

RURAL CO-OPERATION

Growth of the Principle in Our Own Province.

Live Stock Sales and Egg, Fruit and Wool Marketing—Much Done Through Farmers' Clubs—The Local Government Aids.

(Contributed by Ontario Department of Agriculture, Toronto.)

IN the field of Agricultural Co-operation in the Province of Ontario, the greatest advance during the year has been made in connection with the shipping of live stock. Five years ago there were practically no Live Stock Shipping Clubs. At the present time between three and four hundred separate organizations (including Farmers' Clubs) ship co-operatively. The majority of these ship to the Live Stock Branch of the United Farmers Co-operative Company, which handled about 20 per cent. of the stock going through the yards. Present indications point to the possibility, within the next few years of the larger proportion of the live stock of Ontario being shipped co-operatively.

The second important development in the province is that in connection with Egg Marketing. The year previous to this there were about fifty active Egg Circles in the province marketing eggs and poultry, to the value of about \$120,000. The number of Circles has increased until there are now some sixty in operation, and Farmers' Clubs as well as Egg Circles are now taking up this important work. The most noticeable development is in the grouping of Circles in various districts for the purpose of establishing candling and grading stations, and already some three districts are so organized, each consisting of a dozen or more local circles. The United Farmers Co-operative Company has recently opened a department for eggs and poultry and this fact will doubtless have the same effect as in connection with Live Stock Shipping.

A development in connection with Co-operative Marketing is the movement on foot during the year to combine under one central company the manufacturing and marketing of the cheese from local cheese factories. This company has opened an auction market in Montreal with a successful and increasing business.

The co-operative marketing of wool was continued last year through the Ontario Sheep Breeders' Association as previously. The Canadian Co-operative Wool Growers, Limited, marketed a total of about 4,000,000 pounds, and of this amount Ontario supplied 775,000 pounds. It is estimated that Ontario's total production is about 2,500,000 pounds annually. Thus, 31 per cent. of Ontario's wool was marketed co-operatively last year.

A large proportion of the co-operative work in the province is carried on through unincorporated local farmers' clubs, of which there are some twelve or thirteen hundred in the province. The great majority of these are affiliated with the United Farmers' Co-operative Company, which acts as a wholesale house for these clubs. The amount of business transacted by some of the clubs is remarkable. There are, of course, a number which do only part of their trading through the central company; the wholesale business, however, as reported in the annual statement of the central company, amounted to \$8,500,000. This will no doubt show a substantial increase in the next statement, since the company has established a number of branch stores and additional separate departments at the head office.

With the increase of business and the consequent larger financial transactions an increasing number of clubs have become incorporated under the Co-operative Act, of the Ontario Companies Act. During the year there have been eighty incorporations, either as Share or Non-share Co-operative Companies. Where the club has reached the stage when it feels that incorporation will be beneficial, usually its business is on a fairly substantial basis and gives promise of being permanently successful. One such organization, for instance, handling live stock, feeds, grains and other commodities, and buying supplies, is doing a business which averages about \$1,000 a day. There are other organizations in the province which do not actually carry on business, but whose work is one phase of co-operative endeavor. Such organizations are—Milk Producers' Associations, Grape Growers' Associations, Sugar Beet Growers' Association, Tobacco Growers' Association and others of like nature which endeavor to study market conditions and advise their members as to prices. In some cases the association confers directly with the trade as to the prices to be paid for the products. Recent developments would indicate that out of these organizations may grow commercial co-operative companies of producers, controlling the output of the members.

A great deal of preliminary work has been done by the Department during the year in connection with the production of pure seed, more particularly of potato seed in Northern Ontario. This work is leading to the organization of commercial seed centres.

The trend of Agricultural Co-operation in the province during the last year or so is more in the direction of Co-operative Marketing than previously. Farmers' Clubs are usually formed with the idea of combining the purchasing of supplies for its members, and this line of business is usually the first attempted by the clubs. The amount of Co-operative Marketing business during the last year has, however, exceeded the supply business in the province and justifies our opinion as to the relative importance to the farmer of the Co-operative Marketing of his products and buying of his supplies.—F. C. Hart, Co-operation and Markets Branch, Toronto.

