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National since George 3 o'clock

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the users of their fruit a decided advantage in the season just past, which in turn reflected itself upon the producer. All this together with conservative, broadminded, intelligent advertising, successful effort for legislation, and the favorable manipulation of the machinery that must, in the future, dispose of an enormously increased production, can only be brought about by the abolition of individualism and the establishment of co-operative union.

The business side of fruit distribution was exhaustively discussed by Charles W. Holman, secretary of the second National Conference on Marketing and Farm Credits. Mr. Holman spoke from the information gained through a personal state to state survey. He explained the reason of failure in many instances, as due to some of the following causes: 1. A wrong type of organization for farmers. 2. The failure to pay good salaries and expect efficient service. 3. A half-hearted feeling among the producers, which led them to follow false gods of antagonistic interests that were combining for the purpose of disrupting the local organization. 4. Failure on the part of the local associations to federate with each other to obtain strong selling power and to develop strong purchasing power. 5. Failure to provide for proper inspectional and auditing services. 6. Failure to guarantee the product and protect the guarantee by the credit of the organization. And, 7. The spread of tenancy through some 26 states of the union.

The inevitable trend in the world of distribution is the concentration of selling power which has been developed into a wonderful system by the California Fruit Growers' Exchange. That organization controls about 62 per cent. of the entire citrus product of the United States. It annually markets from 25 to 33 thousand car lots of citrus fruit. It has sales agents employed upon salary in about 80 of the principal cities of the United States. The business of these agents is to watch the markets in their districts and to prevent any of the Exchange's cars from arriving upon markets that are already overstocked. It is a problem of diversion in transit. It can only be handled by a clearing house with an expert traffic manager.

Buying, too, presents its difficulties but in union there is power to overcome the obstacles that might be unsurmountable to the individual grower. Alluding to this phase, Mr. Holman referred again to the California Fruit Exchange.

A few years ago the California Fruit Exchange suddenly had the price of box shooks raised on them from 12 1-2 cents to 22 1-2 cents by what they call out there the box shook trust. That meant several hundred thousand dollars loss. What did they do? The law of California allows the growers to manufacture, buy and sell, utilizing the power of the non-profit making corporation, which is the greatest instrument in the hands of the grower that can be conceived of. They formed a subsidiary purchasing corporation, which is against the law in most of the states of the Union. They found a sawmill up in the northern part of California that needed money. There were 30,000 acres of timber land. They made a 50 year lease. On that proposition they took over that sawmill. They made some cost tests and they found that they could produce box shooks at 13 1/2 cents at a fair profit. And the price of box shooks to-day is about 13 1-2 cents.

CO-OPERATION AMONG CONSUMERS.

The connecting link between producer and consumer was discussed with altruistic sentiment by E. M. Tausley, Secretary of the Right Relationship League, Minnesota. Mr. Tausley, of all men, has the broad and true conception of the term "co-operation," and in its spread and development throughout the country he claims that the word "profit" is a misnomer in connection with the movement. There may be earnings or there may be surplus, but in the end when the transactions are done all must be proportionately divided among those who created it and put it there. From the producer's standpoint there must be a standardization of products in order

that the consumers, who are many thousands of miles away, may know what they are buying without being obliged to look at it. One hotel keeper in the city of New York explained to a representative of a firm selling apples that the reason why he did not buy New York State apples was that he did not buy a product that he was obliged to look at and examine. In buying the product of the Northwestern States he was assured that every apple in the box would be up to grade, whereas in Eastern products there was a possibility of waste and loss.

From the consumer's end Mr. Tausley showed by figures what was being done by co-operative stores in the State of Minnesota. Twenty-nine out of over one hundred stores in the States of Minnesota, Wisconsin and the North and South Dakotas, in one year, totalled in sales \$1,391,311.68, and the net earnings from these transactions amounted to \$81,716.15. The gross profit on sales per store amounted to 15 8-10%. The operating expenses were 10 2-10%, which brought the net earnings down to 5 6-10% on all the sales. This exposure of the net earnings, which are usually supposed to be very much higher, rather refutes the arguments that retailers should be getting rich. However, this percentage of net earnings amounts to 27 1/2% on the capital invested. One particular store, situated at Willmar in the State of Minnesota, has a more favorable report from the standpoint of profits. In this particular case the net earnings amounted to \$17,576.80, and the percentage of gross earnings amounted to 19 9-10%. The operating expenses were 9%, leaving net earnings 10 9-10% on sales. The capital invested was turned over eight and one-half times during the year.

