

FARM CO-OPERATIVE DIVISION

A MESSAGE TO EVERY MEMBER.

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 ◆ NO MEN CAN ACT WITH EFFICIENT WHO DO NOT ACT IN CONCERT; NO MEN CAN ACT IN CONCERT WHO DO NOT ACT WITH CONFIDENCE; NO MEN CAN ACT WITH CONFIDENCE WHO ARE NOT BOUND TOGETHER WITH COMMON OPINIONS, COMMON AFFECTIONS, AND COMMON INTERESTS.—BURKE. (English Author)
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CONSUMERS' CO-OPERATIVES DEVELOPING IN CALIFORNIA.

How consumers' co-operatives are developing in California today, partly as a result of the agitation for Upton Sinclair's Epic plan and the failure to accomplish this plan through political means, is told by Clark Kerr in a report made to the Emergency Relief Administration of that state. According to Mr. Kerr's report, which is dated June 14, 1935, approximately 100 consumers' co-operative groups are known to be operating stores in California at the present time. These groups have a membership of about 10,000 family heads and single persons. Many other groups are in various stages of organization.

The average co-operative store appears to have been in existence for about six months; has about 100 active members who purchase an average of \$2.50 worth of commodities apiece each week; sells groceries, vegetables and often meats; and is increasing its membership and sales steadily. About two-thirds of these co-operatives are following Rochdale principles or similar plans; one-third are operating on a cost-plus basis, i. e., selling at cost plus handling charges.

L. A. Has Most Co-ops.
 Los Angeles County is the chief center of development. Nearly three-fourths of the groups in the State are located there. One store in Glendale with 300 members is doing a weekly business of \$500 and has been organized three months. Another store in North Hollywood has almost 500 members and a weekly business of \$1000. In Van Nuys the co-operative store has 275 members who purchase \$500 worth of commodities each week. This latter group has organized branches in Sunland, Roscoe and Westwood.

A second chain of stores is affiliated with the "American Unit." The seven or eight affiliated stores are under contract to buy from the central group which exacts a heavy service charge. This central organization appears to be "racketeering" on the contemporary interest in consumers' co-operation.

Another central wholesale in Los Angeles is buying for thirty or forty member stores and is based on Rochdale principles. It has a large warehouse which serves as a stock room and as headquarters for a newly formed gasoline and oil co-operative. The wholesale does a business of several hundred dollars a week but does not buy in sufficient volume as yet to obtain substantial savings for its members. The wholesale was established in the spring of 1935 by a convention of consumers' co-operative leaders, which formed a central federation with weekly meetings. In close co-operation with this federation is the Southern California Co-operative Council, composed of leading local citizens, which is recognized as a district league by the Co-operative League of the U. S. A. This Council publishes frequent bulletins, distributes literature for the national league, reviews the constitutions and by-laws of individual groups in process of formation, and attempts to keep the movement free from exploitation.

Start Small.
 Most of the Los Angeles groups started as buying clubs. In the case of one store recently visited, the members pooled their money to buy ten pounds of sugar each, which was distributed to them at the meeting of the following week. Last week its business amounted to \$125 and instead of meeting once a week in a member's home to buy groceries, it now has its own building which is open for purchasing for three hours each day. Goods on its shelves are worth \$150. Savings during the first twelve weeks amounted to 10 per cent. of the total purchases.

In Orange County present development is limited to semi-autonomous consumer sections of the self-help co-operatives, of which about ten or twelve have established consumers' co-operative departments. An America Co-operative Union in Santa Ana, organized with much publicity, failed recently because of poor management after two months activity.

There are five stores in San Diego County. One in Carlsbad is among the best in the state. Composed of laboring class whites and Mexicans it does a weekly business of \$700 and is the largest store in town. A co-operative in San Diego with 400 members does a weekly business of \$750, and is now sponsoring the establishment of several other stores.

Oakland Has Biggest Co-op.
 In the San Joaquin Valley a group is forming in Bakersfield, one is functioning in Fresno and two in Madera. One of the latter was established in 1928 and did a business of \$60,000 last year.

Three small stores in the city of San Francisco, one in San Raphael, one in Palo Alto and one in Oakland are believed to be the only ones in the Bay region. The last named co-operative is the largest in the state. It has over 1500 members and does a business of more than \$4000.00 a week.

