

CO-OPERATIVE SELLING

IT HAS WORKED WONDERS FOR QUEBEC CHEESEMEN.

Society Was Formed About Five Years Ago Because of the Poor Quality of Dairy Produce Marketed in Quebec—Two Hundred Factories Now Sell Under Auspices of the Society.

SOME five years ago thirty men formed themselves into the Quebec Cheese-Makers' Agricultural Co-operative Society, each taking up one ten-dollar share—one dollar paid up. The reason given by Mr. A. Trudel, the manager of the society, for its formation was the poor quality of cheese made and marketed in Quebec; to put the situation in his own words, "the best cheese paid for the poor cheese."

From the small membership of thirty the society has grown until today it is handling the output of over two hundred cheese factories and about one hundred and twenty-five butter factories. The membership has grown to sixteen hundred, each holding a ten-dollar share. This year it increased its reserve fund by over \$10,000, and for the past two years in addition to paying operating expenses, has paid a 6 per cent dividend. As each factory averages about thirty-five farmer patrons, the society practically controls the output of 11,375 farmers.

All butter and cheese received at the headquarters of the society in Montreal is carefully graded by men supplied by the Provincial Government, though this is the only help received from the Government. The society is entirely self-sustaining. Weekly or semi-weekly sales are held by the manager in Montreal, where the society has storage capacity for 10,000 boxes cheese and 6,000 butter. No products are exported by the society directly, all being sold at public auction. The amount of cheese and butter handled last year was \$2,612 boxes of white cheese, and 14,519 of colored cheese, which sold for \$1,126,223.32; and 39,678 boxes of butter worth \$569,933.79.

In addition to butter and cheese, eggs to the value of \$3,335.92 and poultry worth \$3,087.37 were sold by the society, the eggs and poultry coming from twenty poultry societies scattered throughout the province, that are affiliated with the larger cheesemakers' organization.

According to the officers of the society the cheesemakers of Quebec are still suffering from the shortcomings of the cheese marketed many years ago. Quebec cheese is not favorably received on the English markets, even though of late years the quality has improved. Over there the cheese is graded according to the locality in Canada from which it comes, usually as Ontario Eastern Townships and Quebec. As a result the cheese made in the latter province suffers in price, and though the quality is often the equal and sometimes the superior of the Township and Ontario cheese, the price it commands does not improve. It may be that the cheese of the province will help to convince the "Old Country" buyers of the standard of quality now reached by Quebec cheesemakers.

The following extract from the 1914 annual report of the society is evidence of the improvement wrought by the work of the society: "You will notice that the prices realized this year for butter and No. 1 cheese are higher than the prices paid on the markets of Cowansville, Que., and Brockville, Ont. Before this Co-operative Society came into existence, the prices realized on these markets were from half to three-quarter cents higher than those of the average Quebec market. The prices paid by this Co-operative Society would be still higher than they are if the quantity of the products received was larger. This would be very easy if the society could count on the encouragement of a larger number of farmers and makers of butter and cheese."

The average society prices from May to November for cheese were: white, No. 1, 13.76 cents; No. 2, 13.61; No. 3, 13.47; colored, No. 1, 13.33; and No. 2, 13.19. The average price at Brockville, Ont., being 13.65.

Considering the poor opinion held of Quebec cheese when exported it seems strange that the dealers in Montreal are willing to pay more for it at public auction. It is learned on enquiry, however, that it is not a difficult matter to take off the "Quebec" printed on the boxes and substitute "Brockville" or "Ontario."

Now that the Co-operative Cheesemakers' Society has made considerable progress in the quantity of produce handled and also in the quality, it faces the proposition of finding some means of overcoming the handicap experienced on export markets. The cheese made in Quebec compares favorably with the best made in Canada, yet the buyers still adhere to the system of practically grading by province.

