

# FARM CO-OPERATIVE DIVISION

A MESSAGE TO EVERY MEMBER.

## THE COOPERATOR

PRINCIPLES OF SUCCESSFUL COOPERATIVE MARKETING

### Specialized Business—

The cooperative must conduct its business in a specialized line rather than try to carry on several different types of work. Few associations are existing today that have carried on a diversified business. On the other hand, successful cooperatives in specialized lines are very numerous. Leading cooperatives today are those which are engaged in handling only one product, such as dairy, grain, vegetables, fruit, or eggs.

Management and organization of the marketing association have been successfully coordinated when the entire set-up deals only with the channels through which only one type of commodity or allied commodities must pass. Wheat pools have been successful in handling oats and barley in addition because they are products which use the same or similar routes and equipment in being marketed.

The chief reason given for the collapse of the Oregon Growers' Cooperative association is that the attempt was made to handle too great a variety of products. The Federal Fruit and Vegetable Growers, Inc., a national sales agency, has a rather diversified business in fruits and vegetables and seems to be the only exception to the rule. Dr. Comish attributes its success to the "large volumes of business and the ability to keep its representatives busy all the year round by offering fruits and vegetables continuously to the trade as the seasons come and go."

Whether the association is a centralized one or a federation or a community cooperative, they alike have run amuck and most of them have failed when attempting to handle lines of unrelated commodities.

### Adequate Volume—

Closely tied up with the need for a specialized business is the need for adequate volume. A common cause of failure is the lack of sufficient volume of trade to insure success. Although the law of diminishing returns would operate in a cooperative that got to be too large, it has had very little chance to operate yet in associations in this country.

Adequate volume is relatively more important to the cooperative than it is to any other business. The cooperative can not be expected to satisfactorily fill any need if there is not enough business on hand to keep the equipment or staff operating at close to capacity. Insufficient activity is linked up with lack of interest on the part of members, which is detrimental to the life of the association.

Benefits derived from large volumes of business are the same as those in any privately operated organization. The concern builds up a strong buying power for equipment and supplies, develops powerful bargaining and selling power in handling purchases and sales of its commodity and operates more efficiently than is possible with less volume.

Editor's Note: This is one of a series of articles on cooperative marketing, much of the data for which was taken from the work of Dr. N. H. Comish, W. W. Cumberland, W. E. Humphrey, A. W. McKay, C. H. Lane, Henry C. Wallace and the American Bankers Association.

### U. of O. Art Students Honored.

Eugent, Ore.—A pencil sketch, made by Mrs. Almie Gorham, student in art at the University of Oregon summer session, has been used as the cover illustration for a current number of School Life, monthly organ of the office of education of the department of the interior. Mrs. Gorham's sketch depicts a crew of C.C.C. workers laboring in the forests. She is a student in the Carnegie art class, a project financed by the Carnegie Corporation at the university here in the west, and at Harvard in the east.

After a farmer in Datchet, Eng., had abandoned his home because of a ghost it was learned that the ghost was only an owl.

### CANNERY SCHEDULE

July 16 to 21

A. M.—8 to 11 P. M.—1 to 3:30

Monday—Beans 2½, A. M.; Corn, 2½, P. M.  
Tuesday—Beans, 2s, A. M.; Corn 2s, P. M.  
Wednesday—Beans, 2½, M.; No canning, P. M.  
Thursday—Beans, 2½, M.; Corn, 2½, P. M.  
Friday—Beans, 2s, A. M.; Corn 2s, P. M.  
Saturday—No canning.

### FARM BUREAU AUXILIARY

#### NEWS OF GENERAL INTEREST

The ladies of the Farm Bureau Auxiliary plan to hold the annual lawn party on the club house lawn in Columbia park Friday, July 27. At this time a free-will offering will be taken as a benefit to build a club house porch. The committee to make arrangements consists of Mrs. J. H. Reid, Mrs. Jackson Harr and Mrs. Alfred Cable. Members of the refreshment committee are: Mrs. C. L. Upham, Mrs. Tom Wilson and Mrs. W. A. Mikesell.

An all day meeting will be held Friday, July 20, at the club house with a pot luck dinner served at noon, for the purpose of building the club house porch. The men are being asked for donation labor for this day. Members of the committee arranging for the day are: Mrs. Frank Gulwits, Mrs. H. T. Clark and Mrs. Ed Dunning.

Members of the committee arranging the program for the meeting Friday, July 6, are Mrs. Tom Wilson, Mrs. Lester Hammer and Mrs. E. E. Rainwater.

