

Market Your Wool This Year Co-operatively

What co-operation is doing to raise prices and stabilize the market in Ontario

Last Year—

About 300,000 pounds of wool were sold co-operatively in June at Guelph at new, high-record prices for Ontario. Before the sale wool was ranging anywhere from 5 cents to 20 cents per pound less than the average Guelph price. The very fact that a Co-operative Sale was in prospect, of course, tended to stiffen the market prices. It is safe and fair to say that the Sale influenced the wool prices at least 10 cents per pound in favor of the Ontario wool grower who sold through the Ontario Sheep Breeders' Association. That means \$30,000 more cash on the 300,000 pounds.

And that isn't all—as soon as the Co-operative Sale took place it fixed new high prices from which every grower benefitted. Ontario wool growers who sold their clip independently, after July, certainly got a higher price than they would if there had been no Sale—at least 10 cents per pound more. On a total of say another 300,000 pounds of wool that means extra cash amounting to another \$30,000.

If enriching the wool growers of Ontario in one season to the tune of \$60,000 isn't evidence of the value of Co-operative Wool selling, then what could be?

Ontario Wool Growers—to a man, you are invited to send your Wool to Guelph for Co-operative Sale this year. If every one will get behind this movement it will simplify and encourage wool buying and put every one of you in touch with your final customer—and you know that always means more profits for you.

This Year—

With the experience of last year behind us we believe the farmers are justified in selling their Wool co-operatively through the Ontario Sheep Breeders' Association.

All Provincial Wool Growers' Associations are now united, forming the Canadian Co-operative Wool Growers, Limited. This Company will sell Wool direct to the manufacturers, thus bringing the farmer in direct touch with his final customer without the intervention of several middlemen—who, of course, must always have their profits.

If the bulk of the Wool in Ontario is marketed in this way there is an added inducement for buyers to bid on Ontario Wool.

The method of preparing the Wool for market by using paper twine in jute sacks ensures to the manufacturer a product put up in the best possible condition.

The fact that the wool is graded gives the buyer full information as to the product offered; he knows exactly what he is getting and is willing to pay full value for it.

By making application, the farmer can get full supplies and he can ship his wool without pre-paying the freight. As soon as the wool is received in Guelph it will be weighed and an advance payment of about 75% of the estimated value will be sent at once, and the balance after the sale of the wool.

Application form and full information, also twine and sacks will be furnished by your District Representative or by the Secretary of the Ontario Sheep Breeders' Association, R. W. Wade, Parliament Buildings, Toronto.

Some Pointers to be Observed When Shipping Wool to the Ontario Sheep Breeders' Association.

The fleece should be placed with the clipped surface down. Then fold in the sides and roll from each end to the centre, after having carefully removed the dung locks, and then tie with paper wool twine. Never tie the fleece with sisal or ordinary binder twine, and avoid tying with neck portion. The dung locks should be placed in a separate sack from the fleeces.

The fleeces should then be packed in wool sacks, or in case of small shipments of 15 fleeces or less use ordinary jute bran sacks, being certain the inside surface is clean.

The wool will be graded by wool experts of the Live Stock Branch, Ottawa, and will be sold through the medium of the Canadian Co-operative Wool Growers, Limited, which insures all profits to you.

A CHEQUE REPRESENTING AN ADVANCE OF ABOUT 75% OF THE APPRAISED MARKET VALUE OF THE WOOL WILL BE SENT IMMEDIATELY UPON RECEIPT OF THE WOOL. THE REMAINDER WILL BE SENT UPON COMPLETION OF THE SALE.

The Canadian Co-operative Wool Growers, Limited, in selling the Wool will charge only actual operating expenses.

For your information, the following are the Directors of the Ontario Sheep Breeders' Association: J. D. Brien, Ridgetown; James Douglas, Caledonia; E. Robson, Denfield; J. E. Cousins, Harriston; W. H. Beattie, Wilton Grove; Cecil Stobbs, Leamington; George L. Telfer, Paris; James Bowman, Guelph; H. M. Lee, Highgate; W. Whitelaw, Guelph; J. W. Springstead, Abingdon. The Officers are: President, James Douglas, Caledonia; Vice-President, George L. Telfer, Paris; Secretary, R. W. Wade, Parliament Buildings, Toronto.

The Ontario Department of Agriculture
Parliament Buildings, Toronto

SIR J. H. HEARST,
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