

FARM CO-OPERATIVE DIVISION

A MESSAGE TO EVERY MEMBER.

CANNING SCHEDULE

August 17 to 22

A. M., 8 to 11	P. M., 1 to 3:30
MON.— Beans	Corn
TUES.— Tomatoes	Tomatoes
WED.— Beans	Corn
THURS.— Tomatoes	Tomatoes
FRI.— Beans	Corn
SAT.— Tomatoes	No Canning

See or call us when you want to can fruit.

Turkey Growers' Banquet.

Turkey growers and those interested are invited to attend the banquet in honor of the state directors held Friday evening, August 14, in the basement of the Methodist church. Tickets are on sale at the Herald office and by individual members of the association. The banquet will be served at 7:00 P.M.

TURKEY GROWERS TO HOLD FIRST STATE MEET AT O.S.C.

The first state-wide convention of turkey growers and others interested in that industry will be held at Oregon State college Tuesday, August 25. The one-day meeting has been arranged by H. E. Cosby, head of the poultry department, at the request of many turkey breeders and growers throughout the state who have urged that opportunity be given to get together for a discussion of common problems and prospects.

While the detailed program has not been completed, it is known that in addition to a number of college specialists scheduled to speak on disease control, breeding and feeding, there will be outside men present to discuss turkey advertising, preparation of turkeys for market and show purposes, financing of turkey cooperatives and other subjects. The meeting is open without charge to all interested, regardless of membership in any organization.

OREGON AS MEAT EXPORT STATE AIDS BEEF MONTH.

Oregon is one of 20 states which produces a surplus of beef, with approximately 40 per cent of the production here being sold outside the borders, points out H. A. Lindgren, extension animal husbandman at Oregon State college, in connection with the observance of August as National Beef Month.

Through the cooperation of livestock associations, marketing agencies, the packing industry and various retail organizations, special attention of consumers will be called during August to the magnitude of the beef industry in the United States and the importance of beef in the national diet.

A significant change in the production and marketing of beef in Oregon has taken place within the last decade, Lindgren points out. State and national livestock organizations in connection with the extension service have carried on a consistent campaign of education on the difference between good quality and poor quality beef, until there is not only greater demand and appreciation for quality meats, but it is now possible to get excellent quality meat in nearly all towns of the state, Lindgren says.

Beef has always been in high favor with American consumers, he adds. Since 1900 people of the United States have eaten an average of 139 pounds of meat per person annually. Of this amount approximately half was beef, including veal. In recent years the use of beef has been on the increase, reaching 62.7 pounds per capita in 1934, which was the largest since 1929.

There is no shortage of beef in prospect, and the slaughter for the month of June of this year shows the largest for any June in history. This has not only brought an abundance of good quality beef, but at retail prices 7 to 32 per cent lower than those of a year ago.

As a result of modern cutting methods, there has been considerable increase in the variety of beef cuts available from which the housewives may make their selection. This in turn makes possible a greater variety of meat dishes in the daily menu.

Lane Growers Try New Potato.

EUGENE—Two Lane county farmers are growing certified Katahdin potatoes this year for seed purposes, using seed stock obtained through the office of County Agent O. S. Fletcher. Lee Stump of Springfield purchased 100 pounds and Leon Funke of Eugene 1200 pounds. The Katahdin potato is a comparatively new variety in this state introduced by the Oregon experiment station.

ABREAST OF BUSINESS CHANGES.

By EDWARD A. FILENE

Some of my friends have apparently been puzzled by what seems to them my sudden interest in consumer cooperation, after a lifetime devoted, as they remind me, to private business.

I see no cause for mystification. In the first place, I have always dealt in consumer goods and therefore had to have consumer cooperation. In the second place, in company with the great majority of American business men, I have always done everything I could to keep my business from becoming private.

We business men believe in publicity. We believe that what we are doing is in the public interest, which is only another way of saying that the public has an interest in our business. And unanimously, we business men, no matter what we have to sell, are interested in securing the cooperation of our buying public.

Every modern American business man may not, of course, want to cooperate one hundred percent. He may want to compromise. He may imagine that he can make more profits for the time being at any rate, if he doesn't do everything possible for his customers, but just gives them, let us say, fairly good service instead.

But that attitude, as we all know, is dangerous for our competitive business system is now under challenge. Even in America, many of our business leaders have become so alarmed that they are going into politics in a big way, to defend the rights of business against the encroachment of government ownership and the menace of communism.

Now, I don't object to business going into politics; and I am quite as much opposed as are my fellow business men to the theories of government ownership, of Socialism and of Communism. But let us be realistic about it. If we want to defend Capitalism against Socialism or against the encroachment of unfair competition by government in business, let us be clear as to what it is we are trying to defend. Are we trying to perpetuate the system which has made it possible for us to thrive? Or may we not be seeking only to perpetuate our position in that system—our individual business, our established ways of doing business—even appealing to government, perhaps, to defend our present holdings against the normal encroachments of Capitalism itself?

WE CAN'T DO BOTH OF THESE THINGS.

