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Fundamental Principles of Co-Operative Marketing

By R. D. Colquette, B.S.A., Professor of Marketing Economics, Ontario Agricultural College.

ARTICLE VI.

sociation must have no intervening the original members. producer-members.

the efficincy with which it markets ed by the association to create a fund of such harmonious relationships. their products. That is why the conoutsiders, marketing no product through the association, were to hold stock in it and by the ownership of such stock had a voice in its control their interests would inevitably conflict with those of the producing memters. The mere stockholder would be interested primarily in a high return toyeetment in capital stock.

therefore, should be provided by its proportional to the amount of product Josus to Jerusalem. which he markets through the assothis regard is that each member Vs. 1, 2. Passed through Jericho. Jesus were never absent. Jesus was livestock. Latest discoveries show should finance his marketing organ. Jericho was a city of priests and a always under the jealous eye of the that it makes a material difference Ization in proportion to the extent to city of publicans. The presence of faultfinder. It was part of the cross from what sources the protein comes, which its facilities are utilized in the publicans was due to the fact that marketing his product.

readjustments should be based on the unjust methods. average annual amount of product | Vs. 3, 4, Sought to see Jesus. The back to him.

be required to withdraw his member- less the crowd would be augmented by accusation. They were a promise, for ration. ship and his stock holdings should be his latest miracle. Ran before . . . he promises restitution to the wronged retired and the amount paid for them ellmbed up into a sycamore tree. His and gifts for the poor. They were a returned to him. On the other hand, eager action and his surrender of dig- vindication of Jesus for they showed

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body of stockholders, drawing profit | Capital subscriptions may be paid and bills of lading, as well as on the such, between the grower and the in cash or partly in each and the bal- security of the working capital. This sale of his product. Only producers ance in deferred payments. For de- makes it necessary for a co-operative of the product handled by the associa- ferred payments it is preferable that to work in harmony with financial intion can become its members and, if notes, bearing the regular rate of in- stitutions. Every effort is made by the association has capital stock, its terest and having definite maturity existing co-operatives to establish stock should be subscribed by mem- dates, be given. Such notes should be harmonious relationships, not only bers only. This provision keeps the so drawn as to be negotiable at the with the banks and other financial invoting power confined strictly to the banks in case the association requires stitutions, but also with established the money before they mature.

The chief interest of the producers Provision can be made that a per- speculative nature. The success of a in their association is not their in- centage of each member's returns co-operative marketing agency de vestment in its capital stock but in from the sale of his product be deduct- pends very largely on the maintenance

to be applied to the payment of the notes. The notes may then be cancelled successively as rapidly as funds accumulate for the purpose.

The payments on stock in a cooperative marketing association may be used exclusively as working capital and not invested in permanent assets, except to provide necessary office furniture. It is always necessary to keep a fund of working capital on hand from which to meet current expenses. Such a fund is a reservoir

replenished from handling charges. The capital of the association is also used as a basis for credits from the bank. It may also be utilized in making advances to members as initial payments on produce forwarded to it by the members for market-

An association may also require capital for permanent investments in the form of central warehouses and equipment. One way to provide such facilities without using up the association's capital is to form a subsidiary warehousing corporation in which preferred stock is issued, backed by the credit of the association. The contracts between the association and its members can be utilized as collateral security for this preferred stock. The stock in the subsidiary is preferably sold for members but they are not required to subscribe for it as is the case with the working capital of the association. That portion of the preferred stock which is not taken by members of the parent association may be sold to financial interests or the investing public. Like bonds, it carries no voting power. The control of the subsidiary should be entirely in the hands of the parent association.

When a consignment of the product is received and graded by the association an advance payment of say 75 per cent. of the current market price should be made to the member. To make such advances it is necessary for a large organization to negoa new member should be required to tiate extensive credits with the banks. A pure co-operative marketing as purchase stock on the same basis as These credits are secured on the colateral security of warehouse receipts distributing agencies of a non-

trol of the association should always The Sunday School Lesson

FEBRUARY 18

Jesus and Zacchaeus, Luke 1 9. Golden Text-The Son of At first because of the very rapid that the hogs are held back from months old may consume as much as hard work from morn till night, lives man is come to seek and to save that which was lost. Luke 19: 10.

