

## Co-Operatives

### Babson Discusses New Opportunities

By Roger W. Babson  
Gloucester, Mass., Sept. 14—(Special Correspondence)—I recently walked by Lord & Taylor's beautiful Fifth Avenue show windows. Behold, I saw an elaborate exhibit of Folly Cove designs. When a boy here in Gloucester I had a girl friend at a place on Cape Ann known as "Folly Cove." When I went down there my father used to call it "Roger's Folly"! As I had never since heard of any other Folly Cove, I stopped at Lord & Taylor's and examined the goods. Sure enough! They were from my own Folly Cove of Gloucester. Furthermore, I was again proud of this Cove. The goods were as pretty as the girl I used to go with.

### Better Living For Less Money On Small Farm

So, at my first opportunity I hiked back to my old home at Gloucester where I am writing this column for my 400 friendly newspapers. Well, here is the remarkable story: A very intelligent girl named Virginia Lee Burton—a graduate of the Boston art museum, married a successful sculptor named George Demetrios. (By the way, if any "Mass Tech" men read this story please note she is the daughter of our beloved Dean Burton and the sister of Senator Burton of Ohio.) Well, although this couple could afford to live in any apartment of any city, they chose to live as God intended they should live. Hence, they bought a little farm here at Folly Cove and are living better for less money.

After the honeymoon was over and George and Virginia had started two fine boys on their way, they decided to try a truly co-operative experiment in art. They felt that many of the so-called "co-operative" enterprises are just a form of big business sailing under false colors. So this is what they did. They called together all their married neighbors, wives of farmers, fishermen, stonemasons and others. These were mothers who were doing their own housework and taking care of

their own children. Hence, the first requirement was that the work must be done at home. Joy of Creating Found Interesting to Women

The second requirement was that to hold these mothers' interest they must be encouraged to use their heads as well as their hands. Hence, Virginia had them actually design and create something themselves. Yet, all of the townspeople—except Dorothy Norton and Louise Kenyon—thought this was impossible. Only those two believed that untrained people could design original patterns (and they must be absolutely original) for which Fifth Avenue stores would scramble.

Well, these women have no company nor organization. They call Mrs. Demetrios, "president," while all the others are "vice presidents." They also elect a jury of five to settle any disputes which may arise. Each woman makes and owns her own designs; she carves the blocks (out of battleship linoleum); mixes the ink and rolls it on the blocks. Then the blocks are put over the cloth laid upon the floor and STAMPED; yes, literally stamped upon because a woman must jump up and down on her block to make a good print! They began by making only table doilies, scarfs, etc.; but now they make yard-goods for dresses, curtains and exquisite wallpaper.

### Eliminating Overhead Is Financial Lesson

But there is one more feature which should be noted. It usually costs more to sell goods than to make them; but not so at Folly Cove. The overhead advertising and sales expenses of these women amount to only 1 1/2%. Hence, each woman gets 88 1/2 cents of every dollar which the retail stores pay for the goods. These women certainly are teaching manufacturers something in connection with distribution. This lesson alone entitles this story to be in this weekly financial column. But most important of all, this is proof that nothing succeeds like true co-operation. Here all have the same powers, vote opportunities and yet the income of each is based upon her own individual efforts. Questions: Why cannot this co-operative principle be applied to many other products? May there not be a suggestion here for returning veterans who want to be both independent and useful?

## OBITUARY

### ORAL W. POLLARD

Services for Oral W. Pollard, 32, who passed away Wednesday, were held in the Conger-Morris chapel at 1:30 p. m. today with the Rev. Louis C. Kirby officiating. Interment was in Siskiyou Memorial park. Born in Decatur, Ark., he had followed the jewelry business all of his adult life. For the past four months he had been employed by the Forester Jewelers.

He leaves his parents, Mr. and Mrs. L. L. Pollard and a sister, Mrs. Larry Manning, Portland, and two children in Idaho, Ralph and Bobby Pollard.

Use Mail Tribune Want Ads.

## Livestock

Portland, Ore., Sept. 17—(U.P.)—Livestock: Cattle 2,150 calves 450, uneven; steers active, strong to 25c higher; other classes mostly steady but common cows slow. Medium-good grass steers largely \$14.50-16.00, few \$15.50; with 2 outstanding lots \$17.00; common grades down to \$11.00, cutters down to \$8.00; common-medium steers \$9.50-14.00; canner-cutters cows largely \$9.00-8.00; shells down to \$5.00; medium-good beef cows \$10.50-12.50; good beef bulls \$11.50-12.00; good-choice calves \$12.50-14.50.

Hogs 150. Active, steady. Barrows and gilts \$11.75; 200-225 lb. sows \$15.00; choice 125 lb. feeder pigs \$20.50.

Sheep 2,000. Slow, weak. Good-choice woolled lambs \$12.25-12.50, one lot 103 lbs. \$13.00; chosen lambs \$10.50-11.25; good-choice ewes held above \$5.25.

South San Francisco, Sept. 17—(U.P.)—(USDA)—Early sales steers near steady. Load 840 pound medium to good steers \$15.75. Package medium \$15.00. Fed classes absent. Load good \$30 heifers \$15.00. Bulk run range cows dull, salable \$11.50-12.50. Few commons \$9-10. Canners and cutters slow, weak. Largely \$6.50-8.50. Common to good sausage bulls at \$12. Calves 100. Steady; load medium to choice 382 pounds slaughter calves \$13. Light sort.