### AVERAGE PRICES RECEIVED FOR FARM PRODUCTS.

Spokane, Wn.—Herewith is table of the average prices for farm products received by farmers of Washington and Oregon, June 15, 1933, and June 15, 1934, according to report by John S. Dennee, federal agricultural statistician for Washington and Oregon:

	1933	1934
Wheat per bushel	.46	.63
Hay per ton	9.50	7.90
Potatoes per bushel	.60	.55
Hogs per hundred pounds	4.65	3.60
Apples per hundred pounds	.70	.85
Beef per hundred pounds	4.55	3.60
Veal per hundred pounds	5.20	4.90
Sheep per hundred pounds	2.85	3.00
Whole milk per hundred pounds	1.20	1.25
Wool per hundred pounds	.19	.21

### REPUBLICANS WILL GATHER IN PENDLETON, MONDAY, JULY 16.

Joe E. Dunne, Republican nominee for governor, Earl Snell, Republican nominee for secretary of state, Jay Upton, Republican congressional nominee for this district, and C. A. Howard, nominee and present state superintendent of public instruction, will be the principal speakers at a republican banquet to be held next Monday evening, July 16, at 6:30 o'clock in the dining room of the Elks building in Pendleton.

Members of the county central committee, the congressional committee, state committeemen from many of the eighteen counties of the second district, the republican nominees for county and city offices and republicans from the city and county will gather at the banquet. The affair is not planned as a huge republican rally but as a banquet where members of the party may become well acquainted with the major state nominees and the other visiting leaders, according to J. Lowell Stockman, chairman of the county central committee.

Speeches by Dunne, Snell, Upton and Howard will be the feature of the evening since the committee in charge of the banquet feels that the local and visiting republicans will be most interested in hearing from and meeting the leaders of the state ticket. All republicans are invited to attend the affair but reservations must be made before Saturday evening with either Rex Ellis, secretary of the county central committee, or members of the banquet committee. A. L. Koepfen, John Kilkenny and Clarence Penland. A charge of 75c per plate will be made.

Congressional committeemen from the eighteen counties of the second district will meet with Tom Elliott, chairman of the state central committee, during Monday afternoon in the Chamber of Commerce rooms in the Elks building.

### Butter Prices Hold Strong.

Butter prices have been showing a stronger tone throughout the United States at a time when normally the trend is still downward. This condition results from a combination of four outstanding factors; namely, low milk production per cow, a large proportion of dry cows, less than average storage reserves, and relatively strong demand.

Due to the very poor condition of pastures over a large area, the short age of hay and relatively high feed costs, milk production per cow on June 1 was lower than on that date in any recent year. It is also to be noticed that an unusually low proportion of the milk cows on farms are actually being milked, and, therefore, the output of milk is small in relation to the heavy cow population. There has been some liquidation of milk cows in the more severe drought areas but this has not yet reached large proportions. Total milk production on June 1 appears to have been 5 to 6 per cent below production on that date last year.

United States storage holdings of butter on June 1 totaled 27,110,000 pounds, or about 8 million pounds less than on June 1, 1933, and 8.5 million pounds less than the June 1 average of 1929-1933. Pacific Coast holdings were about 1.8 million pounds greater than they were a year previous. The rate at which butter has moved into storage in the 35 large cities recently has been but little over half the inter-storage movement of a year ago.

With butter stocks less than average at the present time, production conditions unfavorable in the North Central State, and consumer expenditure for butter larger this spring than a year ago, the statistical situation seems favorable.

### WESTERN YELLOW BLIGHT BAD ON OREGON TOMATOES.

Curly-top disease, which on tomatoes is commonly called western yellow tomato blight, has definitely appeared this year in most parts of western Oregon for the second time in recent history. In 1926 curly top

	Washington	Oregon
1933	1934	1933
1934	1933	1934
1933	1934	1933
1934	1933	1934

appeared in the Willamette valley after continued east winds which are believed to have aided the migration of the leaf hopper insects which carry the virus of the disease.

Just what conditions have favored the migration of the insects across the mountains this year are not fully known by scientists at the Oregon State college experiment station, but it is known that there has been a rapid build-up of numbers of the hoppers through the early spring and that migrations seem to be induced by such rapid increases in numbers.

The blight on tomatoes may kill very young plants outright. On older plants the disease stops growth, the leaflets tend to roll up, become yellow and leathery and veins on a purplish color. Fruits of affected plants ripen prematurely and the plants gradually die.

Unlike most virus disease, curly-top is transmitted from plant to plant only by the beet leaf-hopper, *Tutettia tenella*. The adults carry the virus over winter in their bodies, and while the young are free of the virus at first, they become carriers as soon as they feed on an infected plant.