Most of these co-operatives buy and sell only food, although others handle automobile accessories, clothing, laundry, cleaning and pressing, hardware, lumber, wood, gasoline and oil, chicken feed, etc. Several are producing vegetables, canning or cutting wood. Half a dozen issue regular news sheets, and most issue news letters to members. The central wholesalers and a dozen or more individual stores are labeling their produce with their own brands. Most frequently labeled by the co-operatives are coffee, candy, canned goods and jam. Six or eight have developed lists of "co-operating" professional men and merchants, and request their members to deal with them.

Would Change the System.
 A very large proportion of the members in nearly all the groups have been members of Epic clubs, Utopian cells or other liberal organizations, and buy co-operatively as much for the purpose of reforming the present economic system peacefully through the extension of the co-operative method, as for the savings which may be made. Members are chiefly from the lower middle class and the skilled laboring class, it appears from brief observation. Perhaps one-fourth of them are now unemployed. Four or five groups are partly Mexican, the others are entirely of white Americans. A number of the leaders have been connected with co-operatives in England, Denmark and elsewhere.

THE IMPORTANCE OF CONSUMER ECONOMICS.

(A new subject, "The Principles of Consumer Economics," has been added to the curriculum of Lake View Evening School, Chicago, this fall. Mr. Dean is the teacher, and the author of the following is a student.)

Consumer Economics is the scientific study of that phase of economics dealing with the ultimate end of production, which is consumption.

What then is consumption? Consumption is the use of any goods or services produced or made available for the satisfaction of human needs. It is not only the eating of food or the burning of coal that we can see disappear before our eyes, but it is the weaving of clothes, the use of drugs and medicine, going to school, getting our hair cut, using the telephone, or anything that requires the performance of a service or the delivery of a commodity. From the cradle to the grave we are consumers in every single second we live.

Are we all producers? We may or may not be producers, for like the bees, we have queens, workers and drones, but all of us are consumers. Even if we are producers, we produce on an average only about one-third of our working life, or eight out of the twenty-four hours of the day, not counting time off for Sundays and holidays. Our working life is only about half of our average span of life, therefore we can see that we should be quite a bit more "consumer-minded" than "producer-minded."

Many of us are not producers but are dependent upon a relative, friend, agency, or government bureau for our consumer needs. As students of consumer economics, we will find out that our effort to obtain an income as producers is to a large extent a struggle to command goods and services. When in spending that income, money is not spent intelligently if it fails to provide a just return in consumer goods for labor expended in acquiring that income, hence the net result is as though less money had been received in the first place. We all know what something about it. But that is exactly what happens when we do not spend intelligently. So let us do something about it.

J. W. Bauler, Chicago, Ill.

ANNUAL PROJECT FARM BUREAU MEETING NOVEMBER 30.

The Umatilla Project Farm Bureau will hold its annual meeting, Saturday, November 30, at 8:00 p. m. in the Hermiston Union church. Reports will be heard from project leaders and officers will be elected for the ensuing year.

A motion picture machine has been purchased and it will be tried out at this meeting. Visitors are always welcome.

C. M. JACKSON, Secretary.

NOTICE!

Cream trucks will not pick up cream on Thanksgiving Day. Each route will be one day late, beginning Friday, Nov. 29. The Thursday pick-up will be made on Friday (Stanfield); the Friday pick-up will be made on Saturday (Boardman); the Saturday pick-up will be made on Sunday (Columbia). Only one trip on each route will be late. Trucks will continue as before, beginning on Monday, December 2nd.

During the Christmas week the trucks will again run on this same schedule, missing Wednesday, (Christmas day), running one day late during the balance of Christmas week.

Respectfully, M. G. Hedwall, Mgr. (Nov. 21—28)

Notice to Customers.

Custom grinding will be done for customers at the Farm Bureau Co-operative on any day except Monday and Saturday, Henry Sommerer, manager, announced.

Credit Union Service.

The Hermiston Oregon Credit Union office will be open every Friday between 2:00 and 4:00 o'clock P. M. The office will be found in the Grange Co-operative building.

THE COOPERATIVE WAY.

