FARM CO-OPERATIVE DIVISION

A MESSAGE TO EVERY MEMBER.

COUNTY WHEAT REFERENDUM MEETINGS ARE BEING HELD.

Arrangements for holding the national wheat program referendum in Umatilla county have been made by the allotment committee, which is seeking to get an expression of opinion from every present contract signer between now and May 25, says County Agent Walter A. Holt.

A series of community meetings have been arranged to serve the double purpose of explaining the wheat situation and to make the vote. The schedule for this county follows: Tuesday, May 7—Athena 1:30, and Adams 7:30 P. M.; Wednesday, May 8—Milton 1:30, and Weston 7:30 P. M.; Thursday, May 9—Helix 1:30, and Echo 7:30 P. M.; Friday, May 10—Pendleton 1:30 P. M. (This includes North and South Pendleton, South Reservation, and Holdman districts); Friday, May 10, Pilot Rock, 7:30 P. M.

Not only will former contract signers be allowed to vote in this nation-wide poll, but any other wheat grower who can show that he is eligible to sign a new contract may cast a ballot. Many Oregon counties, including Umatilla, will follow a plan for taking the vote worked out by extension officials with representatives of the AAA who held a conference on the referendum in Walla Walla recently.

The original plan called for all of the vote to be taken on May 25 at actual polling places arranged by the county wheat control associations. Arrangements have been made in Oregon, however, so that any who attend the community meetings, which are to be held prior to May 15, may cast their ballots there. As a complete list of contract signers is available, those who have not voted by that time will have ballots mailed to them, which must be returned by May 25 in order to be counted. Landlords residing out of the state are being mailed ballots immediately.

The wheat section wants an informed vote, a fair and secret ballot free from coercion, and adequate in numbers. Dr. Edward Bell of Washington, D. C., informed state officials while he was in the west. In view of the questions raised concerning AAA programs, such a vote is expected to have a far-reaching effect upon the future of agricultural operation between growers and government.

Wheat control associations are now operating in 1758 counties, containing a check on 75 per cent of the nation's production. The simple question is being asked, "Do you favor continuing a wheat production adjustment program to follow the present one which expires with the crop year?"

NEW ENGLAND COOPERATOR TO ADVISE ORGANIZATION.

The Tennessee Valley Authority has definitely undertaken the organization of consumers' cooperatives in the area of the New Deal's greatest experiment under the direction of Tennessee Valley Associated Cooperatives. Waldemar Niemela, former manager of the United Cooperative Society of Quincy, Massachusetts, has been engaged as special cooperative adviser and will have supervision of the organization of consumers' cooperatives in the territory under the jurisdiction of the [illegible] Niemela has had a long and valuable service to the cooperative movement in New England and New York, and as a director of the Co-operative League. He was for ten years manager of the United Cooperative Society of Maynard, and served for two years as manager of the Cooperative Trading Association of Brooklyn, N. Y.

CUM GRANO SALIS.

(Written by Arthur Englert, South Dakota, nephew of C. L. Englert of Hermiston.)

Cheer up, grandma! Don't you cry!
You'll wear diamonds by and by.
When the Townsend plan goes thru,
How we all shall envy you.
Uncle Sam has money mills
Made to grind out brand new bills.
He will champion your cause,
With his old age pension laws.
You will find your poor relations
Sticking like the League of Nations.
No more worry over bills,
Butcher's duns or doctor's pills.
No more panic over rent;
Leave that to the government.
You can soar away full-fledged,
With the over-privileged,
Dine on squab and caviar,
Sport a stream-lined motor car.
When the blizzard "bliz" a bit,
Off to Palm Beach gaily flit.
Lead a life on pleasure bent.
But you must spend every cent!
Whoopee! Grandma! Keep alive!
Life begins at sixty-five!—Ex.

ENGINEERS TAKE COMMAND OF O.S.C. STUDENT AFFAIRS.

CORVALLIS—Through a strange coincidence, engineering students have practically taken control of the Oregon State college student government for the coming year. A check-up after the elections showed that five of the nine major student body offices were taken by engineers and two of the three class presidencies. Two of the remaining four major officers are filled by women.

Jack Graham of Portland is the third engineer elected student body president in the past 15 years. Next year his administration will include engineers as two vice-presidents, Memorial Union president, yell leader and junior and sophomore class presidents. The school of engineering is now the largest in the college.

NOTICE TO MEMBERS.