There seem to be two methods of overcoming this, the first an active advertising campaign in favor of Quebec cheese, by establishing agents in Great Britain, and the second, a revising of the cheese grades. As they stand the three grades for white and colored cheese are all right, but the name on the box creates the difficulty for the makers in Quebec. In this case it would seem that there is "a lot in name" as far as the buyers abroad are concerned, though dealers in this country are apparently of opinion that "the cheese smells and tastes as well," even though the name be changed.

Indignant Customer—Barber, why did you drop that towel on my face? Barber—Because it was hot, sir.

A BUSY INVENTOR.

T. L. Willson, the "Carbide King," Has Entered Codfish Industry.

T. L. Willson, the carbide king, has returned from Newfoundland, where he has just organized a \$20,000,000 company which proposes to establish a fertilizer plant in western Newfoundland and Labrador. This well-known Ottawan with the very busy brain, continually thinking out great progressive ideas, has for a long time been working on this important project, which will do more for agricultural progress than perhaps any discovery of recent years. He is head of this big commercial organization, which has secured large and important concessions from the Government of the Codfish colony and which will be the means of utilizing great quantities of water power and involve the expenditure of a large amount of capital in that country.

The land and water powers granted by a recent measure of the Legislature of Newfoundland are very considerable in extent and will involve a survey of portions of the country, there may be some considerable dispute as to jurisdiction. The matter recently excited some unusual discussion in the Newfoundland Legislature.

The head of this big new corporation, Thomas Leopold Willson, of Ottawa, is one of the best-known citizens of the capital and a famous electrical engineer. He is the discoverer of acetylene gas for commercial purposes, the inventor of the Willson acetylene gas buoy and gas beacon, the promoter of the Ottawa Carbide Company and the Acetylene Construction Company, and he was organizer and president of the International Marine Signal Company and other big corporations.

Toronto University recognized his ability and the importance of his discoveries by awarding in 1909 Mr. Willson the first McCharles prize for scientific discoveries. He is a son of the late Thomas Willson, of Woodstock, and grandson of Hon. John Willson, formerly speaker of the Upper Canada Assembly, and he was born at Princeton, Ont., in 1866. He was educated at Hamilton Collegiate Institute, and after leaving school immediately interested himself in electrical and chemical questions. He first constructed an arc light apparatus in 1880 and gave Hamilton its first arc light display. He has been successively inspector of construction for the Fuller Electric Company, and later for the Remington Gun Company and Messrs. Seward and Morehead, of New York.

Since coming to Ottawa he has devoted his energies to promoting the various corporations with which he is identified and in making a number of important chemical and electrical discoveries. He is a member of the leading Ottawa clubs and has recently erected a large private experimental laboratory at Meach lake that is said to be one of the finest of its kind on the continent.

Not Unmixed Disaster. While the damage to the Ontario grain crop through the recent storms will be heavy, it will not be nearly so great as was at first surmised. It is probable that forty per cent. of the cut grain was already in the barns. Much of the balance is inferior in quality, but will not by any means be a total loss. The Ontario farmer does not put all his eggs into one basket, and a storm which would bankrupt the graingrowers of the West would only put a crimp into a portion of the Ontario farmers' prospects.

Right along the Department of Agriculture has been urging farmers to devote more attention to the raising of cattle, and there is no doubt that the recent storms, by reducing grain to such shape that it can only be used for cattle feeding, will give a decided impetus to that branch of farm activities in the province. With the present excellent market for meat this development may have a very important effect upon the character of Ontario farming generally.

Russians Are the Best. The medical officers who are examining recruits for the Canadian expeditionary force say that a much smaller proportion of Russians fail to pass the medical test than do the native Canadians or those from Great Britain. In fact, it is very seldom that a Russian cannot pass the doctor. Their teeth, as a rule, seem to be better than the other Canadians, and their eyesight as a rule is considerably stronger than that of English-speaking recruits or French-Canadian recruits. It is probably due to the fact that the Russians as a rule work in the open air and do not strain their eyes to the extent that those working in offices do. Most of the English-speaking Canadians enlisted have worked, to some extent at least, indoors.

