubled In Price.

Rubber has been one of the most insistent and intensely interesting problems of the twentieth century—and its solution is proving of vital importance to the Empire in this great war.

Until 1910 the world depended for its crude rubber on the forests of South and Central America and Africa. The supply increased slowly, if at all, while consumption, since the advent of the motor car, has grown enormously. From an average of \$1.00 a pound in 1908, the price jumped to \$3.00 in 1910. Manufactures of rubber kept pace—no doubt you remember what rubbers cost for a year or two—and the situation looked alarming.

The search for synthetic rubber was redoubled in vigor. German chemists had been working on it, and the world seemed to expect them to come through with some ingenious process for manufacturing rubber from its known ingredients, on a commercial scale and at a low cost. But the world still waits—and so does the Kaiser, judging from his indignation over Britain's refusal to let him import rubber by registered mail.

Relief from a rubber famine came instead from the far sighted development policy of Britain's Empire builders, who for years, in spite of general ridicule, had been encouraging the growth of plantation rubber on a large scale in Ceylon, Sumatra, Java and the Malay States. Money was advanced to planters to carry them through the seven-year period before the trees started to produce, and hundreds of thousands of acres were planted.

By 1910, when the pinch came, British plantations produced 8,200 tons—11% of the world's output. The next year saw 14,000 tons of plantation rubber—nearly 20%. In 1912 it had grown to 29%—in 1913 to 44%—in 1914 to 59%—last year to 68%—or 107,867 tons. This year's production is estimated at 150,000 tons, or 75% of the world's supply.

With three-quarters of the rubber production thus controlled by Great Britain, and the seas in the grip of her mighty fleet, the Allies are assured of an abundant supply for war purposes, while the Teutons' troubles from lack of it are growing daily more serious.

Having a practical monopoly of the supply, and the power to impose such prices as she chose, Great Britain has made it, except to her enemies, a benevolent monopoly, and has set the price of crude rubber lower than it was before the war.

To Canadians this is doubly important, because the climate makes rubber footwear a necessity. Now, when shoe prices are soaring, while rubbers and overshoes are as cheap as ever, it is clearly economy to protect expensive leather footwear with rubber, and to wear rubber farm boots instead of those made of leather. Besides the big money saving, there is the valuable protection to health. Wet feet and colds go hand in hand, with a ghastly train of ills—easily avoided by wearing rubbers.

Then there is the patriotic side. Vast quantities of leather are absolutely necessary for the army, and the scarcity is growing. Every pair of shoes we save helps to ease the situation, and so serves the Empire to which we owe this welcome cheapness of rubbers.

**Save your Shoes and Serve the Empire !**

## A Reminder !

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