

"The Co=operator."

A member of the Hamilton Co-operative concern recently wrote to the general manager as follows:

"Do you honestly think that a co-operative store can succeed when placed side by side with a big department store? Are conditions not different here from what they are in Great Britain? I am told that competition is very much keener here.

"Yours truly,

"J. MOORE."

The manager's answer was as follows:

"It is always amusing to me to hear a man say in reference to Co-operation, 'Yes, I know what you tell me is all very fine, but the conditions here are so entirely different from Europe that you cannot begin to understand them.'

"Does that man ever guess how funny he is? If there is a red bird in his tree and he does not happen to see one in the next tree, he immediately assumes that nature has surrounded him with a different kind of atmos-

phere, a different sort of light, and has given him a different quality of earth to germinate in.

"Human nature is pretty much the same the world over. The general methods of selling goods in Hamilton, New York or London are very similar. There are department stores in Great Britain and there are also the stores of millionaires like Lipton, Cooper & Co., etc. These men have time and again been routed by the co-operators. It isn't a matter of condition that will make or break co-operative stores, it's a matter of faith and loyalty. The members must understand what they are trying to do.

"The essence of co-operative distribution is the dispensing with the wastes of competitive business. I had not proceeded far in the work of co-operation here before I found that most of our followers demanded the same 'style' as they get elsewhere, and I also found that if they did not get it they would not trade with us. To illustrate: The rent of our store would be increased to over five times the amount if we were one block east. But there are dozens of members who grumble because we are not east.

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