No Porcupines There. The term "porcupine," applied to Ontario's famous mining district, suggests the presence of these animals, but none have ever been seen there. In fact, they rarely appear north of the main line of the C.P.R. In the river outlet of Porcupine Lake the poles had been carried by a freshet and lodged on a large round rock, the heavy ends in the water, the smaller ends pointing up above the rock, the whole having the semblance of a porcupine. This was noticed by a party of surveyors and gave the present name to the whole district.

War Helps Lumber Trade. The lumber export trade from Newfoundland, which has been almost non-existent for the past few years, has been brought into prominence again by conditions growing out of the war. A great demand has developed in Great Britain, not only for pit props for the collieries, but for lumber for general purposes. Lumbering concerns throughout the island, which have been operating entirely for the local trade, have decided to go into the export business on an extended scale.

Education and investigation has swept away many intolerant creeds. Faith in an autumn harvest is back of every seed planted in the spring.

No home can be happy in its best and truest sense without forbearance. The mantle of charity covers up much unworthiness in this old world.

DRUGS AND POISONS.

Popular Delusion of the Safety of the "Purely Vegetable."

"Of all popular delusions as to drugs and chemical compounds," said a prominent chemist, "perhaps the most harmful is that concerning medicines that are 'purely vegetable.' There seems to be almost a universal impression among even the educated classes that such medicines as are composed entirely of vegetable compounds are on that account harmless, while on the other hand any mineral compound is of necessity poisonous."

"Now, as a matter of fact, not only has the question of whether a medicine is vegetable or mineral not the slightest relation to its poisonous or nonpoisonous qualities, but in practical medicine it would seem that most of the common poisons are vegetable. Look at the poisons most commonly known and note their composition. Take strychnine, aconite, opium, alcohol, digitalis, hyoscyne and cocaine. Every single one of these is 'purely vegetable,' yet most of the deaths by chronic poisoning come from one of these. The most powerful poison known, ricine Robert, one five-thousandth of a grain of which will kill a grown man, is made entirely from the castor oil bean.

"On the other hand, many minerals, so far from being poisonous, are not only harmless, but soothing. Bismuth, a pure mineral, is given in quite large quantities even to small babies for the purpose of allaying inflammation, while iron is one of the most common tonics.

"Soda is not only one of the most universal and harmless of minerals, but it is also largely used in our foods. Salt is a pure mineral, yet it is not only necessary to life, but one of the greatest cleansers and preservatives known. Without it bacon and ham would be impossible and the luscious dill pickle unknown.

"Of course, there are minerals that are highly poisonous, such as mercury, arsenic and potassium in certain combinations, but they are neither more deadly nor more numerous than the vegetable poisons. This also may be said in favor of the mineral poison. It is considered by many physicians that its action is much more certain than its vegetable brother; rather, vegetable poisons are much more uncertain in their action upon the human system. Hence death by opoeridine is more likely to occur from a vegetable than a mineral poison when taken medicinally.

"Just how the public ever got to the delusion that the 'purely vegetable' was a badge of harmlessness I do not know, but the fact remains that such is the common belief."—Washington Star.

They Used Charles Lamb. Franchising privileges in England were greatly abused in days gone by. The government officers' friends shared in his opportunities. In a letter written by Wordsworth in 1815, the poet said: "By means of a friend in London I can have my letters free. His name is Lamb, and if you will add 'e' to his name he will not open the letters. Direct as below without anything further, 'Mr. Lamb, India house, London.'" Coleridge, too, saw that a postage saved was a postage gained and made use of the Mr. Lamb of the India house.—Charles Lamb.