A revision of the membership list has been completed this week in order to start the new subscription year for the Hermiston Herald, and any person who is not in good standing in some farm organization will not receive the paper this week. As soon as the delinquency has been adjusted the name will again be placed upon the subscription list.

If the name of a subscriber who is eligible to receive the paper has been left off the list, the error will be cheerfully corrected. Your organization should be notified immediately of any necessary change and the adjustment will be made.

CANNING SCHEDULE

May 13 to 18.

ASPARAGUS — Monday, Wednesday and Friday from 9:00 a. m. to 3:00 p. m., and Saturday morning only. No. 2½ can.

Tuesday and Thursday A. M., only No. 2 can.

Please have your asparagus washed and ready for blanching before bringing it in to the cannery.

Many of the growers have notified us that they will quit cutting early this year, so if you don't want to be disappointed, get your canning done early.

There will be canning in the morning only for Saturday.

CO-OP GLEANINGS

By E. H. Dunning.

May America, as someone has said, "chart a middle course between the all-is-well of the conservatives and the all-is-hell of the extreme radicals."

James R. Moore, Editor of the Ohio Farm Bureau News, coins a new cooperative phrase, "In the past agriculture has not learned the secret of 'group individualism', a term synonymous here with cooperation."

H. G. Keeney, president of the Farmers Union of Nebraska, writes relative to their new building into which they have just moved, "It represents to us a milestone in our progress. Our members through their activities will own it entirely—no debt from the government or banks to be taken care of." One of the reasons for the success of the cooperatives in Nebraska is that they have stood for the principle of financing themselves.

Howard A. Cowden, secretary-treasurer of National Cooperatives, Inc., reported at its annual meeting the following statistics covering results of the seven regional wholesale cooperative members: "Volumes for 1934 increased from 30 to 70% over 1933, their total 1934 volume being $19,200,000, with aggregate net savings $349,620, and aggregate net worth $1,200,000." These statistics cover wholesale volumes, savings and net worth alone, and do not include the far greater volumes, savings and net worth of the cooperative retail associations affiliated with the wholesales.

Extracts from a letter from a teacher in a public school: "I am collecting as much of cooperative material as possible for use in my economics classes to do all I can to acquaint the students with the cooperative movement and the philosophy underlying it. To my mind there is no question but what it offers a definite challenge to American youth and a practical alternative to our growing corporate economic autocracy."

A. W. Ricker, editor of the Farmers Union Herald, announces in an editorial, "Consumers' Cooperation is the sound way to economic justice and democratic liberty. As a matter of fact, there is no other road to individual liberty and economic justice. It will be the policy of this paper in the future to use much of its space to teaching cooperation as it is known and used by many millions of Rochdale cooperators." He proves his intentions by a series of outstanding editorials on Consumers' Cooperation in the March issue, from which we quote this significant comparison: "Political salvation is illusory and disappointing and seldom effective. Cooperative salvation is practical, inspiring and lasting."

Preservation of Trees Discussed.

The question of preserving the life of the trees along the diagonal road was discussed at the last Farm Bureau Auxiliary meeting held in the club house Friday, May 3, for which Mrs. Barham, Mrs. Wm. Mikesell and Mrs. A. Linder served on the committee. The matter was referred to a committee to be presented to the water board. It was pointed out at the meeting that the Columbia park is in fine shape and is ready for the use of picnickers. The next meeting will be held May 24th with Mrs. Ryland, Mrs. A. E. Marble and Mrs. O. Buell serving on the committee.

Carotin, formed in plants, is the parent substance of Vitamin A, and is converted into the vitamin in the liver of the animal eating the plant.

FLOUR-and-SUGAR CO-OPERATORS

By OSCAR COOLEY

During the World War, the Russian consumers' co-operative movement grew like a mushroom. Its 1,400,000 members in 1914 grew to 17,000,000 by 1917. Many joined because food was scarce, and the private merchants charged outlandish prices. Sugar was 16 times as high in the profit stores as in the co-ops. In Siberia a scythe bought of a private dealer cost $75; bought of the co-op it cost $3.50. These new members knew little, if anything about co-operation; they joined solely to get their flour and sugar and other necessities at cheaper prices. They have been called by one writer, "flour-and-sugar co-operators."