No "cure" for the disease is known and no satisfactory control of the insect carriers has been developed. East of the Cascades fair control has been obtained on a small scale by keeping plants covered until about July, after which they seem to resist the virus if not previously infected. Shading has also helped as the hoppers prefer hot, dry, conditions.

Rotting out the diseased plants is recommended though not as a major means of preventing spread. Transmission by contact of a diseased plant with another has never been observed. Beets are the favorite feeding and breeding plants for the hoppers, but tomatoes, beans and squash are seriously affected.

## THE FASTEST SELLING CAR IN AMERICA

Here's a sales record from Wayne County (Detroit, Mich.) where they know and produce cars:

	Ford Chev. Plym.
December, 1933	1046 83 180
January, 1934	1420 176 221
February, 1934	2208 708 720
March, 1934	3342 1069 1006
April, 1934	3750 1228 840
May, 1934	4950 1143 720
	16,716 4407 3687

After you ride and drive in the New V8 you will understand such an outstanding sales record.

IF IT ISN'T A V-8, IT'S OUT OF DATE.

## ROHRMAN Motor Co.

PHONE 571  
HERMISTON, OREGON

## WANT ADS

WANTED—A BOY, 13 YEARS OF age or older, to work in exchange for piano lessons. Goldia Mumma, Hermiston. 46-1tc

FOR SALE—STANDARD MAKE piano near Hermiston. Will sacrifice for unpaid balance. A snap. Easy terms. Write Tallman Piano Store, Salem, Ore. 44-3tc

SWIFT & CO.—BUYERS OF POULTRY and Eggs. A. M. Smith, Hermiston, Ore., Agent. 271tc

CANNING PEACHES, 3c AT THE orchard. W. T. Bray, Umatilla, Oregon. 46-Aug. 30

STRAYED — 1 BLACK HORSE (mule) brand TB, right hip; 1 bay, brand SD, left hip. Notify R. Isackson, Eugene Ranch, Rt. 1, Hermiston. 46-1tfc

CANYON CITY—The grasshopper menace in Grant county, so far as a serious infestation goes, is a thing of the past for this year, reports County agent R. G. Johnston. The Logan Valley Cattlemen's association worked diligently and with federal aid for supplies has completely wiped out the beds in that district. Mr. Johnston says, thus saving summer feed for at least 4000 head of cattle. The main beds in the Fox Valley district were also poisoned and killed out before the hoppers spread very badly.

### No. 9281. Reserve Dist. No. 12 REPORT OF CONDITION OF THE FIRST NATIONAL BANK

RESOURCES	
Loans and discounts	\$ 96,598.42
Overdrafts	None
United States Gov. securities owned	54,050.00
Securities guaranteed by U.S. Gov.	6,500.00
Other bonds, stocks, securities, etc.	12,282.50
Banking house	8,000.00
Real estate owned other than banking house	7,146.30
Reserve with Federal Reserve Bank	39,002.29
Cash and due from banks	55,586.07
Redemption fund with U.S. Treasurer and due from U.S. Treasurer	312.50
Other Assets	448.75
Total	\$278,426.53

LIABILITIES	
Demand deposits	134,925.15
Time Deposits	48,186.77
Public funds of States, counties, etc.	32,665.65
Due to banks including cashier's checks outstanding	2,930.69
Capital stock paid in	23,000.00
Surplus	10,000.00
Undivided profits—net	18,488.71
Total	\$278,426.53
Pledged against circulating notes outstanding	6,250.00
Pledged against public funds of States, counties, school districts, or other subdivisions or municipalities	30,000.00
Total Pledge	\$18,250.00

State of Oregon County of Umatilla ss: I, A. H. Norton, cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

A. H. NORTON, Cashier.  
Subscribed and sworn to before me this 6th day of July, 1934.  
W. J. Warner, Notary Public for Oregon.  
My commission expires Dec. 11, 1936.

CERTIFIED—Attest: R. ALEXANDER, J. R. SWAYZE, W. L. HAMM Directors

### Metallic Silver Helps Purify Drinking Water

Metallic silver in an ionic condition appears to exercise a very effective bactericidal action on the germs which are usually present in drinking water, say Scientific American. Various means of introducing silver ions into water are described in Chemical Age. An electrical method involves the passage of the water between silver electrodes through which a very small current is continuously passing. By this method an effective number of silver ions are introduced into the water with the aid of a three to five milliamperere current.

