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PAPER ON CO-OPERATION**A Subject That Is Interesting the Public Intensely.**

(An address delivered before the Dundee Fruit Growers and Packers Association at their annual meeting, January 31, by F. W. Meyer.)

It might be stated that this corporation was chiefly organized for the purpose of packing and selling the combined output of Oregon prunes grown by its members, and distributing the net proceeds in an equitable and just manner among its members, according to size and number of pounds contributed by each. If this is so then the Dundee Fruit Growers and Packers are co-operative in type. Its stockholders are partners and benefit similarly, not by the amount of stock they own, but mostly, yes, almost entirely by the number of tons of prunes they can grow, properly cure, and sell through this organization.

We also benefit by the fact that by packing and marketing our own product we will always have a market at the best prices obtainable in any current year, subject of course to supply and demand, which we by properly working together can largely control.

The duty of co-operation is evident to any prune grower who thinks of the matter at all. It extends not only to every stock holder in this organization but also to all growers of the Oregon prune no matter where he or she may be located or whether they ever become or intend to become stock holders in this corporation. The fact of the matter is as we all well know, the California prune demands a price from one to one and one-half cents per pound greater than we can get for the Oregon prune. Why is that so if the Oregon prune is just as good as the prune grown in California? I find that wherever the Oregon prune is properly introduced it has taken first place in the market, not only in the prune market but also in the market of other dried fruit products. Again, why do we get less for the Oregon prune when in the Eastern retail market it sells on the average at par with the California prune?

Gentlemen, there is a reason for this, yes, several reasons, none of which ought to be, and we prune growers of the Willamette valley can and must overcome them by properly working together to the best interest of our business.

How long would any manufacturer of repute survive if he were careless in the way his machine or vehicle were made or in the way it was put on the market, or if he depended on the dealer to advertise and create a demand? Not very long, I should say. But he does not do that. After completing a good article he advertises and puts it on the market. He guarantees that machine or vehicle to be as represented or your money will be refunded and he can do this because he sees to it that the goods are right when they leave the shop, and he makes sure that

the goods are right when they reach the agent or consumer. Have we been doing that? Ask yourself, "Have I been doing this?" I am afraid a great many of us will have to say, "No, strictly speaking, I have not."

Gentlemen, it is never too late to start; and we, the stockholders of this organization, started on the right road a short twelve months ago. Our first season's work has nearly been completed. To some of us it may have been a hard road to travel, but the road is going to be smoother and easier as we go along, and, in another year or two there will not be one of us who would care to go back to the old haphazard way of attending to our business (the short cut, so to speak.) We will then know that we have started right and we will be only too willing to stay right.

But, gentlemen, there is work for us all to do and we must do it. The world of business has as its mainspring those attributes of mind called confidence and co-operation. No business long survives and prospers except it secures and retains the confidence of those who do business with it.

Any honest effort along helpful lines is bound to succeed if the people who are to be benefited, will believe in their own cause and will put their shoulders to the wheel and push.

Study your own company; learn what has been done; what it is purposed to do; then if you are satisfied—boost. Co-operate and again, co-operate!

If you all knew, as well as the active officers of this company, what degree of success could be accomplished in the interest of the prune industry by all prune growers co-operating in the growing and marketing of a better Oregon prune, the duty of co-operating certainly would become a pleasure to each and every one of us.

To co-operate means to work together. So in order to be co-operating we must work together towards the same end, and, by so doing, each and every one of us becomes a co-operator, which we must be in order to succeed in the task before us.

To co-operate does not necessarily mean that we should at all times be of the same mind or opinion; no, not by any means. But it does mean that we should be willing to let the majority rule and put our shoulders to the wheel and boost to the best of our ability. The road to success may thereby be made easier and we will be able to pull greater and greater loads as we go along.

Working in harmony means a great deal in co-operation, therefore let us work harmoniously and co-operate first, last, and always.

We must also have confidence in order to succeed. Webster says—confidence means, firm belief; trust; boldness; self-reliance—and if that is so each and every one of us ought to have every one of these attributes.

We must have confidence in ourselves, confidence in this organization; firmly believing that we are organized for a good purpose, and by pulling together we are bound to succeed in our

endeavor.