I am a confirmed optimist regarding the future of cooperation in this country. There has never been any question in my mind as to the ultimate place that soundly operated co-operatives will have in the farm business world and the effect they will have upon the farmers' welfare. Upon the foundations now being laid for the building and further development of the cooperative movement, there will be noticeable progress and worthy achievements along definite trends in the next few years. These trends appear to me somewhat as follows:

1. Member-ownership and member-control will be much more evident in the future than at present.
2. It follows there will be progressively less government finance, influence, and participation in the organization and actual operation of co-operatives.
3. Increasingly more emphasis will be placed upon better trained men and upon sound business management for the successful operation of co-operatives.
4. Ways will be found to return more beneficial interests to members and definite lines of demarcation will be much more evident between members and non-members than at present.
5. Much closer relations will be developed between business co-operatives and general farm organizations with a view to solidifying farm representation in constructive programs for the advancement of agriculture.
6. There will be more complete recognition of and understanding of the respective functions to be performed by producer co-operatives and by so-called consumer co-operatives. This will result in a corresponding understanding of the conflict of objectives which is now apparent between these two types of associations.
7. Essential adjustments concerning production and distribution of farm products will center more largely in cooperative efforts of farm people.
8. There will be a marked advance in the development of rural home services which will tend to raise the standards of rural living.
9. Far-reaching economic and social community activities will be stimulated by the growth and progress of cooperation.
10. Cooperative councils and unions of closely related lines of cooperation will continue to join hands with other types of farm organizations in working for constructive legislation essential for the welfare of agriculture.

F. W. PECK, Cooperative Bank Commissioner.

WANT ADS

FOR SALE OR TRADE—2 H. P. single phase General Electric motor. Will trade for 1 H. P. motor. Inquire at Herald Office. 7-1fp

THOR ELECTRIC WASHING MACHINE; Monarch electric range; circulator heater. Mrs. Ruby McMillan, Hermiston. 12-3tp

MANURE SPREADER, FANNING Mill for sale cheap; or trade for hogs or fat yearling. Sam Carson, Hermiston. 13-3tc

WANT TO TRADE GOOD SADDLE horse for good cow. M. T. Mattott, Hermiston. 13-1tp

ALFALFA HAY FOR SALE—ABOUT 140 tons. Inquire at Eugene Ranch, Westland. 13-3tp

BOARDMAN NEWS

By RACHEL J. BARLOW

Mr. and Mrs. L. V. Root and Vernon were called to Seattle Tuesday by the death of Mr. Root's brother, Mrs. J. E. Barlow was in charge of the post office during Mrs. Root's absence.

Mr. and Mrs. Gilbert Pettys spent several days here last week at the Macomber home.

Mr. and Mrs. Floyd Surface and children and Mrs. Earl Cramer of Spokane visited a short time Wednesday at the Frank Cramer home. They were on their way to Dufur, Or., where the former will visit Mrs. Surface's parents, Mr. and Mrs. C. M. Brown. Mrs. Cramer plans to visit her sister, Mrs. Harry Van Arsdale at Redmond.

Mrs. Smith Hollinger is in Longview, Wn., with her son Louis who is recovering from a painful injury received when a large silver ran into his eye. He was working in a sawmill at the time.

Mr. and Mrs. Guy Helms motored to Wasco Friday to visit their son Myron Helms. They have been guests during the past week at the Sturm home.

Truman Messenger of Condon was a Boardman visitor Friday.

Mrs. Bryce Dillabough spent several days in Portland last week.

Mrs. I. L. Stout and Geo. Beardsley were Hermiston visitors Saturday.

Rev. and Mrs. H. B. Thomas, Mrs. J. M. Allen and Mrs. Eva Warner of Boardman and Rev. W. O. Miller of Umatilla motored to La Grande Thursday to attend a field day meeting of the Presbyterian church. They remained in La Grande over night because of the dense fog and icy roads in the mountains.

Harry Thorpe and son Isaac motored to Portland last week on business.

Mr. Kinball, Federal Land Bank agent, was in town Friday.

Miss Imogene Wilson, Miss Virginia Compton and Teddy Wilson accompanied Dallas Wilson of Enterprise to Portland last week to attend the boxing tournament in which Dave Johnston of Boardman, boxing for the Multnomah Athletic club of Portland, won the heavyweight championship in the Diamond Belt Tournament. In the spring Johnston will compete in Chicago tournaments.

Charles Dillon and son Warren motored to Portland last Tuesday taking a load of turkeys to market.

Mrs. Howard Bates spent several days in La Grande last week and visited Mrs. C. Wilson, formerly of Boardman, who is seriously ill.

