

FARM CO-OPERATIVE DIVISION

A MESSAGE TO EVERY MEMBER.

THE COOPERATOR

PRINCIPLES OF SUCCESSFUL COOPERATIVE MARKETING

Management

The management must be efficient and honest. In the cooperative this is possibly a relatively more essential case than it is in private business. The management—the board of directors and the manager—is the greatest single factor upon which hinges the success or failure of the association.

The three duties of the board of directors are "to determine the general policies of the business, to hire and fire the manager, and to see these policies carried out. The board must be intelligent, fairminded, and must know their business. Relationship and friendship should be considered secondary to business ability and experience in the selection of members of the board.

"This is absolutely true because nothing in a cooperative, excepting inefficiency and dishonesty, casts greater reflection on the management than the dissatisfied cry that an employee is a relative or friend of the manager or of a director." Experience of cooperatives has amply proved that an efficient, honest manager is necessary for successful operation and cooperation.

Financing

In financing their association, co-operators have followed the two principles, first, of giving capital merely the current rate of interest, and second, of keeping control of the business in their own hands. Recently, cooperatives have been issuing preferred, non-voting stock to non-members with the provision for retirement at the end of a specified period. Sinking funds to retire this outside financing have been built up by deductions from proceeds of the sale of products.

The fact that capital gets no special privileges in the way of either higher interest rates or some form of dividend or by getting a hand in the control of the business is a very important point. Co-operators found that in order to successfully run their own business they must themselves have the complete control with no strings attached from any other source.

Any net profit on operations, which seldom runs above one or three per cent, constitutes the sums which are eventually prorated as dividends to members on the basis of business done in or with the association. This is a chief distinction between the cooperative and other forms of business undertakings. The dividends are not divided on the basis of capital stock or some other plan.

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.

CORN-HOG PROGRAM AWAITS ACTION BY U.S. GOVERNMENT.

"The Oregon corn-hog adjustment program has continued to mark time because the official estimates of hog production and marketings, upon which the Government's quota for Oregon is based, are much below the sign-up figures and with the facts as indicated by an independent survey made by our committee," says H. A. Lindgren, Oregon State college extension animal husbandman and chairman of the Oregon corn-hog campaign committee.

"Until the true facts as to hog production and marketings in this state have been given fair consideration and a state quota fixed that is in keeping with these facts, our committee feels that the review board will be powerless to fix county quotas and properly instruct the county allotment committees as to the amount each individual grower's contract must be scaled down," says Lindgren.

Among the most recent developments in the corn-hog work is the arrival of two representatives of the Division of Crop and Livestock Estimates, who will make an examination of the growers' contracts.

CANNERY SCHEDULE

July 23 to 28.

A. M.—8 to 11 P. M.—1 to 3:30

Monday—Beans, No. 2 1/2s, A. M.; Corn, No. 2 1/2s, P. M.
Tuesday—Beans, No. 2s, A. M.; Corn, No. 2s, P. M.
Wednesday—Tomatoes, No. 2 1/2s, A. M.;
Thursday—Beans, No. 2 1/2s, A. M.; Corn, No. 2 1/2s, P. M.
Friday—Beans, A. M.; Corn, No. 2s, P. M.
Saturday—Tomatoes.

Fruit can be handled by this cannery to a great advantage, either in commercial cans or glass jars.

3-S AND 4-H CLUBS WILL MEET AT UMATILLA, JULY 24

A meeting of the 3-S and 4-H clubs will be held Tuesday, July 24, at the Community hall in the afternoon at Umatilla, according to announcement made by the local leader, Mrs. W. E. Kennedy.

All members requested to be at the hall at 2:30. Parents and friends will be welcome to come and see the work that the girls have been doing.

4-H COOKING AND CANNING CLUBS GIVE DEMONSTRATIONS.

The fourth meeting of the We-Can-Canning club and the Kookie Kooking club was held Wednesday, July 11, at the Hermiston Union church. Two demonstrations were given. Frances Dawson and Anne Sommerer gave a canning demonstration showing the cold pack method of canning rhubarb. The cooking demonstration was a sun flower salad made by Jane Jackson and Ruth Pierson.

Refreshments of ice cream and cake were served. The next meeting will be held at the same place July 25th.