One of the earlier methods of purification was based upon the ability of water to take up silver by merely allowing it to trickle over glass beads coated with a very thin layer of the metal. A suitable small-scale plant consists of a 25-quart stoneware jar filled with a quantity of silver-coated glass beads which reduces the capacity to 18 quarts. The water is passed into the jar via a tube filled with silver-coated quartz fibers, and a velocity of flow of half to one quart per minute suffices for thorough infection.

A curious feature of this catadyn process can itself be used as a sterilizing agent for mineral water bottles and the like. It appears that on allowing such silver-charged water to stand in a glass bottle for several hours, a proportion of the ionic silver becomes transferred to the walls of the bottle and serves to sterilize any liquid subsequently poured into it.

### Girls in Teens Lead Sex in the Habit of Blushing

Girls of high school and college age blush more than older women, according to psychologists, says the Chicago American. Thousands of questionnaires filled out by girls and women of all ages were summarized as follows:

1. Blushing is most common among girls between thirteen and seventeen years of age, with 61 per cent admitting that they blush frequently; it is least common among married women over fifty, with only 21 per cent admitting that they are habitual blushers.
2. Unmarried women are 35 per cent more apt to blush than married women. The greatest difference in blushing habits between married and single women is between the ages of twenty to twenty-five. During these years blushing is 50 per cent more common among unmarried than among married women.
3. Both married and unmarried women show a distinct tendency to stop blushing as they grow older.
4. Divorced women blush much more frequently than married women who are still living with their husbands.
5. Widows blush less than divorcees, but more than married women.

### Not Familiar With Wood

Wood is one of man's oldest and most useful materials for an almost unlimited number of purposes. Man's familiarity with it has very often bred, if not contempt, at least carelessness in its use, which has resulted in unsatisfactory service attributable not to the inherent qualities of the wood itself, but rather to its improper handling. One serious mistake is to neglect the moisture content of wood, says a bulletin of the Canadian department of the interior. In common with all other vegetable products, wood contains moisture. The amount so contained is usually expressed as a percentage of the bone-dry weight of the wood. Thus "25 per cent M. C." indicates that the weight of water present is one-quarter of the weight of the absolutely dry wood. The importance of the moisture lies in the fact that the dimensions of a block of wood are, within definite limits, dependent upon it.

### Constituents of Human Body

A man weighing 150 pounds will contain approximately 3,500 cubic feet of gas-oxygen, hydrogen and nitrogen—in his constitution. He also contains all the necessary fats to make a 15-pound candle, and thus, together with his 3,500 cubic feet of gases, he possesses considerable illuminating possibilities. His system contains 22 pounds and 10 ounces of carbon, or enough to make 780 dozen or 9,360 lead pencils. There are about 50 grains of iron in his blood and the rest of the body would supply enough of this metal to make one spike large enough to hold his weight.

### Bird Expresses

The speeds of some birds are remarkable. In California a duck hawk was once timed while chasing its prey, and its speed was found to have reached nearly 165 miles an hour. Mallards timed in England and France have exceeded 50 miles an hour, and when pintails were chased by an airplane it was found that they flew at about 65 miles an hour. The common Canadian goose normally flies at between 40 and 45 miles an hour, but it has been estimated that speeds of over 100 miles an hour have been attained by frightened birds.

### Abyssians' Idea of World

Ostrich egg shells are considered highly decorative in Addis Ababa, Abyssinia, where the religion is a mixed form of Christianity and the church owns one-third of all the land. Numerous temples of worship are surrounded by a cross with ostrich egg shells stuck over the points—an ancient symbol of the primitive belief that the world was created from an egg.

### MANY OSC STUDENTS MAKE SPRING TERM HONOR ROLL.

In spite of popular opinion as to the effect of spring weather on students' inclination to study, an unusually large number of students at Oregon State college made the straight "A" honor roll for last spring term, according to the report just released by E. B. Lemon, registrar. A total of 26 made perfect grades, while 86 others made averages of 2.5 or above. Although men outnumber women about two to one in the student body, 12 of the 26 straight "A's" were made by women.

Therold Moeller, senior in engineering from Toledo, and Henry Levinger, senior in pharmacy from Baker, tied for highest individual honors by making perfect grades for the seventh term during their college careers.

Others on the straight "A" list were as follows: Wilbur T. Cooney, Roseburg; Virginia L. Fendall, Forest Grove; Thelma A. Gregory, Newberg; Marion N. Nance, Hood River; Gwendolyn I. Haight, Cottage Grove; Ewald Rohrman, Pendleton; I. Virginia Chase, Eugene; Mildred M. Raasina, Astoria; Fletcher Walker, Salem; Maxine Hornbeck, Seaside; Matilda K. Holst, Juneau, Alaska; Carl Neustils, Baker; Kenneth R. Eldredge, Dorothy Atwood, DeMaris Hertz, Noel Larson, Marjorie L. Benton, Don E. Johnson, and Ellen V. Lunn, Corvallis; Albert A. Rosenberg, Waldemar A. Schmidt, Oscar Heintz, Susan H. Miller and John M. Hogg, Portland.

