



WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE

tion with The Guide a band of subscription-getters all over the field, governing themselves entirely by the Initiative and Referendum, working not only for commission but also for badges of distinction such as they themselves would suggest and prize. This corps should be further organized in getting information for the paper, in obtaining advertising matter and in fighting our battles against organized greed, as leaders.

Splendid Idea

The letter-writing habit is a good one to follow and in any serious dilemma affecting the welfare of our community this organization could spread the news quickly all over and in case it was of governmental or judicial nature a flood of letters properly aimed would storm the citadel effectively. Then comes the important matter of advertising. We need the sinews of war and our friend, the enemy, is possessed of the cash. We need the circulation for our paper not only that all farmers read the matter but also for the purpose of the value (money-value)—a large bona-fide subscription list gives to the advertising space. We should aim to make our paper such a widely read one, such an actual household necessity that we can compel advertisers to use space. Again we can still further emphasize the value of our advertising space by having our "flying column" get farmers everywhere to sign a pledge to purchase from advertisers in The Guide whenever possible and always give them first chance.

An advertising coupon book might be issued to each one signing the pledge and when the business he had brought advertisers reached a stated amount a rebate might be given either in cash or as a discount on business he might bring to the paper.

Everything Ready

The fields are white for the harvest and if a few live men will pick up the best of my suggestions we may soon expect a close organization of those who realize that we are all members of one body, the success of each being part of the success of all, and yet more so the success of all being the success of each. If we follow this line of action we can compel those who pluck us to advertise in our columns or see the other fellow make the sales. There is no getting away from the fact that if we do not jointly control our advertising space, that space will control us.

Do not miss this point—the staff of The Guide desire to make that paper a success; but it is a physical impossibility to do of themselves and by themselves. You have it from their own paper that the subscription price is but one-third the cost of issuing the paper.

Now, boys! Spit in your hands; take a strangle hold; brace your feet; fill your lungs and now for the long strong, steady pull and the pull altogether that will run The Guide high up on the mast, the silver of its purity flashing out to windward and lee, the azure of its hope rising as the azure of the lofty dome and the crimson of its brotherhood spreading far and wide from solitary farm to crowded city bringing peace on earth and goodwill to "MAN."

Are you with us?

O' WHY SHOULD THE SPIRIT OF MORTAL BE PROUD?

Note.—The following poem was a particular favorite with Abraham Lincoln. It was first shown to him when a young man by a friend, and afterwards he cut it from a newspaper and learned it by heart. He said to a friend, "I would give a great deal to know who wrote it, but have never been able to ascertain."

He did afterwards learn the name of the author.

O' why should the spirit of mortal be proud?

Like a swift fleeting meteor, a fast-flying cloud,

A flash of the lightning, a break of the wave,

He passeth from life to his rest in the grave.

The leaves of the oak and the willow shall fade,

Be scattered around, and together be laid;

As the young and the old, the low and the high,

Shall crumble to dust and together shall lie.

The infant a mother attended and loved,

The mother that infant's affection who proved,

The father that mother and infant who blest,—

Each, all, are away to their dwelling of rest.

The maid on whose brow, on whose cheek,

In whose eye,

Shone beauty and pleasure,—her triumphs are by;

And alike from the minds of the living erased

Are the memories of mortals who loved her and praised.

The head of the King, that the sceptre hath borne;

The brow of the priest, that the mitre hath worn;

The eye of the sage, and the heart of the brave,—

Are hidden and lost in depths of the grave.

The peasant, whose lot was to sow and to reap;

The herdsman, who climbed with his goats up the steep;

The beggar, who wandered in search of his bread,—

Have faded away like the grass that we tread.

So the multitude goes, like the flower or weed,

That withers away to let others succeed;

So the multitude comes, even those we behold,

To repeat every tale that has often been told.

For we are the same our fathers have been;

We see the same sights our fathers have seen;

We drink the same stream, we see the same sun,

And run the same course our fathers have run.

The thoughts we are thinking our fathers did think;

From the death we are shrinking our fathers did shrink;

To the life we are clinging our fathers did cling,

But it speeds from us all like the bird on the wing.

They loved,—but the story we cannot unfold;

They scorned,—but the heart of the haughty is cold;

They grieved,—but no wail from their slumbers will come;

They joyed,—but the tongue of their gladness is dumb.

They died,—ah! they died;—we, things that are now,

That walk on the turf that lies over their brow,

And make in their dwelling a transient abode,

Meet the things that they met on their pilgrimage road.

Yea, hope and despondency, pleasure and pain,

Are mingled together in sunshine and rain:

And the smile and the tear, and the song and the dirge,

Still follow each other like surge upon surge.

'Tis the wink of an eye; 'tis the draught of a breath

From the blossom of health to the paleness of death,

From the gilded saloon to the bier and the shroud;

O' why should the spirit of mortal be proud?

—William Knox.