Notice to Dairymen.

Ice deliveries to the farmer on routes of the Umatilla Cooperative Creamery will be discontinued. The insulated box carried on the long routes was intended for packages from the cold storage lockers, and as orders for packages are increasing, as well as the demand for ice, one of them must be dropped. Occasionally there is room for a small amount of ice but it would be unfair to deliver ice to one party unless all could be served.

The management has had to consider that the cream trucks must not be delayed and with a load of approximately two tons of cream and cans, it would be impossible to carry much ice under any circumstances.

We urge that all people calling to the creamery cooperate with us to the end that employees will not be taken away from their work any more than necessary. The N.R.A. requires that we limit the hours worked by employees and efficiency in the plant must be kept up to the highest possible point in order to avoid unnecessary expense.

Meat must be brought to the chill room on week days when the butcher is in charge. The men working on buttermaking should not be called upon to carry in animals from the street, as creamery workers' clothes must be kept in a reasonably sanitary condition.

Those who desire to have ice placed in their lockers for future use may do so when they are in town to serve themselves but no phone orders will be filled by the creamery.

A meeting of the local committee in charge of cream and butter improvement work under the National Dairy Council, was held recently, and it was decided that no community meetings be held during the busy season but that each creamery operator would carry on his own campaign to improve cream quality and increase butter consumption.

UMATILLA CO-OPERATIVE CREAMERY.

Union Bearded Barley Interest.

LAKEVIEW—Lake county farmers are showing a markedly increased interest in Union Bearded barley in recent years, according to Victor W. Johnson, county agent, who reports that there are now more than 400 acres of this crop in the county, most of which will be cut for hay. This bearded barley was introduced into Lake county in 1927 by the state college extension service, and the first seed was planted by C. W. Ogle of the Idaho district.

OREGON-WASHINGTON MELON & TOMATO AGREEMENT IN EFFECT

H. N. Hampton of Hoover, Wn., field man for the Melon and Tomato Marketing Agreement for eastern Oregon and Washington, covering territory from Arlington south, and from Clarkston, Wn., south, was in Hermiston Wednesday on business.

Mr. Hampton says that the local administration will be handled by R. V. Jones of Irrigon, who will be able to furnish any information which is not contained here.

Stamps will be on sale at the store of J. F. Gorham, at Boardman, and also by Mrs. Lois J. Williams at the Tum-A-Lum Lumber company yard in Irrigon. In the near future stamps will be placed on sale with the Grange Co-operative at Hermiston, and also by Mr. Jones.

The following minimum prices have been established by the joint control committee, and shows the maximum discount allowed when handled through the regular channels of trade.

Minimum Price Schedule to Retailers.

CANTALOUPE:—Jumbo crate, \$1.60; Standard crate, \$1.25; Standard crate, size 16, \$1.20; Standard crate, size 12 and large, \$1; Standard flat crate, 65c; Per ton, \$40.

CASABAS:—Standard crate, \$1; Per ton, \$30.

HONEY DEWS and all other melons.—Standard crate, \$1; Flat, 50c; Per ton, \$20.

WATERMELONS:—Per ton, \$25.

TOMATOES:—Peach box, (20 lbs.) 50c; L. A. lug, 75c; Apple boxes, 75c.

Violation of minimum prices is punishable by heavy fine and/or imprisonment to both buyer and seller.

The above products must carry stamps, which must be cancelled with date in ink, indelible pencil or rubber stamp at time of affixing, on package, or on the original invoice to the buyer in case of bulk sales in the following amount:

CANTALOUPE:—All Jumbo and standard package, 7c; all flats, 3c; Per ton, \$2; All other melons, including watermelons, per ton, \$2; Minimum tax, for any small sale, 10c.

TOMATOES:—Peach box, 3c; L. A. LUG, 4 1/2c; Apple boxes, 6c. Discounts to shippers and jobbers, cash buyers and truck peddlers, 15 per cent of the above minimum prices, plus common carrier rates from original to destination may be deducted from the above minimum prices to retailer, paid by jobbers, cash buyers, and truck peddlers when purchasing direct from grower, or from point of origin shipper. Maximum allowance for transportation 25c per standard crate of cantaloupe or \$8 per ton on other commodities covered by this agreement. An allowance of 7c per standard crate on cantaloupes and other melons, 3c on tomatoes, and \$2 per ton on all other melons in bulk may also be deducted by any person or persons maintaining an established place of business and warehouse at point of origin; This allowance is permitted only to point of origin shipper so defined.

