

the trade he will contribute. Every member should be impressed with the fact that success depends upon his own personal loyalty and upon his honorably making good his word by purchasing all he can from the society.

When the volume of probable trade has been carefully estimated from such information, an approximate idea of the gross profit thereon can be obtained. As the initial trade expenses will be known by the Board it will be seen whether or not a net profit revenue, out of which dividends on purchases can be paid, is available from the commencement. If not, do not start until the same can be relied upon. In the meantime continue a campaign of agitation and education among your neighbors and friends.

With honest management and efficient supervision an early purchase dividend establishes confidence and insures permanent and growing success from the commencement. A delay thereof increases the difficulties of the officers and staff in profitably conducting the business.

For further information write, stating specifically what you wish to know, to the Honorary General Secretary, The Co-operative Union of Canada, Brantford, Ont.