

Co-operative Purchasing IN THE WEST:

THE EATON METHOD OUTLINED

Co-operation in purchasing is becoming very popular among the people of Western Canada. Many farmers are now co-operating in the purchase--sometimes in mixed shipments and other times in carload quantities--of binder twine, wire fencing, lumber, farm machinery, formaldehyde and similar lines such as are used extensively on all farms, while in smaller quantities club orders are made up for household supplies and general merchandise.

The system of co-operation or club ordering is merely one by which a number of residents in a community unite in turning in their orders at one time and having their goods sent to them in one shipment. No doubt its popularity in the West has been enhanced largely by the campaign waged on behalf of the movement by the Grain Growers' Association and the loyal support which has been accorded it by the members of that influential and successful organization. As an outcome, co-operation is now strongly entrenched in the West. Among other concerns the T. Eaton Company is aiding in its promotion.

Our co-operative business has been confined largely to two distinct classes—one embracing carload or heavy shipments of some particular class of goods, such as binder twine, and the other of mixed shipments in varying quantities of general household supplies and merchandise.

We do not cut prices to get this business. The gain to the customers in co-operation on this basis is through the saving effected in transportation charges and in time and trouble in delivery. On such lines as binder twine, lumber, wire fencing and so on—such as might be ordered in car lots—our regular prices are among the lowest, and when added to this, customers, by combining and ordering in large quantities, are able to gain a still further concession in obtaining minimum car lot freight rates, the advantages of co-operation on the Eaton plan are readily apparent. So also in the clubbing system for the purchase of household supplies. While our prices on goods are the same, whether the order be large or small, there is a substantial saving in freight by clubbing, and as we can immediately fill orders for all lines of goods in any quantity and send them forward in one mixed shipment, the advantages of this plan are also evident. No house but one such as Eaton's, carrying a great many lines, could assemble consignments of this nature, a fact which makes us specially valuable to all co-operators.

It needs only organization and a little foresight on the part of farmers to participate in co-operative buying of this nature. Just now is a favorable time to develop plans—for binder twine, formaldehyde and wire fencing, for example. All who are interested in this great movement, particularly secretaries of branches of the Grain Growers' Association, and who would like to evolve practical plans for carrying it out in actual practice, should write us for further information and suggestions. It

Growth of the movement and success which is attending it. Advantages of club ordering in saving money in transportation charges, and time and trouble in delivery.

matters not in what line you may desire to co-operate or how much you may care to order, we can aid and serve you.

In regular household ordering by mail, co-operation is also advantageous apart altogether from the saving in freight charges. By clubbing, much time and trouble can be saved in deliveries, particularly in districts which are situated some distance from railway stations. The old method was for a farmer to send off his own individual order and a week or so later drive to the station, possibly five, ten or fifteen miles distant, and claim his shipment. It meant a lot of driving and much wasted time, and in severe weather it involved actual hardship. All this has changed. Now, several residents of a district combine and arrange that a club order, embracing all their individual orders, shall be sent off at stated periods. Usually someone is selected to despatch the order after hearing from the neighbors, and the residents take turns in journeying to the station for the goods, which, coming all in one shipment, can be handled readily by one party, who returns to his neighborhood and distributes the individual orders. These are separately packed and labelled, but all are encased in the one large box. The distribution is easily effected. When several residents club in this manner, each makes possibly only one or two trips to the station in a year, instead of one or two a month as previously. And then, as already pointed out, there is a saving in transportation charges, for the combined orders are usually large enough to exceed 100 pounds in weight, thus getting the minimum freight rate. It's a convenience and benefit all round.

For clubbing of this class we supply a special envelope in which various individual orders are to be placed before being posted. Clubs should have these envelopes in which to send off orders. Perfect arrangements control the packing of each separate order and the boxing of all in one shipment. Provision is likewise made for returning any excess money to any individual who may have sent too much for his own order.

All who are interested in this plan would do well to write to the Eaton Company direct (Dept. 116B) for complete details, which are set forth in a circular which has been issued, giving full instructions as to how to form a club and make up a clubbing order. This information, of course, will be sent free of charge to any enquirer who gives his name and postal address.

Write today for complete details of our plan

THE T. EATON CO. LIMITED
WINNIPEG CANADA

Information sent free of charge on receiving your address