No product covered by this agreement may be offered to the retailer without bearing this stamp. No product may be given except to recognized charitable institutions, unless cut. In all cases where products covered by this agreement are dumped on terminal markets, an inspection certificate, either federal or state, must be returned to the grower, and commodity must be rendered unfit for consumption.

Consignments are forbidden except where mutually satisfactory arrangements are made between consignor and consignee previously and a maximum of 10 days notice is given to the manager of this agreement.

COLOR IMPORTANT FACTOR IN JUDGING HAY QUALITY.

Of all factors indicative of the quality of hay, color is the most telltale, says Eugene Gross, of the farm crops department at Oregon State college. While the intensity of color naturally varies with the type of hay, certain colors are characteristic of hay that has been cut too late, others are indicative of damage from bleaching by the sun, bleaching by rain, or heating from being stored in a green or wet condition.

Hay of highest quality is of a bright, deep green color, because that color is associated only with hay that has been cut fairly early before blossoming has progressed

very far, and has been cured rapidly and sufficiently to prevent heating in storage, Mr. Gross says.

Among the other important factors to be considered in judging hay are texture, leafiness, purity, odor, and temperature, and all of these, with the possible exception of purity, can be controlled to some extent by having practices used, according to Mr. Gross. Coarse, hard stems indicate that the hay was cut when the crop was in an advanced stage of maturity, and such hay, being high in fiber content which is low in digestibility, is low in food value. Good hay, he says, has fine, soft stems that are palatable, digestible and nutritious.

Leafiness is normally considered as indicating quality in legume hays particularly, as the leaves are considerably higher in food values than the stems. To retain the leaves on legume hay, it is necessary to make the operations as speedy as possible.

Mr. Gross suggests that in the window is the ideal place to cure legumes, as it permits free circulation of air with a minimum of surface exposed to the bleaching sun rays.

A sour musty odor in hay indicates that it has gone through a heating period, the seriousness of which differs with the duration of such heating and the conditions under which it took place. Musty hay has lost most of its food value, and stock do not find it palatable. Brown hay, however, appears to be an exception to this fact, as stock appear to relish it, but undoubtedly much of its food value has been lost in the heating process, Mr. Gross says.

In France cattle are used as beasts of burden, as well as for the production of milk and meat.

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	4,407	3,687

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FOR SALE—3 COWS; 1 GUERNSEY and Durham bull; 1 heifer calf; team of old mares—Cheap. Address Bessie DeYoung, Stanfield. 47-11p

WANTED—A BOY, 13 YEARS OF age or older, to work in exchange for piano lessons. Goldia Mumma, Hermiston. 46-11c

FOR SALE—STANDARD MAKE piano near Hermiston. Will sacrifice for unpaid balance. A snap. Easy terms. Write Tallman Piano Store, Salem, Ore. 44-31c

SWIFT & CO.—BUYERS OF POULTRY and EGGS. A. M. Smith, Hermiston, Ore., Agent. 2711c

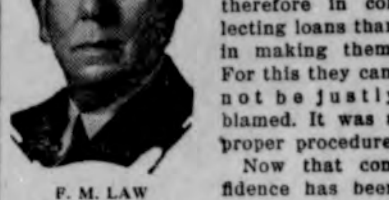
CANNING PEACHES, 3c AT THE orchard. W. T. Bray, Umatilla, Oregon. 46-Amat. 30

STRAYED — 1 BLACK HORSE (mule) brand IB, right hip; 1 bay, brand ED, left hip. Notify R. Isackson, Eugene Ranch, Rt. 1, Hermiston. 46-111c

STRONGER BUSINESS AND STRONGER BANKS

By F. M. LAW
President American Bankers Association

DURING the crisis when confidence was shattered, bankers were properly concerned in liquidity. Their main thought was to prepare to meet any demand for withdrawal of funds. They were more interested therefore in collecting loans than in making them. For this they cannot be justly blamed. It was a proper procedure.