Mr. Tausley dwelt on the fact that the people have the consuming power. No trusts or combine can hold them up in this direction when they cease to buy and divert their wants into other channels. When this occurs these pooling or combined bodies are injured at once, and favorable concessions are quickly considered. The city people are beginning to own and operate their own stores, and in the opinion of the speaker the local and distributing stores, where they do not duplicate themselves throughout the city, are thousands of miles ahead of the large municipal market.

A paper on the Co-operative Union of Canada was contributed to the conference by Geo. Keen, of Brantford, Ont. To Canadian readers a slight review of this work may be interesting. The Union was only born in the month of March, 1909, but since that time it has gathered around it twenty-four affiliating associations; nine in Ontario, five in Nova Scotia, three in British Columbia, four in Alberta, two in Quebec, and one in Manitoba.

No funds have been available for organization purposes, but where societies have been formed it has been purely voluntary on the part of those concerned. However, the growth of this institution has been wholesome and strong. Starting in 1909 with 1,595 members the total has now reached 5,000. The trade done also in 1912 totalled \$1,194,064.89, whereas in 1909 the total trade done was only \$347,064.84.

There is now invested in this movement, in the form of share capital, about \$134,872.03, but in addition to this share capital some societies have a "Loan Capital" aggregating over \$43,000, bringing the grand total investment up to a little over \$178,000.

On July last as an offspring of the Co-operative Union of Canada the Canadian Co-operative Wholesale Ltd. was organized, and it is hoped and expected that wholesale houses will be established in every province of the Dominion. Every retail society will own shares in the wholesale in proportion to membership, and will be entitled to participation in profits based upon their respective purchases therefrom. The wholesale is federated with the Co-operative Wholesale Society of England, and has access to the factories, mills, warehouses and plantations of that institution for its requirements.

In the city of Chicago much is being done by the consumers to reduce the cost of living to the ordinary wage-earning people. The Rochdale

system of consumers' stores was explained by Walter Huggins, of the United States Co-operative Co., which is operating in divers parts of the city. The main function and the strong working system of this movement is based upon club meetings or social gatherings of the co-operators where the store movement is discussed, and its advantages explained to each other. They are taught to take an interest in the store, and to remember that it is their own store. One practice which necessitates high prices of food materials is the multiplicity of brands of different kinds of food. One customer requires one brand, one another, and an immense stock must be kept on hand, which implies waste and expense. The time is ripe, declared Mr. Huggins, for a wholesale store which will distribute to the local agencies which are situated in different parts of the city.

A large municipal market has been recommended for the city of Chicago. It will be owned by the city, but it will be operated by private dealers. Mr. Huggins agrees that the city should own and control the municipal market, but first and foremost, all the people, not a handful—or one or two—must own and control the city.

DIRECT MARKETING.

The matter of direct marketing between producer and consumer was discussed from two different aspects; one by D. G. Mellor, New York city, relating to the service of the Express Companies, and the other standpoint was championed by Leroy P. Stewart, Post Office Department, Chicago. Mr. Stewart emphasized and explained the parcel post system with relation to distribution. Mr. Mellor explained how, in the city of New York, that many of the employees of their company and other institutions had organized themselves into small consumers' clubs, and purchased directly from the farmers throughout the country. Orders were sent out for cases of eggs; butter in 10-50- to 100-pound lots, and other produce on the same scale.