Walpole Council

The Council elect met in the Village of Jarvis, Monday, Jan. 10th, 1921, pursuant to statute, the following were present: Keeve W. G. Clark, Deputy-Reeve, Norman Buckley, and Councillors, W. B. Shoup, Frank Laidlaw and W. J. Saunders, and after subscribing the declaration of office W. G. Clark took the chair.

The minutes of last meeting were read and adopted also several communications were read and dealt with by the Council.

Laidlaw-Buckley—Resolved that the following accounts be paid.—carried.
Wm. Williamson, road work Div. 41 (1920) \$ 18 50
Jas. Davis, road work div. 47, (1920) 29 00
Wm. Winger, " " 61, " 22 00
Emerson Porritt " " 70, " 25 00

Canada Ingot Iron Company, Calvert for Lake Shore Road..... 135 77
G.T.R. Company, Jarvis Gate and repairs for Nov. 1920..... 37 50
Geo. Hoskins, 2 sheep killed \$30. one sheep killed \$18..... 48 00
Geo. Atkinson, valuator and mileage..... 1 20
G. Munn, work on Div. 78..... 5 00
Mrs. C. Vanloon, " 78..... 1 40
John Mitchell, " 25..... 3 00
John Henning, " 14..... 33 20
D. F. Kendry, Refund of dog tax (no dog)..... 2 00
Oswald Huffman, Refund on dog tax (no dog)..... 2 00

Shoup-Laidlaw—That leave be granted to introduce a Bill to appoint G. L. Miller and John J. Parsons auditors for the Township of Walpole and the same be now read the first time. carried.

Bill read a second and third time and passed.

Laidlaw-Buckley—That leave be granted to introduce a Bill to appoint John Goodwin assessor for the township for 1921 and the same be now read the first time.

Bill read a second and third time and passed.

Saunders Shoup—That leave be granted to introduce a Bill to appoint Edward A. Wright a member of the Local Board of Health and the same be now read the first time. carried.

Bill read the second and third time and passed.

Shoup-Saunders—That leave be granted to introduce a Bill to exempt the Hagerston Quarries Limited from liability to pay Business Tax up to December 31st, 1921, and the same be now read the first time.—carried.

Bill read a second and third time and passed.

Buckley-Saunders—That Harry Elliott be appointed School Attendance Officer for schools north of the Stage Road and Alfred Lamb, School Attendance Officer for schools south of the Stage Road.—carried.

Saunders-Laidlaw—That the Clerk order seven copies of the Municipal World and Assessor's Guide.—carried.

Buckley-Saunders—That the Tender of Jarvis Record Printing Co. to do the Township printing for 1921 be accepted.—carried.

Shoup-Saunders—That we do now adjourn to meet Saturday, Feb. 19th, in the Jarvis Institute Hall at 10 am.—Carried.
S. A. Thompson, Clerk
W. G. Clark, Reeve.

The Horse Still Thrives

Motor power has largely invaded the province of the horse, but the animal still lives and thrives and still has its widespread usefulness. The great war had its devastating influence on the horse and also developed the value of machinery in its place. But experience has proven that there are still many uses to which the horse can be better applied than motor or steam power. When trains came in the horse was to disappear. When the trolley was adapted to public service, a crippling blow was dealt the horse. When the bicycle became a furore the horse became an object of scorn. When the automobile and, later, the tractor appeared the horse was to vanish, but he maintained his ground. His numbers are not decreasing to any notable extent while his quality has ever an upward trend. Breeding stations are being established and every effort is being made to maintain breed type. Saskatchewan's success in winning championships at the recent International Stock Show in Chicago is an evidence of the marked success that has been met in Canada. But the West is not alone in the march of horse improvement and development. Than the French-Canadian horse there is probably no breed that is more hardy or agriculturally useful. The French-Canadian Horse Breeders' Association has long been in affiliation for record purposes with the National Live Stock Board at Ottawa, and in the last two years that Association has turned over to the Dominion Department of Agriculture for twenty years a farm of five hundred acres at St. Joachim, Que., to be mainly used for the breeding of its particular type of horse. There are at present 67 French-Canadian horses on the farm, all registered. Entries were made at some of the more prominent fall fairs in Quebec and in each instance first prizes and championships were won. The December number of the Agricultural Gazette of Canada gives full details of the work that is being done at the recently acquired French-Canadian horse breeding farm.