Now it was right for them to expect to get their flour and sugar cheaper through the co-op in the long run, but a member of a co-operative, either consumer or producer, can make no greater mistake than to approach his (or her) organization with the flour-and-sugar attitude. To such a person, the co-op is no different than any other business, except that its prices are lower—maybe. He figures the co-op is a thing he can get something out of. When he talks about it he says "They charge this," or "Their goods are of that kind." He never says "We." He has no idea that he himself, is a part of the co-op, that he together with his neighbors are the co-op.

To help members to get this sense of identity with their co-operative, a society in New York City that runs cafeterias puts signs over the doors reading "Our Cafeteria" or "Our Foodshop" and all its printed material is in terms of "we, our and us." A common co-op slogan is "Let us patronize our own store!"

What happens if a member lacks this sense of "we-ness?" Just this: He patronizes the co-op to the extent that he knows it will pay him to do so, and there he stops. When asked why he does not give the co-op all his trade, he says, "I get better service elsewhere." But do you know, Mr. Flour-and-Sugar Co-operator, how much better service the co-op might render if you and all the other flour-and-sugar co-operators would give it all your trade? Volume means efficiency. Mutual effort means power.

Pull Together.

A co-operative is like the crew of a racing boat. Pulling together, each putting forth his utmost strength, the crew is a power. But what if one oarsman quits, and pulls a stroke only now and then, then another does the same, and another? The boat slows down.

But no, in boat racing it is understood that those who join the crew join to row and row with all their might, to the end of the race. Co-operative members who do not have a similar understanding at the time they join the co-operative are just not well posted on what co-operation is. Old co-operators should see that new ones are thoroughly informed in this respect. For this it not a minor point; it is the very crux of co-operation. How much more rapidly the movement would have "moved" in all countries if every co-operator had patronized his co-op to the fullest extent possible, and his co-op in turn had been similarly loyal to its wholesale federation.

Such loyalty is often put upon a basis of sentiment. Let us not do so. Its true basis is not sentiment but long-range economic interest. If it pays to co-operate 50%, it pays to co-operate 100%. In fact the second 50% pays more, for, in general, operating expenses do not increase proportionately with volume. Thus when a co-operator spends more in his co-op store, he not only increases his savings return but he tends to increase the rate of savings return.

The Cut-Price Danger.

In another way flour-and-sugar co-operators are a menace. They demand cut prices. Let us assume the co-operative gives them cut prices to hold their trade. That is, instead of following the sound Rochdale principle of selling at market price and later refunding the net as savings return, they sell the goods at cost plus enough to cover expense of operation. This is called the "cost-plus" method. It was followed by early co-operative societies in America, all of which failed. Nowadays it is used frequently by farmers' co-operatives, usually to their sorrow. Why? Because this is a competitive world. When the co-op drops its price, Mr. Private Dealer also drops his price. Then where is the saving at the co-op? There is none. Straight-way the flour-and-sugar co-operators flock across the street to the Mr. Private Dealer's, and unless the co-op is able to cut again, the jig is up. Thus the flour-and-sugar policy is a vicious circle.

This does not mean that the co-op should not undersell private dealers to some extent when possible. It does mean that to make cut prices the end and aim of the co-op and the chief ambition of the co-operators is a dangerous thing.

Another reason for charging market prices and accumulating a surplus is to provide ample funds for reserves, and also for educational work, both of which are essential in every co-operative.

It seems as if the Rochdale Pioneers were possessed of almost uncanny wisdom when they adopted the now famous principle of "market price and patronage dividend." But whether it was wisdom or chance, the soundness of this principle has been demonstrated dozens, yes, hundreds of times in co-operative history. They are rash co-operators who flout it.

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Legal Notices

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 John W. McDermed, Deceased.

NOTICE IS HEREBY GIVEN that the undersigned administrator of the estate of John W. McDermed, 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 18th day of May, 1935 at 2 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 bondsmen exhonorated and the estate closed.

Dated this 18th day of April, 1935.

A. W. PRANN, Administrator.
(April 18—May 16)

O.S.C. Scientist to Aid Research

CORVALLIS—What actually goes on inside a leaf when a plant makes the food that keeps the world alive will be studied by Dr. T. E. Weier, instructor in botany at O.S.C. Dr. Weier has been asked to collaborate with biological chemists of the Carnegie foundation in the Stanford laboratories who are engaged in a long-time study of the process of photosynthesis. An experienced cytologist, Dr. Weier will attempt to view and record the minute changes in cell structure involved in the process.

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