

# Your Easter Outfit

from the

# SIMPSON STORE

Two CHARMING SUMMER GOWNS  
High Quality, Good Workmanship, Priced Down to the Last Penny

Women's Reliable Boots at Very Special Prices

LOW PRICE and HIGH QUALITY Meet

**We show here JUST THREE out of the 300 Interesting Pages in our New Spring & Summer CATALOGUE**

**Most authentic style book published in Canada this season**

Every choice you make will be a safe one; for every price you read is what the goods will cost you at your nearest railway station.

**LET US SHOW YOU NOW** how quickly and well our smoothly running mail order system can supply everything you need, whether it's fifty cents' or fifty dollars' worth.

**The Robert SIMPSON Company Limited**  
TORONTO

Your name on a Post Card will bring it.

New stores are being established continually.

They are all truly co-operative—run on the Rochdale system that has proved so successful in Great Britain.

**The American Rochdale Plan**

The Right Relationship League, in adapting Rochdale principles to American conditions, has termed its plan "The American Rochdale Plan." It always takes over going businesses, never starting new stores, as there are already too many stores to supply the needs of the people. Space forbids reproducing here anything but the barest outline of the plan, which is as follows:

1. "Secure enough owners, farmers and others, who will take from one to ten \$100 shares each, so that their capital and patronage, together with the patronage of non-members, will insure profits to more than cover the running expenses.

2. "Elect those persons to office whose experience has best fitted them for the place. All nominations and elections being by one vote only to each member, no proxies, insure electing the officers the majority want.

3. "Permit any member so desiring to attend any board meetings, or examine books at any reasonable time—co-operative owners have a right to know all that transpires.

4. "Choose a management (officers and store manager) of known business ability, permit it to manage the daily business according to its best judgment, and make it responsible for results.

5. "Buy and sell for cash or its equivalent. Have the goods on the shelf or the cash in the bank. Credit business is a curse alike to those who give it and to those who accept it.

6. "Give a duplicate sales slip with every purchase, filing original in store. Sell all goods at the prevailing market—same price to everybody—mem-

bers and non-members alike. The sales slips must attest this fact.

7. "Require the board of directors to use the uniform system of book-keeping and reports provided for in the bylaws, and the services of the auditing department of the central office to examine and report on the books of the company monthly, showing financial conditions as same may be disclosed by the uniform and regular reports sent in by the manager to the auditing department. This is extremely important.

8. "Permit members to call a special stockholders' meeting at any time by first securing ten per cent. petition, thus preventing any possible 'ring.'

9. "Provide for two distinct dividends. 1st.—Allow a reasonable capital stock dividend on money invested, out of the net profits, after setting aside proper amounts for reserve fund, etc. 2nd.—Purchase dividend—divide the balance of the profits among the members and patrons in proportion as each

has traded at the company's store, allowing half dividends to non-stockholding patrons.

10. "Organize a local branch of the Co-operative Education Bureau, which shall include in its membership all members of the co-operative company and their lady relatives and friends over fifteen years of age, so as to interest all members of the family.

11. "The company to supply regularly to all its members the official organ of the movement, the magazine "Co-operation," so that the people may be educated to successful business principles co-operatively applied.

**Specific Instances of Success**

A specific instance of the financial and other benefits of the operation on this plan is that of the Jackson County Co-operative company, Lakefield, Minn. This store company was organized in June, 1908, by the Right Relationship League, with a paid-in capital stock

Continued on Page 28