other this would be a secondary con- shows how men may be drawn near to not a waiting love, but an anticipating and feeding of hogs it is possible to better meat than has been produced benefit materially from one part tank- of the lungs every day. efderation, the efficient marketing of God in the spirit of faith and the tion of that insight which Jesus had the six month's limit. This in itself his product being more important than spirit of humility. This lesson shows into the hearts of men. Zacchaeus the amount of the dividend on his how the Son of God draws near to sought a passing glimpse. Jesus of is an important fact, because it gives men, believing that there is something fers a lasting and open friendship. the farmer a chance to turn his money The capital stock of an association, in the worst of men which kindles at Made haste . . came down . . receiv- oftener, than would be the case if all his approach in friendship. The meet ed him joyfully; the swift obedience the money were invested in some slowmembers. Furthermore, the amount ing of Jesus and Zacchaeus occurs on and the whole-heartedness of love. growing stock. His heart has already opened its door. Within the of stock held by a member should be Jericho. It is the last journey of Now love opens the door of his home.

I. A Determined Seeker, 1-4.

Jericho was a very important trade ignorantly or wilfully misunderstood, tein from one feed may not accomplish centre, and therefore a place where This method of financing requires much taxation would be exacted, when John the Baptist came neither from another source. This is espethat readjustments of the capital Zacchacus. He was a Jew engaged in be continuously, or periodically re- The publican was associated, in the ing the company and friendship of adjusted. The continuous method of mind of the Jews, with lack of patriot- men they said, "Behold a man-glut- very careful feed-tests that tankage ism and extortion. Zacchaeus was readjustment is rather too complicated to be discussed here. Periodical gathers and had enriched himself by

II. A Willing Host, 5-7. pised publican." It is the gracious CANADA LAND and IZRIGATION | acceptance of an invitation which Zacchaeus would have extended if he had dared to dream that it would have England.

love. There is not a better illustra- turn out the finished product within by the entire grain ration. These are age to 12 parts grain ration.

pathway of his higher purposes.

HI. A Noble Penitent, 8-10.

handled for each member during the tense of the verb shows that Zacchaeus Vs. 8-10. Zacchaeus stood, and said. feeding of tankage in connection with The fat is drawn off and the remainperiod since the last adjustment. If had made repeated efforts to see Jesus Some of the crowd seemed to have fol- wheat and corn: the amount of business done for a before he found a suitable place. Who lowed Jesus and Zacchaeus on their "A ration of corn 10 parts and member is increasing he should be he was. It is deep increasing he should be he was. It is deep increasing he should be he was. It is deep increasing he should be he was. It is deep increasing he should be he was. It is deep increasing he should be he was. It is deep increasing he should be he was. It is deep increasing he should be he was. It is deep increasing he should be he was. It is deep increasing he should be he was. It is deep increasing he should be he was a state of the should be he was a state required at intervals to subscribe for curiosity, that prompts him. Doubtless publican overheard the scornful remember is increasing he should be de was.

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The publican overheard the scornful remember is increasing he should be had beard many things of Jesus, marks made by the people. So far as
member is increasing he should be heard many things of Jesus, marks made by the people.

The publican overheard the scornful remember is increasing he should be heard many things of Jesus, marks made by the people.

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The publican overheard the scornful remember is increasing he had been dependent by the people.

The publican overheard the prompts he had been dependent by the people of t nity in climbing the tree, are added by making his vows to Jesus, that he supplemented with tankage. In this indications of his strong desire to see was the cause of confession and prom- experiment 498 pounds of a ration of Jesus. Rich men do not readily put ise. Jesus was going to be the guest corn 10 parts tankage 1 part, producthemselves to such pains to see a of a changed man. Half of my goods; ed as much gain as did 582 pounds of passing stranger, nor do little men probably half of his yearly income or corn alone under similar conditions. care to confess their littleness by perhaps half of his total possessions. climbing a tree. Fortunately the Zacchaeus goes far beyond the re- the hogs fed tankage, in addition to sycamore tree had large, low, hort- quirements of the law in this matter. zontal branches which made the climb- The law claimed only a fifth. I reing easy. Without doubt, he had to store him fourfold. Here again the share this point of vantage with the penitence of the publican goes beyond pared with 1.26 pounds." the requirements. In cases of fraud, the law required the offender to restore the amount and one-fifth more. Vs. 5, 6. When Jesus came . . he This day is salvation come. Jesus looked up; another illustration of the sees the whole-heatedness of Zacawakeness and awareness of Jesus to chaeus. In this penitence for and rethe seeking heart of man. Amid the solve for the future, Jesus sees the clamor of the multitude, he had heard work of God's spirit. He also is a tests conducted at Union show that the cry of Bartimaeus, "Jesus, thou son of Abraham. It was faith that 100 pounds of 60 per cent. protein son of David, have mercy on me," and made a Jew a true son of Abraham. tankage replaced 327 pounds of grain. halted the procession to grant his This was the teaching of Paul when he "These results indicate clearly the prayer. Now, amidst all the excite- draws the distinction between the one value of tankage as a protein supplement, he is aware of Zacchaeus and who is a Jew outwardly and the one understands his anxiety. Make haste, who is a Jew inwardly. The Son of and come down . . I must abide at man is come to seek . . save . . was thy house. "In a priestly city, he lost. The case of Zacchaeus was an 7 per cent. of the ration will in genrailroad seven miles. Good roads, seeks not the hospitality of the example of the very thing that Jesus eral replace 3 pounds of grain."