David Lloyd George, Prime Minister of Great Britain, was 58 years old on Monday. He has been a member of the British Cabinet for 15 years and Prime Minister since 1916.

The Critic.

[Selected.]
My father says the paper that he reads ain't put up right.
He finds a lot of fault, he does, perusing it at night.

He says there ain't a single thing in it worth while to read,
And that it doesn't print the kind of stuff that people need.

He tosses it aside and says it's strictly "on the bum"—
But you ought to hear him holler when the paper doesn't come.

He reads about the wedding and he snorts like all git out,
He reads the social doin's with a most derisive shout;

He says they make the papers for the wimmen folks alone.
He'll read about the parties and he'll fume and fret and groan;

He says of information it doesn't contain a crumb—
But you ought to hear him holler when the paper doesn't come.

He's always first to grab it, and he reads it plumb clear through,
He doesn't miss an item or a want ad—that is true—

He says "They don't know what we want, them darn newspaper guys;
I'm going to take a day some time and go and put them wise,

Sometimes it seems as though they must be deaf and blind and dumb!"
But you ought to hear him holler when the paper doesn't come.

The Dominion Parliament will meet on Monday, Feb. 14th.

Varency Women's Institute

The January meeting of the Varency W. I. was held at Mrs. A. A. Mulkins'. The ladies of the institute entertained the gentlemen to a hard-times social which was a success. First on program was progressive euchre. The was won by Miss A. Miller, and Miss England being the lucky one to get the wrist watch. The committee then got busy collecting tax on luxuries, which amounted to enough to pay the orchestra which was the delight of those who enjoy the l.a.m. exercise. Mr. John O'Donnell won the prize for the worst-dressed person there. Lunch was served at 12 o'clock when 65 persons were treated to Boston baked beans, sandwiches, Johnny cake, gingerbread, chillsauce and coffee.

The Institute wishes to thank Mr. and Mrs. Mulkins for the use of their home as well as for their kindness to everybody there.

Seed

Highest Cash Prices Paid for all kinds of Grass Seeds

PHONE 22, JARVIS

F. W. Reichheld

W. M. HOSKIN JARVIS, ONT.

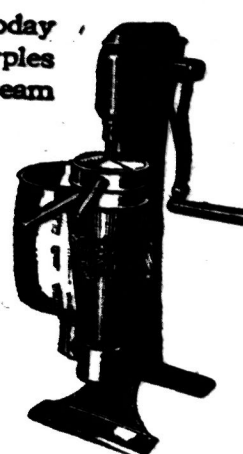
—has been appointed the exclusive Sharples dealer for this territory. Because—we want you to get Sharples Service with Sharples machines. You can get repairs or supplies the same day. Furthermore, our local agent will demonstrate to you the superiority of any Sharples machine. The Sharples Separator saves cream thrown out by all other separators because it skims clean at all speeds, due to the wonderful suction-feed.

SHARPLES Famous Suction-feed "Skims clean at any speed" SEPARATOR

—the only separator that will skim clean at widely varying speeds
—the only separator that gives cream of unchanging thickness—all speeds
—the only separator that will skim your milk quicker when you turn faster
—the only separator with just one piece in the bowl—no discs, easiest to clean
—the only separator with knee-low supply tank and once-a-month oiling

Take a trip into our local agent's store today and see for yourself the above exclusive Sharples advantages and what they mean to you in cream saved and in convenience.

SHARPLES MILKER The world's fastest milker—and fast milking increases the milk yield. Produces 1.25 lbs. of milk per unit per minute—one man can easily operate four units. Used on over 300,000 cows daily.



The Sharples Separator Co., W. Toronto

If you buy out of town and I buy out of town what is going to become of our town? The dollar you spend in Jarvis will eventually "Come home to Boost."

JARVIS' BUY-AT-HOME CAMPAIGN

Read these articles with care, they may present something you have not thought of before. Patronize the home merchants, whose ads. appear here. They are your neighbors and will treat you right. The money you spend with them stays in circulation in Jarvis and neighborhood and benefits the town.