Art and Nature. Art is the revelation of man, and not merely that, but likewise the revelation of nature, speaking through man. Art pre-exists in nature, and nature is reproduced in art. As vapors from the ocean, floating landward and dissolved in rain, are carried back in rivers to the ocean, so thoughts and the semblances of things that fall upon the soul of man in showers flow out again in living streams of art and lose themselves in the great ocean, which is nature. Art and nature are not, then, discordant, but ever harmoniously working in each other.—Longfellow.

A Roumanian Custom. A strange custom is still observed in Roumania. When a servant has displeased his or her master the offender takes his boots in his hands and places them before the bedroom door of his master. It is a sign of great submission, and the boots are either kicked away as an intimation that the fault will not be forgiven, or else the servant is told to place them on his feet, which shows that he is forgiven.

Dress Well. It is not enough that people shall be clad, they must be dressed. "Costly thy habit as thy purse can buy," was the advice of Polonius to his son, "rich, but not gaudy, for the apparel oft proclaims the man," and the advice is just as good today as it was 300 years ago.

Some Difference. "What's become of that rascally young son of the Blowers?" "I understand he is to take a course at ethics in one of our modern penological institutions." "There! And I heard he had been sent to jail."—Baltimore American.

Connecticut Plain. Brown—What a rig that woman has on! Jones (looking)—By Jove, that reminds me I've got to get some castor oil for—Brown—Eh! I fall to see how that rig can remind you of castor oil. Jones—The bad taste of it, my boy.—Boston Transcript.

Native Advantage. "That little Irish girl fairly soaks when she dances." "Well, you know she comes from Cork."—Baltimore American.

When you can't remove an obstacle slow around it.—Abraham Lincoln.

MONTREAL'S QUEER CLUB.

The Cosmopolitan is Unknown to the Public, But is an Active Body.

Unlisted among the many social, sporting or professional clubs of Montreal is the "Cosmopolitan"—at least, not the real cosmopolitan club. There may be others that bear that name, but they are not the real thing. Their similarity is in name only.

There is only one Cosmopolitan Club in Montreal. No gold laced doorman or other Bunkies—arrayed in all his glory guard the portals. There are no millionaire's luxurious limousines standing patiently at the door. The various impediments of the rich, the near rich, or the would-be rich are strangely missing. That is because this Cosmopolitan Club is a genuine Cosmopolitan gathering place.

Out in the country there is the Farmer's Club. It meets in the village store or the blacksmith's shop to discuss all that goes on or does not transpire in the locality. It is the clearing house for all gossip—local or otherwise. It is always a wonderful success.

The Cosmopolitan Club meets daily in the waiting room of the Windsor Station. Its members are not the thousands who crowd that great pile as they hurry hither and thither across the continent or the curious peoples from over the seas who come to Canada to make a new home for themselves on the vast prairies. These might be eligible for some clubs but not for this one. For the real and only cosmopolitan is a railway man—a time-expired man who has served his country and his company for years on the rail.

The Windsor's cosmopolitan club is made up of men who have lived long years on the rails. They have driven fast expresses and fired slow freights across the continents. They have seen through the whole round of accidents that come to a railroad. They have watched the line develop from its infantile days to the present great status. They are as proud of the company, its lines, its stock, and business as if it was their own.

So they sit in the Windsor daily and recall their days, make their record runs daily or more often, swap their best stories collected in long years in service and relive the glorious days when the steel raced by them as they sped on miles and miles to prairie stations.

They sit and smoke in the morning, the first thing the real cosmopolitan does is read his paper in the waiting room. Then he adjourns to the smoking quarters and while away another hour or so with the fragrant weed. Then back to the waiting-room wanders, for the seats are more comfortable there. It may be that when noon comes he eats at the restaurant counter just as he has done thousands of times when out on the line and as his train lay in the station. It is a poor glimpse of the old life, but he likes it. He was a railway man once; he will never be anything else.

Some of these men, as an official remarked, "almost own the road." A story just here will illustrate the point. One Cosmo had stayed around the station so much and so long that some of the C. P. R. officials began to fear he might claim the place by right of possession if he remained longer. So it was suggested to him courteously that a walk around the block would do him no harm, in fact it might be better for all parties.