Now that confidence has been so largely restored banks will naturally resume a more normal lending policy. This does not mean they will or should extend loose or unsound credit, but that in the utmost good faith bankers will perform their proper part in recovery by a sympathetic and constructive attitude in the making of sound loans. Nor should commercial banks make capital or long time loans, for the reason that their loans are made from funds derived from deposits payable for the most part on demand.

When the return of confidence is further on its way, business men will need for credit in making their plans. Then good borrowers, who for the most part have been so conspicuously absent from the market, will return. They will be warmly welcomed by the banks.

Business men have not yet laid all their fears. They worry about what Congress may or may not do. They concern themselves about a trend toward control of business by government. They fear taxes beyond their power to pay. These are real sources of worry and when they are reassured along these lines they will be more inclined to take a fresh look at the future and to make plans to go forward.

As a matter of fact there are tangible evidences of recovery. The Federal Reserve Board officially has stated that prices, wages, business activity and production were back to the highest peak since early in 1931. Commercial failures in the United States are being cut almost in half as compared with the same period last year. It has been reported that the decline in export and import trade was definitely checked in the middle of 1933 and replaced during the last half of the year by a substantial recovery movement.

Among favorable factors is the improved condition of the banks. It is no doubt true that the banking structure of the country has never been in a sounder, stronger and more liquid condition than it is today. My authority for that statement is the Comptroller of the Currency. No longer is there any fear or thought of bank runs. Depositors once more know that their money is safe and the banker, thrice armed in the knowledge of his own strength, is looking forward.

Training for Bankers

The American Bankers Association has been active for many years training young men and women in order that they may be duly qualified for the business of banking. Standard courses are furnished with able and experienced teachers. This work is done under the direction of the American Institute of Banking Section of the association. Over two hundred chapters, or local banking schools, are in active operation throughout the country and thousands of the younger generation of bankers are being graduated each year. These students are taught not only banking practices and policies, but they are also well grounded in the highest ideals and standards of business ethics. A proposal is now under consideration to establish a central school, which will offer advanced or graduate work to a selective list taken from those who have completed the standard courses.—F. M. Law, President American Bankers Association.

Banks Repaying Loans From R. F. C.

Although banks and trust companies have been the largest borrowers from the Reconstruction Finance Corporation, they have exceeded all other classes of borrowers in the rapidity of their repayments. Since the inception of the R. F. C. in February, 1932, loans have been authorized by it to 7,980 banking institutions in the amount of \$1,995,000,000. Of this sum \$442,000,000 was not taken by the borrowers, the actual advances being \$1,553,000,000.

Repayments against these advances through April 30, 1934, aggregated \$925,000,000, or about 60 per cent. The ratio of repayments for all classes of borrowers has been only about 37 per cent. These rapid repayments by the banks are taken by competent observers as a strong indication of returning normal financial and banking conditions.

Bankers Finance Scholarships

The American Bankers Association Foundation for Education in Economics has since its establishment in 1928, awarded 354 college loan scholarships, the total loans repaid in that period being \$262,000 and the amount now outstanding \$56,500. The total investments of its funds are \$540,000.

ZASU PITTS HAS HIT OF HER CAREER IN "SING AND LIKE IT."

There are some things in life that one can afford to miss, and still enjoy a full existence. There are other things which one can't miss, and still claim to have lived. Among them is hearing Zasu Pitts sing. At least, that's the word of those privileged to hear the fluttery comedienne warble in the RKO-Radio comedy, "Sing and Like It," which comes to the Oasis theatre Wednesday and Thursday.

Once experienced, it is a thrill that can never be forgotten, declare those who have seen the screen satire, and bigger and better laugh muscles are said to be the inevitable result of the treat.

As Annie Snodgrass, Zasu Pitts comes into her own as a prima donna with what is described as a heart touching rendition of a sentimental mother song. And it is around the effect of this ballad upon the soul of a calloused gangster that the plot of the rollicking farce revolves.

Nat Pendleton, as the gangster who emotes to mammy songs, and Pert Kelton, as his gum-chewing, hard-socking moll, are other central figures around which the plot revolves. Others in the cast are Edward Everett Horton, Ned Sparks, Richard Carle, Matt McHugh and Roy D'Arcy.

A Ruth Etting musical, "Torch Singer and Sinister Stuff" complete the program.

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.

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