NOTICE

Public notice is hereby given that under the first part of the Companies Act, letters patent have been issued under the seal of the Secretary of State, bearing date the 18th day of December, A.D. 1911, incorporating **William Graham Hall, Accountant; Joseph Wright, Capitalist; Walter Harley Trueman, and Ward Hollands, Barristers-at-law; Thomas Wesley Robinson, Student-at-law; and Ernest Smith, Clerk, all of the City of Winnipeg, in the Province of Manitoba, and such others as may become shareholders in the Company thereby created, a Body Corporate and Politic, under the name of**

"THE GRAIN GROWERS' EXPORT COMPANY, LIMITED"

for the purposes:

(a) To acquire, sell, deal in and dispose of grain, wheat, oats, barley, cereals and agricultural products of every kind, and to manufacture, sell, deal in and dispose of flour and other food stuffs manufactured therefrom, and to build, acquire, operate, sell or otherwise dispose of mills, elevators, buildings, plants and machinery for the transportation, storing, handling, cleaning or conditioning all such grain, wheat, oats, barley, cereals and agricultural products, or for the production and storage of all kinds of goods that may be produced therefrom or in conjunction with grain or cereals of any kind;

(b) To carry on the business of exporters, shippers and forwarding agents, and of warehousing, storage, cold storage and all business incidental thereto, and to further carry on the business of general warehousing in all its several branches; to construct, hire, purchase, operate and maintain all or any conveyances for the transportation by land or by water of any and all products, goods or manufactured articles or merchandise; to issue certificates, warrants or receipts, negotiable or otherwise, to persons storing or warehousing goods with the Company, and to make advances or loans upon the security of such goods or otherwise; to construct, purchase, take on lease, or otherwise acquire any wharf, pier, dock or works capable of being advantageously used in connection with the shipping and carrying on other business of the Company;

(c) To build, acquire, own, charter, navigate, use, lease, sell and dispose of steam and other vessels, barges and boats for the transportation of goods and merchandise and for the purpose of the Company, and to build, acquire, maintain and dispose of all structures, wharves, dry docks, machinery and other equipment in connection therewith;

(d) To carry on any other business (whether manufacturing or otherwise) which may seem to the Company capable of being conveniently carried on in connection with its business or calculated directly or indirectly to enhance the value of or render profitable any of the Company's property or rights;

(e) To acquire or undertake the whole or any part of the business, property and liabilities of any person or company carrying on any business which the Company is authorized to carry on, or possessed of property suitable for the purpose of the Company;

(f) To apply for, purchase or otherwise acquire, any patents, licenses, concessions and the like, conferring any exclusive or non-exclusive or limited right to use, or any secret or other information as to any invention which may seem capable of being used for any of the purposes of the Company, or the acquisition of which may seem calculated directly or indirectly to benefit the Company, and to use, exercise, develop or grant licenses in respect of, or otherwise turn to account the property rights or information so acquired;

(g) To enter into partnership, or into any arrangement for sharing of profits, union of interests, co-operation, joint adventure, reciprocal concession or otherwise, with any person or Company carrying on or engaged in or about to carry on or engage in any business or transaction which the Company is authorized to carry on or engage in, or any business or transaction capable of being conducted so as directly or indirectly to benefit the Company; and to lend money to, guarantee the contracts of, or otherwise assist any such person or Com-

pany, and to take or otherwise acquire shares and securities of any such Company, and to sell, hold, re-issue, with or without guaranty, or otherwise deal with the same;

(h) To purchase, take or acquire by original subscription or otherwise, and to hold, sell or otherwise dispose of shares, stock, whether common or preferred, debentures, bonds and other obligations in any other Company having objects similar in whole or in part to the objects of this Company or carrying on any business capable of being conducted so as directly or indirectly to benefit this Company, notwithstanding the provisions of Section 44 of the said Act, and to vote all shares so held through such agent or agents as the directors of the Company may appoint;

(i) To enter into any arrangements with any authorities, municipal, local or otherwise, that may seem conducive to the Company's objects, or any of them, and to obtain from any such authority any rights, privileges and concessions which the Company may think it desirable to obtain, and to carry out, exercise, comply with any such arrangements, rights, privileges and concessions;

(j) To promote any company or companies for the purpose of acquiring all or any of the property and liabilities of the Company, or for any other purpose which may seem directly or indirectly calculated to benefit the Company;

(k) To purchase, take on lease, or in exchange, hire or otherwise acquire, any personal property and any rights or privileges which the Company may think necessary or convenient for the purposes of its business and in particular any machinery, plant, stock-in-trade;

(l) To construct, improve, maintain, work, manage, carry out or control any roads, ways and tramways, branches or sidings on lands owned or controlled by the Company, and bridges, reservoirs, water courses, wharves, manufactories, warehouses, electric works, shops, stores and other works and conveniences which may seem calculated directly or indirectly to advance the Company's interests, and to contribute to, subsidize or otherwise assist or take part in the construction, improvement, maintenance, working, management, carrying out or control thereof;

(m) To lend money to customers and others having dealings with the Company, and to guarantee the performance of contracts by any such persons;

(n) To draw, make, accept, endorse, discount, execute and issue promissory notes, bills of exchange, bills of lading, warrants and other negotiable or transferable instruments;

(o) To sell or dispose of the undertaking of the Company or any part thereof for such consideration as the Company may think fit, and in particular for shares, debentures or securities of any other company having objects altogether or in part similar to those of the Company;

(p) To adopt such means of making known the products of the Company as may seem expedient, and in particular by advertising in the press, by circulars, by purchase and exhibition of works of art or interest, by publication of books and periodicals and by granting prizes, rewards and donations;

(q) To sell, improve, manage, develop, exchange, lease, dispose of, turn to account or otherwise deal with all or any part of the property and rights of the Company;

(r) To do all or any of the above things as principals, agents, contractors, trustees or otherwise, and either alone or in conjunction with others;

(s) To do all such other things as are incidental or conducive to the attainment of the above objects;

The operations of the Company to be carried on throughout the Dominion of Canada and elsewhere.

The place within the Dominion of Canada which is to be the chief place of business of the said Company is the City of Winnipeg, in the Province of Manitoba.

The Capital Stock of the said Company shall be Two Hundred and Fifty Thousand Dollars divided into Two Thousand Five Hundred shares of One Hundred Dollars each, subject to the increase of such Capital Stock under the provisions of the said Act.

Dated at the office of the Secretary of State of Canada this 12th day of December, 1911.

(Sgd.) W. J. ROCHE,
Secretary of State.