He was furious. To think he had given years to the railway and then to be ordered to get out, etc. But he went. He was back the next morning bright and early snugly ensconced in his old place. Another walk was advised.

"I'll not go," he shouted. "You can't make a shareholder in the C. P. R. get out. I am a shareholder, see?" and he flourished a fancy official document.

It was true. The day he had been ejected he had purchased with part of his savings twenty shares of C. P. R. stock and secured forever his seat in the Club.

Alberta Leads in Recruits. According to an official statement made at Ottawa, the Alberta military district holds first place in the percentage of her population recruited since the war broke out. Manitoba and Saskatchewan coming second, and British Columbia fourth.

The estimate is based upon a total of 195,700 men enlisted in the Dominion, although the total has now been considerably increased. The figures are as follows: Ontario, with a population of 2,523,274, recruited 36,300, or 1.44 per cent. of population.

Quebec, with a population of 2,003,282, recruited 13,360 or 0.61 per cent. The Maritime Provinces with a population of 937,955 recruited 7,400 or 0.79 per cent. Manitoba and Saskatchewan, with a population of 955,043, recruited 24,000, or a percentage of 2.78.

British Columbia, with a population of 489,450, recruited 10,000, or 2.55 per cent. Alberta, with a population of 374,653, recruited 14,200, or 3.73 per cent. The percentage of recruits for the whole Dominion on the basis of 1,05,700 men enlisted is 1.48.

Regina to Start Caninery. So popular has the vacant lot gardening scheme become in Regina, that it is now proposed to operate a co-operative canning industry to take care of the surplus vegetables raised by the vacant lot gardeners and in private gardens.

The scheme is the outcome of a conference between a manufacturer and the executive of the vacant lot garden committee, and will be outlined at the next general meeting of the association. It is said that there are two thousand more gardens under cultivation in Regina this year than in any previous year in the city's history.

I am humble, but all-powerful. I am diminutive in size, but a giant in ability. I bring joy to the workingman, I bring jobs to the jobless, hope to the hopeless, homes to the homeless. I send roomers to the landlady, customers to the real estate agent, buyers to the struggling salesman, I am both buyer and seller. I have seven-league boots, and I stride over Kingston and Eastern Ontario in a single day. I take messages to 5,000 homes in a few hours. I have but one price for my services, and I am continually at your bidding. I Am The Whig "Want Ad."

Wood's Sassafras. The Great English Remedy. Tones and invigorates the whole nervous system, makes new blood in old veins, cures nervous debility, mental and brain worry, depression, loss of energy, palpitations of the heart, falling memory, etc. Price \$1 per box, for \$5. One will please, six will cure. Sold by all druggists or mailed to plain box, on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO., YORK, ONT., Canada.

Special Sale of Running and Outing Shoes

Blue, low; reg. 90c	For 75c
Blue, high; reg. \$1.25	For \$1.00
White, low; reg. \$1.25	For \$1.00
White, high; reg. \$1.50	For \$1.25

These are fine when you are on the boat or out camping.

Treadgold Sporting Goods Co., 88 Princess Street, Kingston.

Crisco and Butter

Housewives who have always used butter in the making of "special" cakes and other cookery, often have doubts about using Crisco in its place. They feel that there can be nothing so rich and wholesome as butter. And that is true of practically every other cooking fat, except

CRISCO

It is easy to make a test yourself to show that Crisco makes cake just as rich, just as nutritious and just as appetizing as the best of creamery butter.

Make one cake with butter, and another with Crisco. Put them before your family without telling them which is which. Ask them to distinguish.

You will find that they cannot pick out the butter cake—more than likely they will point to the Crisco cake and say "that is the one made with butter".

And Crisco costs only half what butter does.

Factory building at Hamilton, Ontario.