ments, extending over 18 years. priests, but the hospitality of the decame to do.

These are impriant findings, example of the very thing that Jesus eral replace 3 pounds of grain."

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Importance of the Kind of Protein in Hog Feeding highest grade material since in feed-nothing else. Young people who are ing this material the animal has to out of doors a great deal take care of

BY HENRY G. BELL.

Within the last few years many important points have been discovered murmured. The critics and censers of regarding the feeding of all types of As he pointed out on another occasion as much or as rapid growth as that eating nor drinking, they said, "he cially true in tankage. The fact has hath a devil." When Jesus came seek-

> Mo. Agric. Exp. Station reported the following facts regarding the

"For the entire 120-day feeding cent. of protein. It is best to use the the herd. from year to year his stockholdings Bartimaeus on his approach to the ed the justice of the remarks. He was period the ration of corn 10 parts and should be reduced and the excess paid city. Could not for the press . . he a sinner and he knew it. He is there- tankage 1 part produced a daily gain was little of stature. There was a fore prompted to words which were a of 1.27 pounds per head as compared When a member ceases permanently multitude with Jesus when he had confession for they plainly indicate with an average daily gain of 1 pound to produce the commodity he should given sight to Bartimaeus, and doubt- that he had made his wealth by false per head made with the corn-alone

"It required less grain to produce 100 pounds of gain when the corn was

"During the last 42 days of the trial the wheat, made more rapid gains: 1.58 pounds per head per day as com-Oregon Agric. Exp. Station . . -

ed in 1919 as follows: "The tables show that 100 pounds of 60 per cent, tankage replaces nearly 300 pounds of grain.

"Besides the above results eight ment to the grains. One pound of tankage fed in amounts of from 5 to

These are impriant findings, especially for Ontario bog producers. On Rubber roads are being tried in many Ontario farms there is a scarcity of skimmed milk. On not a few highest grade material since in feed- nothing else. Young people who are consume the least amount to get a this without any thought. Man who maximum quantity of grow h.

At present the hog is the best farms, hogs are kept back through exercised, since the material is so who need the help most are adults money making animal on the Can- the false idea that it is better econ- concentrated. Young pigs should re- engaged in sedentary occupations, adian farm. At all times bogs are omy to feed the home grains than to ceive but a tablespoonful in their grain which includes in many cases the bury especially important farm animals, buy any supplements. The result is rations. Growing pigs two to three housewife, who, though busy about growth and second, because of the fact finishing from one to two months, one part of digester tankage to 10 on about the same level all the time. that they make use of so much rough- and grain is actually wasted. A small parts grain. Fattening and mature Let all such make a business of findage, which otherwise would go to amount of tankage added to the ra- hogs can consume one part of tankage ing some work (or better, play) that for his capital investment; with the Lesson Setting-Our last lesson been accepted. The love of Jesus was waste. By proper choice of breeds tion would have produced more and to 15 parts regular grain. Brood sows will make them breathe to the bottom



should carefully consider.

pressure and is thoroughly cooked. feeding. der is dried and finely ground, and placed on the market as digester tank- The feed cost of 100 pounds of milk

points which every Ontario farmer; In planning to take advantage of phasized the fact that the healthy the valuable market opening in Great What is tankage? This material, Britain for Canadian bacon the Can- that he is more tractable, more capwhich is giving such good results in adian farmer will benefit materially able, and more diligent in his studies, combination with ordinary farm by a close study of best methods of than the child that is burdened with feeds, is a by-product of the meat-feeding. While breed is of primary ill-health and physical disabilities. packing industry. It is composed of importance the actual quantity and Investigation has shown that, of chilmeat trimmings and some blood, which quality of product is also dependent dren attending school, from 171/2 per investigations in 1919 which proved is subjected to a very high steam to a very large extent on proper cent. to 38 % per cent. suffer from mal-