### NOTICE TO CREDITORS.

IN THE COUNTY COURT OF THE STATE OF OREGON FOR UMATILLA COUNTY.

In the Matter of the Estate of Frank L. Jewett, Deceased.

## Business and Professional Cards

### HERMISTON

**W. J. WARNER**  
Attorney-at-Law  
Hermiston - Oregon

**W. L. Morgan, D. M. D.**  
General Dentistry  
X-Ray and Diagnosis  
Bank Bldg. Phone 9-J  
Residence Phone 25-J  
Sunday and Evenings by Appointment

**A. W. CHRISTOPHERSON**  
Physician and Surgeon.  
— Bank Building —  
Office Hours — 9-12 and 2-5

### PENDLETON

**ERNEST GHORMLEY**  
MEN'S CLOTHING and LADIES HOSE  
Phone 326 301 E. Court St.  
Pendleton, Oregon

Office Phone 523 Res. Phone 461  
**DR. F. L. INGRAM**  
Dependable Dentistry  
Bond Bldg. Pendleton, Ore.

**DR. H. A. NEWTON**  
Dentist  
X-Ray Work Phone 12  
Pendleton, Oregon

**TO SELL OR TRADE YOUR PROPERTY SEE**  
J. W. CLARKE at  
G. F. HODGES AGENCY  
721 Main St. Pendleton, Ore.

**BRADLEY & SON**  
Shoe Rebuilders  
We rebuild shoes with machinery your shoes were made on. The only factory machines in Umatilla County. Mail your shoes to us. We pay the return postage. Better shoe repairing for less money. Give us a trial.  
Bradley & Son  
643 Main St. Pendleton, Ore.

NOTICE IS HEREBY GIVEN that the undersigned has been appointed administratrix of the estate of Frank L. Jewett, deceased and has qualified as the law directs. All persons having claims against said estate are required to present the same to me, at the office of W. J. Warner, my attorney, in Hermiston, Oregon, with proper vouchers, within six months from the date hereof. Dated this 12th day of July, 1934.  
IDA L. JEWETT,  
Administratrix.  
(July 12 - August 9)

### NOTICE OF HEARING UPON FINAL REPORT.

IN THE COUNTY COURT OF THE STATE OF OREGON FOR UMATILLA COUNTY.

In the Matter of the Estate of Robert A. Allen, Deceased.

NOTICE IS HEREBY GIVEN that the undersigned administrator of the estate of Robert A. Allen, deceased, has filed his final report with the Clerk of the above entitled Court and that the Judge of said Court has designated Saturday, the 21st day of July, 1934, at 2:00 o'clock in the afternoon as the time, and the rooms of the above entitled Court in the County Court House in Pendleton, Umatilla County, Oregon as the place when and where hearing is to be had thereon. All persons interested are hereby notified to then and there appear and show cause, if any they have, why said report should not be approved, the administrator discharged, his bondsman exonerated and the estate closed.

Dated this 21st day of June, 1934.

FRANK A. ALLEN,  
Administrator.  
(June 21—July 19)

HERALD WANT ADS PAY

**Hermiston Beauty Shoppe**  
Duart Permanent Waves.  
Late Appointments by Phone.  
Phone 141

**DR. A. E. MARBLE**  
CHIROPRACTOR  
Office: Two doors west post office  
Office Hours: 8 to 12 - 1:30 to 6  
Phone 481 — Hermiston, Ore.

**Hermiston Post No. 37**  
Meets first and third Thursday. Legion Auxiliary meets second and fourth Thursday.  
Legion Hall.

Manicuring, Marcelling Hot Oil Shampoo, Fingerwaving, Facials  
**Realistic Beauty Shop**  
Finger Wave - 50c and 25c  
We Specialize in Permanent Waving  
606 Main St. Pendleton, Ore.

**W. G. FISHER**  
NEW AND USED FURNITURE BOUGHT AND SOLD  
Bowman Hotel Bldg. Phone 198  
507 Main St. Pendleton, Ore.

**W. J. CLARKE**  
HARDWARE  
Majestic Ranges, Red Jacket Pumps, Iron Pipe, Nails, Fencing  
Phone 21 211-213 E. Court St.  
Pendleton, Oregon

**WE**  
Specialize in Good Furniture at Lowest Possible Prices  
Free Delivery to your door.