One difficulty that presents itself in connection with city markets is the restricted storage facilities in city flats. This deficiency forces the city dweller to buy many articles of food in very small quantities at frequent intervals. It suggests the question of organization of consumers, and forces them to a realization of the fact that to obtain the best results it is necessary for them to work together. Prices, through this system of marketing, have been lowered to the consumer, and maintained at a reasonably high average to the producer. The reason for this is that the trading is for cash, and there are no accounts, nor delivery service. Each man carries his portion home. He is doing something himself to reduce the cost of living. The question of whether this saving is worth the trouble is a purely personal one, but it means increasing the efficiency of the earned dollar from 15 to 25 per cent.

LEGISLATION AND CREDIT.

United States citizens are active in the acquisition of legislation that will make possible a system of agricultural credit that will be beneficial to the agricultural communities throughout the country. This movement differs somewhat from the principles applying in Canada, as matters are either state or of federal jurisdiction, but in the State of Wisconsin they already have legislation that provides for the incorporation of co-operative companies, which, at the same time, prohibits the operations of any company under the name of co-operation unless they be strictly co-operative in the true sense of the word.

There are other states also that have this in certain degrees of perfection, but where they are now in vogue it is worthy of note that co-operation is more effective and more instrumental in the disposal of monies, and the marketing of farm produce.

Legislation is now pending under the name of the Fletcher Bill, which has its advocates and its critics. It is not yet passed, but most of the interested parties agree that if it is not at present in a form of perfection that it will be instrumental in bringing money to the disposal of the agricultural interests.

Markets

Toronto.

Receipts at the Union Stock-yards, West Toronto, on Monday, April 20, were 111 carloads, comprising 2,301 cattle, 777 hogs, 38 sheep, and 152 calves. At the opening of the market, trade in cattle was dull and slow. Prices declined from 15c. to 25c. all round. Choice butchers' steers, \$8 to \$8.25; good, \$7.25 to \$7.50; common, \$6.75 to \$7; choice heifers, \$7.50 to \$7.75; common, \$7.25 to \$7.50; cows, \$3.50 to \$7.25; bulls, \$6 to \$7.25; feeders, \$6.75 to \$7.40; stockers, \$6 to \$6.50; milkers and springers were scarce, and sold at \$60 to \$100 each;

veal calves sold from \$6 to \$10 per cwt. Sheep, \$4.50 to \$7.50; yearling lambs, \$8 to \$9.50; spring lambs, \$5 to \$9 each.

REVIEW OF LAST WEEK'S MARKETS

The total receipts of live stock at the City and Union Stock-yards for the past week were:

	City.	Union.	Total.
Cattle	4	290	294
Hogs	42	3,828	3,870
Sheep	67	6,863	6,930
Calves	—	738	738
Horses	—	1,162	1,162
	40	215	255

The total receipts of live stock at the two markets for the corresponding week of 1913 were:

	City.	Union.	Total.
Cattle	11	828	839
Hogs	225	4,450	4,675
Sheep	188	7,183	7,371
Calves	28	259	287
Horses	84	1,468	1,552
	—	125	125

The combined receipts of live stock at the two markets for the past week show a decrease of 45 cars, 805 cattle, 441 hogs, and 390 calves; but an increase of 451 sheep and 180 horses, compared with the corresponding week of 1913.

Receipts of live stock have been moderate for the past week. The cattle trade was lower than for the previous week. Packers and wholesale butchers state that the dressed-beef market was lower, consequently they had to buy ac-

cordingly. A few odd, extra choice steers, sold up to \$8.50, but the best price for one load of choice steers was \$8.45, and about three loads brought \$8.40 during the week. Fat cows were 25c. per cwt. lower than for previous week. There were too many coarse, heavy, unfinished steers. What the trade requires is well-finished cattle weighing from 900 up to 1,200 lbs. (All such are readily taken, and the big fellows would sell if farmers would finish them; but, the drovers as a rule won't let them, as they are foolish enough to pay the price of finished cattle. Sheep and lambs sold at firm prices, but calves and hogs were a little lower.

Butchers'—Choice butchers' steers sold at \$8 to \$8.25, and about four loads during the week sold at \$8.40, and one