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HON. MANNING DOHERTY SPEAKS AT INVERARY

Advises Cheese Producers to Abandon Wasteful Methods of Marketing.

"Millions of dollars have been lost to the dairy farmers of Canada as a direct result of the system of dumping their butter and cheese onto the market for what they could get for it," said Hon. Manning Doherty, Ontario minister of agriculture, in a stirring address at Inverary on Saturday evening before a large audience composed of the owners and patrons of cheese factories. The minister urged his hearers to abandon the present shiftless and wasteful methods of marketing cheese and enter into five-year contracts with the Ontario Co-operative Dairy Products Limited so that their products might be sold at the point of consumption as required at a fair price. The minister's address followed an eloquent speech by Aaron Sapiro, who organized the California co-operative fruit associations that handle all of the fruit grown in the entire state. Mr. Sapiro dealt exhaustively with the subject of co-operation, emphasizing the principles that govern merchandising, and showed that the cheese industry of Ontario was doomed unless the farmers placed the sale of it in one big organization that would take care of it and sell it according to the demands of the consumers instead of dumping the product of 800 cheese factories on the market during the period of maximum production when exporters bought it at their own terms and reaped enormous profits that should go to the patrons of the cheese factories.

Co-operation Explained.

In opening his address, Mr. Sapiro said that the failures of co-operative associations were due to many causes, but the fact remained that co-operation was a complete success when the principles were properly understood and adhered to. "We have co-operative markets for 200 years in Switzerland and for many years in Denmark and England, but Canada and the United States have been backward. After several failures, California has solved the problem and all fruit grown there is handled by co-operation. California is under a great handicap compared with Ontario with its export facilities, because California has to ship 2,000 miles by rail across the continent. Production and transportation were all right, but there was something real wrong in the marketing. The buyers and the commission men put any price they liked on their products until the co-operative marketing organization was successfully formed, and now all oranges, prunes, raisins and grapes are sold exclusively by the association.

In 1890 Denmark was the most prosperous agricultural country in the world, and is today, because all dairy products, beef, pork, bacon and ham move out through big co-operative associations. In 1893 California tried the Danish system but met with failures at first. The bankers gave them assistance and today twenty-two commodities are marketed by co-operation, and since 1910 two billion dollars have been handled by them. Every form of labor goes into the cost and in the past seventeen years the California farmers and fruit growers made net profits and stood up in the years of falling prices.

The speaker told of the organization of the cotton growers and the tobacco growers. Seventy per cent. of the tobacco growers are signed up on five-year contracts on the California plan. The speaker told of the system of marketing from the grading and packing to delivery to the consumer.

"The Ontario Co-operative Dairy Company was not formed properly and has not been a success. You have got to stop dumping agricultural products. You have been year by year dumping the product of 800 cheese factories on to the market; without figuring what the market could take. The factories have been dumping against each other during the flush of the season and breaking your own market when there are 800 salesmen trying to sell to five buyers who name the prices. What we propose to do is to regulate the supply on the market to the amount that can be absorbed.

Points in Merchandising.

The first step in merchandising is to grade and standardize your commodity and brand it. This must be done to satisfy the consumer who looks for standard quality. The speaker illustrated his point by telling of the method in handling eggs by which the producers of California are able to get higher prices on the New York markets than the producers of the east, although their eggs are eighteen days old when they reach New York. Grading and branding are also done in marketing fruit, and it carried out more strictly than the laws, because it pays. The same thing applies to cheese. There must be grading and the selection of the unit quantity demanded by the market, and it is for you to find out the unit quantity and create a demand for it on the part of the consumers. At present you are putting up an unwieldy box of from 85 to 90 pounds that is wasteful, and you have never attempted to create a demand for your cheese. The package must be made attractive and carry a registered number and brand of the factory. Next you must study your market and know what the average consumption actually is. In England, the consumption does not fluctuate seventeen per cent. throughout the entire year, and yet you are dumping your whole output on the market.

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within a period of five or six months at prices determined not by the demands of consumption but by the buyers at the point of production. You must extend consumption and convert what might be regarded as a luxury into a staple commodity which it is. Canadian cheese is the best in the world, but what do you do to sell it? If the consumers depended upon you they would never know cheese was a staple article of food, and nobody will ever do it until you do it, for the only man who will ever do it is the producer. Here you have missed the fourth step in merchandising. The fifth step is to control the flow of your product on to the market. The sixth step is to control supply at the point of consumption for the price you get will depend upon the supply at the point of consumption and not at the point of production. You must study the local situation at the point of consumption and control the supply to what will be consumed at a fair price. In other words you must learn to merchandise instead of dump. You must build the machine and establish the points of technique.

It is necessary to organize by commodity and not by locality when it comes to marketing. Organize on a non-profit basis, and eliminate all speculative features. Dairy products together, pork products together, and fruit together. There must be democratic control—one vote, one man. There must be a definite contract between producer and the marketing association for a term of years. In choosing a man, you must not take an amateur, but an expert with a record of success in business. You can get a financial expert from the banks, a transportation expert from the railways."

Mr. Sapiro was listened to with intense interest and was repeatedly applauded during his address for he was most convincing.

Hon. Mr. Doherty.