Service is the Measure of a Bank's Usefulness

We think we give the best. Our facilities are at the disposal of all who appreciate courteous consideration and the best terms consistent with sound banking. We are always glad to be consulted.

BANK OF HAMILTON, Jarvis-Nanticoke

J. H. BROWN, Manager.

Bring Your Old Shoes to Me for Repairs

I will make them look like new. There are the days when it is necessary to cut down your expenses. I also have a fine line of men's and ladies' shoes to select from.

J. W. NORMAN, The Old Veteran Shop.

Seldom Will You Find a Combination

of grocery and bakery giving the service and quality of goods I do. I do not fear competition of any nature because the groceries and baked goods I sell cannot be duplicated anywhere.

D. C. ALLEN, Grocer and Baker

A Drive to and From My Garage is an economy drive. If you spend some money with me you will save money. If I attend to your car it will render a faithful accounting. Oils, Greases and Accessories.

E. W. ANDERSON, Garage

"Pocket Billiards is a Recreation it aids digestion. Come in and try it. My shop is clean and sanitary. If you need a shave, haircut, shampoo or massage you will get the right kind of service here. A full line of smokers' supplies and tobaccos always kept in stock.

W. M. HODGES, Barber and Tobacconist.

GERARD HEINTZMAN

The piano whose present popularity with music lovers has been won by merit, and by merit alone. If interested first consult any Gerhard owner, then for a quality deal of 100 cents on the dollar consult the district representative.

C. S. McCARTER.

Get your next job of paperhanging, painting or decorating done by me. My long and wide experience in Jarvis is your guarantee of a service well rendered. I also sell wall papers of every description. Look over my samples before buying elsewhere.

W. M. MACHELL, Paperhanger.

Buying Furniture in Jarvis

You will find my prices right, and I stand back of every piece of furniture I sell. My Undertaking Parlors are well equipped for service—night or day. Call me up or come in and see me.

IVAN W. HOLMES, Furniture and Undertaker

I Am Always Prepared To do all kinds of Sheet Metal Work, Trimming and Spouting. If I do your work you will be sure it is done right. No job too big or too small. I am always prompt and my prices as well as service is right.

W. A. OWEN, Plumbers and Tinsmiths

MERCHANTS MUST BUILD "BACKFIRE"

Can Beat Mail Order Houses at Their Own Game If They Will Do It.

ADVERTISING ONLY WEAPON

Catalogue Concerns Spend Hundreds of Thousands of Dollars Annually to Create Demand for Their Merchandise.

(Copyright.)

The forest ranger and the prairie farmer have learned that they must fight with fire. They know that when the all-consuming forest or prairie fires are sweeping toward them their only hope of safety lies in the "backfire." By kindling and carefully controlling a fire of their own they force the bigger fire to burn itself out, finding no further fuel on which to feed.

The merchants of the small cities and towns are learning that in waging their fight for existence they must adopt the tactics of the men of the West. The great mail order houses of the cities are the consuming flames which threaten to wipe out the retail merchants of the small towns unless the latter, realizing their danger, take steps to remove the menace. The retail merchants, as a whole, are beginning to realize that they must fight fire with fire and that to save themselves they must build a "back fire."

Advertising is the weapon with which the mail order houses conduct their warfare on the retail merchants of the small cities and towns. The mail order houses do their advertising through their own catalogues and through certain publications which are known as mail order advertising mediums. A big mail order house spends hundreds of thousands of dollars merely on the preparation and publication of its bulky catalogues.

Business Built Upon Advertising. The catalogue houses also spend thousands upon thousands of dollars in advertising in the mail order publications which look for their circulation to the people of the small towns and the rural districts. Advertising in some of these mediums costs as much as from \$40 to \$85 for a single inch, yet the mail order houses find it profitable to pay these high rates. Their business is built

upon advertising and if they were denied the use of the mails for their advertising for a single month their business would be destroyed.