If we try, for instance, to fix prices so that inefficient industries may continue to make profits, we are choking the very life out of Capitalism. We may take such a course as capitalists, in the interest of our special capitalist investments; but it is a course under which Capitalism cannot survive.

Naturally, in the progress of business, we must defend our individual rights; but once let business men get it into their heads that it is their right to make profits by withholding service, or by the continuation of methods under which the best possible service cannot be given, and they become the worst enemies of our present capitalistic system.

There is one and only one way by which a competitive business can achieve lasting success; and that is by giving better and better values to its buying public. And there is one and only one way by which our competitive business system can survive the encroachments of government ownership, or successfully defend itself against the menace of revolutionary movements. That is by giving better and better values to the buying public generally.

Objection to government ownership and operation of business because it infringes upon the rights of investors, if it does so, is not to the point. For our business system can live only as it eliminates its dead investments, just as any other organism must eliminate its dead cells. To plead for the right to draw dividends, then, simply because money has been invested, is not pleading for our business system but against it.

The real argument against government in business is not that it is too radical, but that it is too conservative. Because a government can make up any deficit by taxation, it conserves too many practices which ought to be eliminated. You and I can't do that. If you and I manage our business badly, our bus-

inesses are eliminated. Therefore, we must improve our methods. Therefore, we must give better service.

Thousands of independent merchants were forced out of business when the chain store arrived, and the plight of the little man became a problem. This problem, fortunately, is being solved, but not in the way that the spokesman for the little man usually suggested.

His idea was that the chain stores ought to be taxed out of existence, to save the investments of the little fellows. Something, to be sure, has been done along that line; but everything that has been done has not only been a direct blow at the buying public through subsidizing inefficiency, but a direct blow at our capitalist business system and a direct blow at the little man himself.

Wise little men, however, instead of crying out for the protection of their out-model stores, have been dealing with the facts of this ever-changing capitalist order, with the result that they are in many cases out-smarting and out-selling the centrally-owned chains; and they have done this in the only way it could be done, by giving better service to the buying public than their big competitors were giving.

No one little man, acting independently, could do this; but by organizing voluntary leagues of little stores, and arranging that all the stores be served by one central organization, the little man has not only again gone into business, but has gone into Big Business quite as definitely and quite as successfully as any big capitalist can.

Capitalism has no greater enemies than those capitalists who, in their concern for some supposedly divine right to make profits by withdrawing service, do not plan in such times as these for increased mass buying.

Of course, if one goes among the thousands of workers and farmers who are now studying and experimenting with consumer cooperation, he may hear a lot of harsh words about Capitalism and the capitalists, and he may hear talk of substituting a cooperative system in its place.

But Capitalism, as it progresses, must become more and more cooperative. It isn't that we become angelic. We merely become confronted by the fact that we can't make a go of business in days like these unless we do serve the consumer more and more effectively.

Consumer cooperatives, on the other hand, if they are to succeed, are under the same compulsion as any other business to do better and better. If they don't they will lose their membership, quite as definitely as any stand-still store will lose its customers. They can't make up their deficits by taxing the public any more than any so-called private business can. They must engage the best possible management. They must employ the most extensive fact-finding research; for they can no more afford to operate according to the notions of their well-meaning but inexperienced idealists than business can afford to continue operating according to the old, inherited business traditions.

This all points, to be sure, to great changes in our capitalist order. But they are the changes which result from growth—from keeping abreast of the times—not the decay which inevitably must set in when we attempt to conserve our no-longer-adequate formulas.

If we refuse to go forward—if we do not permit Capitalism to go on to this new and greater development—we may call ourselves conservatives, but we shall conserve nothing of any use to us. For we cannot stop science and invention. We must employ the most efficient methods of production; and if, in doing this, we do not arrange things so that we can sell according to our capacity to produce, all that we can really conserve is poverty, unemployment and business depression.

Business men, I believe, when they fully understand the facts of our business evolution and fully understand the real menace to Capitalism, will give these consumer cooperatives their heartiest cooperation.—Condensed from the Eastern States Cooperator, May, 1936.

Value of Borer Control Proved.

McMINNVILLE—Proof of the value of the application of paradichlorobenzene for peach and prune root borer control is found in a survey made in Yamhill county during the past year, says County Agent Rex Warren. A check of 61 treated trees showed only six affected by borers, while an examination of 61

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PATRONIZE THE CO-OPERATIVES... INCREASE YOUR DIVIDENDS
CO-OPERATIVE SERVICE STATION

untreated trees showed 53 were affected. He recommends making the treatment after August 15 and before fall rains start.