Hon. Mr. Doherty was heartily applauded when he rose to speak. He said that the picture presented by Mr. Sapiro was not painted in exaggerated colors. "He has worked out a sound plan based upon the success of co-operative marketing in California where the standard of life among the people has been raised. I want you to understand that this plan is no particular fad of mine, and I want you to know that I am advocating it in no sense as associated with a political party. I know no interests in this vital matter, but what are the interests of the farmers of this country. (Applause.) I want a policy of agriculture for all the farmers of this country that will stand irrespective of the fortunes of any political party. (Applause.) I think that the problems of production have been given too much attention for it would evolve some system that would ensure the farmer a fair remuneration we would not have to round the country telling how to grow and what to grow. They will do it if they get the price. What is needed is some system that will ensure a fair remuneration for their labor. "I claim that the time has arrived

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when it is the duty of every public man to speak of it everywhere, otherwise we are going to fall behind. It is a matter upon which the individual farmer cannot do for himself and the government ought to place it first and squarely before him. Canada can produce with any country in the world, but we have got to be prepared to hold our own in competition. Bacon from Canada, Ireland and Denmark is sold on the London market, and Canada can produce the type of hog the world can't beat. Some of our bacon was not as good as some of the Irish and Danish and it was selling for five cents a pound less. The men who suffered were the producers. You and I must keep in mind that our interests do not stop until the consumers are reached. Ontario grows the best apples in the world and captured nine first prizes at the British Empire show this year, but if you go into any store here you will find Oregon and Washington apples, while thousands of barrels are going to waste that we can't sell. Why is this? It is time that we studied the marketing problems.

Cheese Grading.

"We have proved to the world that we can make the best cheese known in Ireland and Denmark beat us in bacon, but New Zealand is a competitor in cheese, this year taking first prize. Last year we took first, second, third and fourth. For years Ontario took first place on the British markets as to quality and price but things have changed. New Zealand cheese showed just a little more butter fat. This determined me to have the Dairy Standards Act put into effect. The people of this country have got to wake up or we will lose the market. It will be a sorry day for the dairy industry of this province if cheese production were neglected. We must all the time keep our place on the cheese market. New Zealand has three times this year got a higher price than we have and there is no more reason why we should take seven cents less for our bacon and less for our cheese. I consider the duty of a minister to tell the truth and look at this thing before we are hit.

"What systems have these countries adopted that have enabled them to beat us on the market that formerly properly belonged to us? Not a pound of bacon or dairy products leaves Ireland and Denmark except through co-operative associations, and this is also true of apples. Only because they have graded and standardized, New Zealand cheese and butter cannot go out without government stamp as to grade. They have the very system that I want adopted here. Don't you think that it is time that we adopted this system?"

Hon. Mr. Doherty explained the system of co-operative marketing and exhibited the form of contract to be put into effect. "When this is done," said he, "you can't afford to be outside. I have talked it over with some of the biggest cheese dealers in this country and they are ready to come in with us."

Continuing he said that the reputation of Canadian cheese was a great national asset and care should be exercised in marketing it. It should be graded, and every cheese branded. The country must have supervision of every pound of products that goes out of the country. In concluding Hon. Mr. Doherty made a strong plea for the adoption of the system he proposed, and warned his hearers that if it is not done this year, it will be done within the next five years because the farmers will then be forced to adopt it as a measure to save them from the ruination of the cheese industry.

DOING AT ATHENS.

Budget of Interesting News Notes From Busy Village.

Athens, Nov. 4.—Mr. and Mrs. Roy Cromwell, Lynn, have taken up residence in part of John Eaton's Victoria street residence. John Milhena is erecting a cottage on the lake shore in Charleston village. George Gainford and Gordon Lawson, are the builders in charge. H. Pierce has moved his barber shop to the west side of A. R. Brown's double store, Main street. Miss Cora Grey has moved her millinery parlors to the premises recently vacated by Mr. Whitehead, cobbler.

Frank Blancher is erecting a new house on his Isaac street lot. T. R. Beale, barrister, has moved his office to the Pierce block, as the rooms he occupied in the town hall ever since its erection were required for class rooms for high school students, who occupy the building temporarily owing to the destruction by fire of our local high school building one year ago, Friday, Oct. 27th.

The Alumni Association held its first annual meeting, a goodly number of ex-pupils being in attendance. Refreshments were served and a social time spent. All are enthusiastic concerning the future of this celebrated educational centre.

Several from here went to Sheldon's Corners Tuesday evening for the shower tendered the newly-weds, Mr. and Mrs. Fred Hollingsworth, the bride being a daughter of Mr. and Mrs. Levi Wilson, Wilton street. Many pieces of silver, china, aluminium, linen and furniture were presented to use in the equipment of the new home.

Halloween sprites were about on Tuesday evening, and in costumes varied and various, paid friendly calls among their acquaintances, being hospitably entertained and receiving treats of nuts, candy, apples, popcorn or gum.

Under the auspices of the Women's Institute a play entitled "Bird Island" is in course of preparation, proceeds to be devoted to making a payment on "Memorial Park."

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New issues of Government and Municipal bonds in Canada up to October 31st last amounted to only 37% of the new issues that appeared during the corresponding period last year. Notwithstanding this, proceeds from this year's wheat crop are estimated to be about 30% greater than last year; the usual Victory bond interest of about \$50,000,000 will be paid; and lastly, a large amount of new money will be paid to holders of Victory bonds maturing on December 1st next. This latter is new money to Canada, because it was obtained in the United States last spring by the Dominion Government.

As no substantial new issues are in sight, careful investors are taking the opportunity of purchasing existing bonds now, thereby assuring themselves of the attractive interest rates now prevailing.

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