In advertising the local merchants find the only weapon with which they can beat the mail order houses at their own game. This does not mean necessarily only newspaper advertising, although that is the big gun in the battery employed by the successful merchant in his battle for trade. Advertising is a big word and it covers a big field. There is no longer to be found the man who does not believe in advertising. Every merchant believes in advertising of some sort. The placing of a display in a show window is advertising. The only difference between that kind of advertising and advertising in a newspaper is that where the one reaches dozens the other reaches hundreds. Attractive window displays are, of course, an important adjunct of any retail store. They serve their purpose but this purpose is only to attract the attention of those who may be passing by the store. There are other forms of advertising, such as personal solicitation, but printed matter must always continue to be the chief reliance of merchants in attracting customers to their stores.

Advertising Begets Confidence. The buying public has learned that the store which takes the people into its confidence through its advertising is the one in which it may expect to get the best bargains and the most satisfactory treatment. It knows that the store which advertises consistently and regularly has the best and most up-to-date stocks because this store sells its goods more rapidly than the one which does not advertise and, therefore, is not forced to carry over old stock from one season to another. The public knows that the store which advertises can place lower prices on its goods because it turns over its stock oftener than the store which does not advertise and therefore does not have its capital tied up in slow-moving merchandise.

The mail order house does not get its business by merely letting the public know that it has dry goods or hardware or groceries or some other commodity to sell. It creates a demand for its goods by placing in detailed descriptions of the articles which it has to sell. The lure of the mail order catalogue lies in the fact that the merits, or alleged merits, of the merchandise offered are placed before the prospective purchaser in the most graphic manner. The local retail merchant has the same opportunity to do this that the mail order house has and can do it much more effectively than the mail order house can. The retail merchant can talk to the people of his community through his home newspaper and that is something which the mail order houses as a rule cannot do, for the local newspapers through a sense of loyalty to their communities and their home merchants will not accept the advertising with which the mail order houses would flood them if they had the opportunity.

In the Line of Meats You cannot beat the OLD VETERAN SHOP. Everything I have in stock is "proven best by every test." I invite your patronage with the assurance that you will be satisfied. Carry a good line of all vegetables in season.

E. MACHELL, Meat Market.

When It Comes to Supplying the needs of this community in the line of Groceries and Dry Goods.

We feel proud to state that our lines cannot be surpassed. A complete line of everything kept in stock, and the service we at all times extend to our patrons is deserving of your patronage.

MILLER BROS., General Merchants

Always at Your Service

Anything in the line of Real Estate, Fire Insurance, Loans & Conveyancing will be given the strictest attention by me. If you are considering the sale of your home or farm see me.

GEORGE L. MILLER, Real Estate and Insurance.

GOODS OF QUALITY!

By buying at home you have the advantage of seeing the goods you are paying for and know what you are getting. The quality of our goods will always bear inspection, and we invite you to come and look over stock. Groceries always fresh.

J. A. BURWASH, General Merchant.

I have just opened up and have taken the agency for the Farmers Cockshutt line of farm implements, also the Adams' make of wagons.

Come in and get my prices on anything you may need, and I will assure you in advance of every courtesy possible in my line.

HERBERT PEACOCK, Implements

I Have Said It Before and Say It Again.

You can get better prices as well as quality in footwear at my store than in the city. My stock is of the best quality. Also carry a good line of harness, whips, etc. Bring in your harness now for repairs.

A. H. LANGRAN, Saddler and Shoes

If You Have a Blowout, Stone or Puncture

Bring it to me and I will show you how to save money on your tire bills. I have a complete vulcanizing and tire repair plant, and the service rendered is your guarantee of good work.

J. W. MORRISON, Tire Repairman

In the Line of Groceries

I always aim to keep my stock fresh and clean. You can always return anything you buy from me that is not satisfactory. I carry at all times the choicest cuts of beef, pork, lamb, in fact, everything in the meat line. I solicit your patronage, guaranteeing to service in advance.

THOS. HARRIS, Groceries and Meats

General Hardware Needs

At C. T. Carter's. Everything in Hardware, Builders and Contractors Supplies, Farm Needs, etc. You can depend on any line of Hardware you purchase from me. Coal Ranges, Coal Oil Stoves and Heaters always kept in stock. Full line of Paints.

E. T. CARTER, Hardware

Pure Drugs Are Essential to health.

We carry a full line of 100 per cent. pure drugs—and medicines. Big line of toilet articles and sick room supplies and everything usually carried in a first-class drug store. Buy in Jarvis.

JARVIS DRUG STORE