WANT ADS

FRYERS FOR SALE—MRS. A. Swarner. 51-1tp

FOR SALE—MY POULTRY RANCH of 23 acres; will consider horses and cattle as part payment; clear of all incumbrance. H. C. Shanks, Hermiston. 51-3tc

WANTED—A PARTNER FOR HALF interest in a good paying business to handle the place and do some selling. Write to John Kelly, Franklin Hotel, 1320 S. W. Washington St., Portland, Ore. 51-1tp

MODEL T FORD PICK-UP FOR Sale. Good shape; good rubber; extra wheels and tires, \$25 if taken at once. E. E. Rainwater. 51-1tp

80 HOP PICKERS WANTED FOR September 1st at Dixon yard. Local pickers register at Hales or Dixon farm. 49-atc

MAJESTIC RADIO FOR SALE—MODEL 91. Inquire Herald office. 49-tfc

WATCH & CLOCK REPAIRING—A. W. Behrman, Watchmaker, Hermiston, Ore. 50-5tc

20 ACRE FARM FOR SALE—Improved. 1 1/2 mi. northwest of Hermiston. Mrs. Maude Huff. 49-3tp

J. E. BAKER OF THE TWIN CITY Livestock & Poultry Co., of Kennewick, Wn., is in this territory 5 days a week, buying livestock. Call Tum-A-Lum office at Hermiston. 47-tfc

FOR SALE—HONEY EXTRACTOR, storage tank, uncapping vat, 25 sixty lb. cans, cheap. Call at Herald office. 45-tfc

Land Sale Notice.

NOTICE IS HEREBY GIVEN, That the undersigned, Sheriff of Umatilla County, Oregon, by virtue of an order duly made and entered herein by the County Court of Umatilla County, Oregon, on the 12th day of August, 1936, will, on the 19th day of September, 1936, at the hour of ten o'clock in the forenoon, sell to the highest bidder for cash in hand, at the front door of the Umatilla county court house, Pendleton, Oregon, subject to a minimum price of \$20.00 therefor, to be paid in cash, at the time of sale, the following described parcel of land, heretofore by Umatilla county, Oregon, acquired for delinquent taxes, to-wit: S 1/2 of NW 1/4 (North and West of River) in Section 9 Township 4, N. R. 28, EWM, Umatilla County, Oregon.

R. E. GOAD, Sheriff Umatilla County. (Aug. 13-Sept. 10)

Notice of Land Sale.

NOTICE IS HEREBY GIVEN, that the undersigned, Sheriff of Umatilla County, Oregon, by virtue of an order duly made and entered here-

in by the County Court of Umatilla County, Oregon, on the 7th day of August, 1936, will, on the 12th day of September, 1936, at the hour of ten o'clock in the forenoon, sell to the highest bidder for cash in hand, at the front door of the Umatilla County Court House, Pendleton, Oregon, subject to a minimum price of \$30.00 therefor, to be paid in cash, at the time of sale, the following described parcel of land, heretofore by Umatilla County, Oregon, acquired for delinquent taxes, to-wit: W 1/2 of NE 1/4 of SW 1/4 and N 1/2 of NW 1/4 of SW 1/4 and S 1/2 of NW 1/4 of SW 1/4 of Section 34, Township 5, North, Range 28, EWM, Umatilla County, Oregon. R. E. GOAD, Sheriff of Umatilla County. (August 13-Sept. 10)

Notice of Land Sale.

NOTICE IS HEREBY GIVEN, that the undersigned, Sheriff of Umatilla County, Oregon, by virtue of an order duly made and entered herein by the County Court of Umatilla County, Oregon, on the 8th day of August, 1936, will, on the 12th day of September, 1936, at the hour of ten o'clock in the forenoon, sell to the highest bidder for cash in hand, at the front door of the Umatilla County Court House, Pendleton, Oregon, subject to a minimum price of \$320.00 therefor, to be paid in cash, at the time of sale, the following described parcel of land, heretofore by Umatilla County, Oregon, acquired for delinquent taxes, to-wit: All of Section 29, Twp. 5, N. R. 28, EWM, Umatilla County, Oregon. R. E. GOAD, Sheriff of Umatilla County. (August 13-Sept. 10)

Notice of Special School Meeting.

of School District No. 14.

Notice is hereby given to the legal voters of School District No. 14 of Umatilla County, Oregon, that an election will be held on August 24, 1936, between the hours of 2:00 P. M. and 3:00 P. M., at the school house in Hermiston, Oregon, to vote on the question of permission to sell the small cottages belonging to District No. 14, for which it has no further use.

R. A. BROWNSON, Clerk, E. D. MARTIN, Chairman. (August 6 - 13)

Notice of Final Account.

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

In the Matter of the Estate of Louis May, Deceased.

Notice is hereby given to all persons whom it may concern that Clifford May, executor of the last will and testament of Louis May, deceased, has filed his final account and report with the Clerk of this Court; that the County Judge by order duly made and entered as appointed Monday the 17th day of August, 1936, at the hour of ten o'clock in the forenoon as the time and the County Court House at Pendleton, Oregon, as the place

where all objections and exceptions to said final account and report will be heard and a settlement of the estate made.

Dated this the 16th day of July, 1936.

CLIFFORD MAY, Executor. PETERSON & PETERSON, Attorneys for Executor. (July 16 - Aug. 13)

SYLVANUS SMITH, JR. Attorney-At-Law Stanfield - Oregon

FARMERS AUTOMOBILE Inter-INSURANCE Exchange C. A. JACKMAN, Local Agent All Kinds of Auto and Truck Insurance Hermiston - Oregon

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.

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

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