tankage containing from 40 to 60 per pending largely on the production of

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TAKING THE AIR

There is no room for difference of opinion as to the fact that the best and most necessary of all agencies for health is the free and unlimited use of God's fresh air. Theoretically we all agree as to this, but in actual practice there is evidently wide difference of opinion. We still find the person who has a conviction that it is very dangerous to breathe "night air." The fact that there is no other kind available between dawn and dark should dispose of these critics. But a much larger class is composed of those who are afraid of chill or raw air and who are therefore inclined to keep all bedroom windows closed in any but the mildest weather. They are making a mistake. A person who is enug in a warm bed may safely breathe the rawest air that blows, providing that he inhales it through the nose, as is intended by nature. Those who think of the nose only as a detective agent for protection against bad smells may be surprised to know that one of its most important functions is that of warming up the air so that it is at a suitable temperature for the lungs. There is no question that weak

lungs are often so because their owner persistently leaves a large part of the margin of the lungs unused. The tissue is never inflated and so it deteriorates. The capacity of the breathing apparatus is seriously diminished. It may not shorten life unless an attack of pneumonia or other affection of the lungs is experienced but it certainly reduces the feeling of wellbeing, vigor, pep and purpose that a person in normal health should enjoy. Many articles and even tooks have been written urging that this be overcome by adopting daily habits of deep breathing, etc. Stand before your open window and take fifteen inhalations, filling the lungs to their greatest caparity, is common advice. But it is not very well considered. The average person simply does not do that kind of thing. He may attempt it and keep it up for a few days, but not one in a hundred will persist for

The best plan is to engage every day in some work or play that is sufficiently strenuous to make you breathe deeply because you can do do manual labor find sufficient stimu-In feeding tankage care has to be jus in their daily work. The persons

Backward Children Need More Milk.

The importance of milk and its products in the dietry of children is the custanding fact that Miss Helen G. Campbell, demonstrator and lecturer for the Dairy and Cold Storage branch of the Dominion Department of Agriculture, seeks to bring home to the people of this country in the campaign of speaking and writing in which she is so actively engaged. In a recent address before the Teachers' Institute at Windsor, Ont., Miss Campbell emchild is not only a happy child, but nutrition, or are under or improvery

The question arises: How are we to remove the dissbilities that ill fed, undernourished children suffer from? Largely, the lecturer states, by encouraging the greater consumption first of milk, milk products and other suitable food. Miss Campbell quotes statistics to prove that the responsibility for under-nourished children rests equally with the rich and the poor, and that as many of the offspring of well-to-do parents suffer from the effects of malautrition as of the poorer classes. While in some cases, the cause is attributable to an insufficient amount of food, it is usually the result of improperly and unwisely chosen foods. Whatever the cause, it is plainly a public duty to remedy or remove it, and the cooperation of educationalists, health officers and public spirited citizens is nocessary to combat malnutrition. which is the foe of the community.

"Every teacher," she said, "who shows her interest in the production in Canada of an adequate supply of the clean, pure milk, and in a greater use of dairy products, will be helping to furnish the physical foundation without which educational advantages count for little, and will in this way be doing a great national service."

It is the first business of every farmer to reduce the fertility of the soil, by removing the largest crops of which the soil is capable; but ultimate failure results for the landowner unand maintaining productiveness.

Marriages

It was been long t prospective bride as rehearse the marrie ot the solempization they should commit would make them

ridiculous. Would it not be a to borrow an idea | sonally rehearse the neveral years before of their denth?

Funeral sermons, should be Lonest an the real truth were fins of some dead me ly surprise the occur bear it. If, instead, livered by the mini hear the remarks others who had seen their character wil hide from their frie they would be! If hearse their funeral marriages what a fa give them to make in their lives, so th funeral culogy wou

If every man wen fore he died what p him at his funera would go to work and remedy his defe the cruel, clurring which are said abou gone would be chan

What would not n who have passed o niddle life the co the keynote of theh would have given all, of their wealth, their failings and we

I have always t to me of faults and had never thought

takes and blunders. ness and selfishmed interests and not a say about him that funeral sermon.

than the Canadian C

Sir Joseph Flavel man of the Gran Board, made this star address and backe

company's rights in Saskatchewan and

was thought to be a "A recent report partment of Agricul

A Happ A heart full of that A woul of simple h

To open the door a

To sweeten all t All these combine

The total numi in Great Britain

Will make a ha