The carnival given in the gymnasium Saturday evening by the basketball boys was a huge success. A large crowd attended and patronized the many concessions. This was the first of such type of entertainment given here and was greatly enjoyed.

Mrs. Olive Atterberry left Friday for Marshfield, Or., where she will visit her son and family. She plans to be with her daughter in California for Christmas.

NEW CORN-HOG FEATURES DISCUSSED WITH AAA MEN.

A preliminary outline of what the new corn-hog adjustment contracts are likely to contain has been received from Washington by the O. S. C. extension service. Latest news tells of the result of a conference of producers and state agricultural specialists held in Washington this month where provisions were discussed.

Recommendations from that conference include approval of a two-year voluntary contract instead of another for a single year, and one which will permit increase in hog production this next year up to the full amount of the producer's base.

That would mean a permitted 30 per cent increase, though such an amount is not expected by those familiar with the situation, who say that the drought-enforced liquidation of breeding stock makes it impossible for any major hog producing state to attain this maximum next year.

Recommended corn adjustment is about the same as at present, the proposed being to allow benefits on an optional adjustment of from 10 to 30 per cent, with each signer compelled to plant at least 25 per cent of his base. The plan includes keeping the adjustment payments at 35c a bushel for the estimated yield on the acres retired.

The plan for making hog payments will be entirely changed if the new recommendations are adopted. A flat adjustment payment of \$2.50 for each hog produced up to half of the signer's base is the proposal. While no benefit payments would be made on anything above 50 per cent, the grower could produce and sell any amount up to his 100 per cent.

The group unanimously approved using the appraisal method of establishing corn-hog bases, so that equitable bases may be assigned to producers regardless of past participation in a contract. Community committees would be given more power under this plan to make assignments within the limits of the county quota.

The proposed plan is designed to hold corn production in bounds and increase hog production as rapidly as possible without letting it go to former ruinous extremes deemed detrimental to both producers and consumers.

COWS LOSE JOBS AS OLEO SALES DOUBLE DURING 1935

Oleomargarine sales in the United States increased 100 per cent, or 101,000,000 pounds during the first six months of 1935, and 1,000,000 cows lost their jobs, reports Fred H. Sexauer, president of the dairymen's League Cooperative Association, Inc.

"Farmers lost the market of 101,000,000 pounds of butter when oleo sales were doubled," said Mr. Sexauer. "Cows lost their jobs when the market for their product was lost. Neither the cows nor the farmers are yet aware of their loss, but the farmers will know when they begin to receive milk checks that are small because of low butter and milk prices. The cows won't know it even after cheap butter makes cheap cows and they are sent to the butcher."

"Since January 1st, 200,000,000 pounds of butter substitute have been produced. That is double the amount produced last year during the corresponding period.

"Two million cows and their owners working together for six months could just about produce that much 'spread for bread'. Last year butter substitutes had 11 per cent of the 'spread for bread' market. This year it has 21 per cent.

"The United States government

last year bought and killed almost 1,000,000 dairy cows. All the gain of that slaughter has been lost.

"Butter production is down 35,000,000 pounds. Oleo production is up 100,000,000 pounds. The price of butter is off two cents a pound from last year.

Oleomargarine has been manufactured for 60 years. Up to 1935 it had stolen only 200,000,000 pounds of the butter market. In 1935 it will steal another 200,000,000 pounds—the record of 60 years equaled in one year.

"While farmers, particularly dairy farmers, are snarling at each other over the fences that mark the boundary between this organization or that of this individual and that organization, the basic factors that make our price structure are being destroyed or molded to the benefit of others by distributors, manufacturers and politicians." Mr. Sexauer urged dairy farmers to unite to fight the oleo battle, concluding, "maybe if we could tackle this one together, others might not seem so difficult."

Planting Space Affects Moisture.

THE DALLES—A difference in planting distance of as little as five feet apparently has considerable influence on the amount of soil moisture available to fruit trees, says County Agent W. Wray Lawrence. Soil samples were taken this summer in 17 sweet cherry orchards, 4 peach orchards, 5 apricot orchards, 2 prune orchards and 1 apple orchard. In most of the bearing cherry orchards, with trees set 30 feet apart, the wilting point was reached about August 1, while in bearing orchards with trees set 40 feet apart the wilting point was not reached until after October 1. In the better cared for of the latter orchards, the wilting point was not reached this season.

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