We must be willing to place confidence and trust in the directors and in the active officers of this corporation, in the firm belief that what they do will be done for the best good of all. Give them your support, co-operate with them in every way possible, that they may be enabled better to serve you and the purpose for which we organized.

I said in the beginning that we were organized for the purpose of selling the prunes grown by members of this organization, and, in order to do so, it naturally follows we must find a market for them; which problem has been partly solved this season just coming to a close. But that is not the only problem before us. The much harder task is yet to come, a task which can be conquered only by the co-operation of all members and by honest and fair dealing in our business methods. This harder task is, to hold for further business the markets which we have entered; to gain and hold a still larger market; and to establish a greater outlet for and a greater consumption of the Oregon prune, which is by far the best prune and the best dried fruit on the market to-day. This can be done only by establishing a more thorough co-operation among growers of the Oregon prune.

We were not only organized for the purpose of finding a ready market for the prunes grown by ourselves but also for the purpose of placing the Oregon prune in the hands of the consumer in a better condition than has been generally done heretofore, thereby bringing the Oregon prune into its own, a place it should have held long ago, giving to us growers the price and the place in the market to which we are rightfully entitled. This can be accomplished only by all prune growers conscientiously and firmly working together as one man for a better Oregon prune.

We have been successful this year in finding a market for this season's output which may mean much in regard to our future business and it may mean only a little. It may mean that we have taken one step on the road which leads to our goal—success or it may mean that we have started on the road toward failure. We, who are members of this organization, we, fellow prune growers, are the ones which are to decide which it shall be.

Some very encouraging commendations have been received on this season's pack. But what does that mean? In my opinion that only means that our processor man has been conscientious in the performance of his duty. But even he cannot make a good prune out of a bad one and if any of us have allowed poor prunes to enter it is still the same. As the proof of the pudding is in the eating, so will the proof of our prune be established in the eating by the consumer. If it stands the acid test, then, and then only, can we hope for a larger market and a greater outlet for the Oregon prune, the growing of which is our life's work and out of which we hope to make a living and competence for our future needs.

So, fellow prune grower, it seems to me that we must co-operate in order to succeed in our endeavor. We must co-operate in every phase of the work, growing and properly curing our prunes, and, when we have learned to do that, the problem of finding a market for our product will be but a small matter indeed, be the output ten or twenty times this season's business. It will then be as easy to market one thousand car loads as it was to find a market for this season's pack of about twenty-nine cars. And, fellow prune growers, it is up to us to say when or how soon that shall be. The sooner we co-operate

and learn to produce a prune that comes up to the standard as called for in our contracts, the sooner we shall reach a goal and our expansion need then be limited only by the number of prune growers who are willing to co-operate with us according to our standard.

Having learned to work in unison we need then have no fear of expansion, for working in unison creates a sound pleasing to the ear and any one dropping out of tune will create a discord so pronounced that he will hie himself to the tall timber.

In closing let me state that in my opinion we are much indebted for our success this season to the conscientious work that was given us by H. B. Powell, our processor man; W. S. Allan, T. A. Harper, G. A. Dearborn, Thomas Prince and others who have co-operated with us in our endeavor to establish an ever increasing market for the Oregon prune. May we give them our combined vote of thanks for their labors in our behalf.

MEASURING RECEPTION

The Adelpian Society will serve a dinner in the parlors of the Baptist church, Friday, February 13, from 6:45 to 8 o'clock p. m. after which a program will be given by the "older" members of the church, consisting of songs recitations, etc. Come and enjoy the evening.

A measuring reception is given to you, "Tis something novel, as well as new. Four cents for every foot you are tall; We'll measure you on door or wall, An extra cent for each inch over To help the cost of dinner cover. To see your face would give us pleasure, Among the friends at our "Reception Measure."

2t-pd By order of committee.

NOTICE TO FRUIT GROWERS

Editor Graphic:

We desire that all growers who expect to have any fruit to offer the Newberg cannery this season, to advise the secretary at once, the name, amount and variety of the fruit. We must know at once just what we will have to offer so the market can be arranged for at once. If you will call this forcibly to the attention of your readers, I can assure you it will be very much appreciated and result in much good.

Yours very truly,
W. H. Woodworth, Sec.**TAKE NOTICE**

All those holding photo. coupons from the Newberg Studio should use same before Feb. 15.

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