Hogs 100. Includes 56 feeders. Few packages good to choice 200-200 pounds barrows and gilts \$13.75. Odd good sows \$13.

Sheep 1200. Around steady. Package good medium lambs \$12.50-13.00. Few cull to medium ewes \$2.50-4.50. Few quoted \$3.50.

## Chicago Wheat

Wheat	Open	High	Low	Close
Sept.	1.68 1/2	1.68 1/2	1.67 1/2	1.67 1/2
Dec.	1.67 1/2	1.67 1/2	1.66 3/4	1.67 1/4
May	1.65 1/2	1.65 1/2	1.63 1/2	1.65 1/4
July	1.58 1/2	1.58 1/2	1.57 1/2	1.58 1/2

## Portland Produce

Portland, Sept. 17—(U.P.)—Wholesale market prices: Carrots—Oregon 75c dozen bunches delivered.

Beans—shelled, lug \$2.

Celery Hearts—\$3 dozen bunches.

Corn—Oregon, \$2.15 box.

Cucumbers—field grown, pickling sizes, \$1.10 box.

Lettuce—Vancouver \$3.40 crate.

Peas—No. 1 Coast 28-lb. hammer \$3.

Peppers—No. 1—90c-5-lb. box.

Potatoes—Boardman Gems \$2.80.

Squash—Summer 75c; Hubbard 4c.

## Wall Street

New York, Sept. 17—(U.P.)—The stock market cracked 1 to more than 3 points today in such pivotal shares as Chrysler and General Motors, largely in response to strike news, but the list later recovered about half the decline in most instances.

Although Wall Street almost invariably never sells in any volume on strike developments, the possible effects of current labor troubles on reconversion and accelerated production of needed civilian goods has made investors wary.

The preliminary closing Dow-Jones averages: Industrial, 174-174.75, off 0.90; rail, 55.82, off 0.20; utility, 33.45, off 0.05; and 65 stocks, 64.73, off 0.28.

Sales were 900,000 shares against 1,020,000 last Friday.

Today's closing prices on selected stocks:

American Tel. and Tel.	181 1/4
Anacosta	34
Chrysler	122 1/2
Curtiss Wright	6 1/4
General Electric	47
General Motors	Unquoted
Montgomery Ward	68
Penn. R. R.	37 1/2
Phillips Petroleum	47 1/2
J. C. Penney	128 1/2
Radio	15 1/2
Southern Pacific	47 1/2
Standard Oil of Cal.	41 1/4
Texas Gulf Sulphur	44 1/4
Transamerica	13
United Aircrafts	28 1/2
U. S. Rubber	65 1/4
U. S. Steel	71 1/2

Use Mail Tribune Want Ads.

## Daily Weather Report

Medford and vicinity: Clear and warmer tonight and Tuesday.

Oregon: Partly cloudy north and central portions, clearer south portions tonight and Tuesday. Scattered light showers north portion this evening. Moderate northwesterly wind all coast.

LOCAL DATA

Temperature a year ago today: Highest 63; lowest 45.

Total monthly precipitation .04 inches.

Deficiency for the month 23 inches.

Relative humidity at 5:30 p. m. yesterday 28%; 5:30 today 74%.

Tomorrow

Sunrise 6:54 a. m.; sunset 7:15 p. m.

Observations taken at 3:30 a. m., 120 Meridian Time:

	High	Low	Prec.
Boise	67	43	
Chicago	61	49	
Denver	70	40	
Eureka	58	51	
Havre	53	42	
Los Angeles	79	62	34
Medford	68	46	
New York	60	55	T
Omaha	68	52	
Phoenix	105	73	T
Portland	68	54	T
Reno	79	58	
Roseburg	70	50	
Salt Lake	67	44	
San Francisco	76	52	
Seattle	62	52	T
Spokane	69	48	
Washington, D. C.	71	48	20
Yakima	61	46	

## Court House News

Marriages

Donald McClellan Sheetz and Thelma L. Bickell.

Francis E. Brown and Frances Ellene Miller.

Warren James Helms and Jeanne Alma Davis.

Lawrence Chalmers Jones and Pauline Rita Clement.

Leo A. Zupan and Veda V. Williams.

William A. Loew and Beatrice Emalle Underwood.

Walter William Severin and Olga Anna Johnson.

Harry Dallas Ralph and Irma June Smith.

## Divorce Complaints

Herman L. Lofdahl and Agnes Sinnott.

William M. Hughes and Caroline Templin.

Divorce Decree

William B. Wilson, Jr., vs. Alpha Nell Wilson.

## News of 4-H CLUBS

Roxy Anne Club

The Roxy Anne 4-H club will meet at the home of Mrs. Lehman, Buckshot Hill Road, Sept. 20 at 8 p. m. according to Charles Ashpole, reporter.

## BIRTHS

SHERER—To Mr. and Mrs. Melvin, box 467, Jacksonville, Sept. 16, a girl, seven pounds, at Osteopathic Clinic.

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War-time additions of life insurance have increased the average owned per family in the United States to 30 per cent more than the average 10 years ago.

Total life insurance funds invested in United States government securities at mid-year averaged more than \$250 per policyholder.

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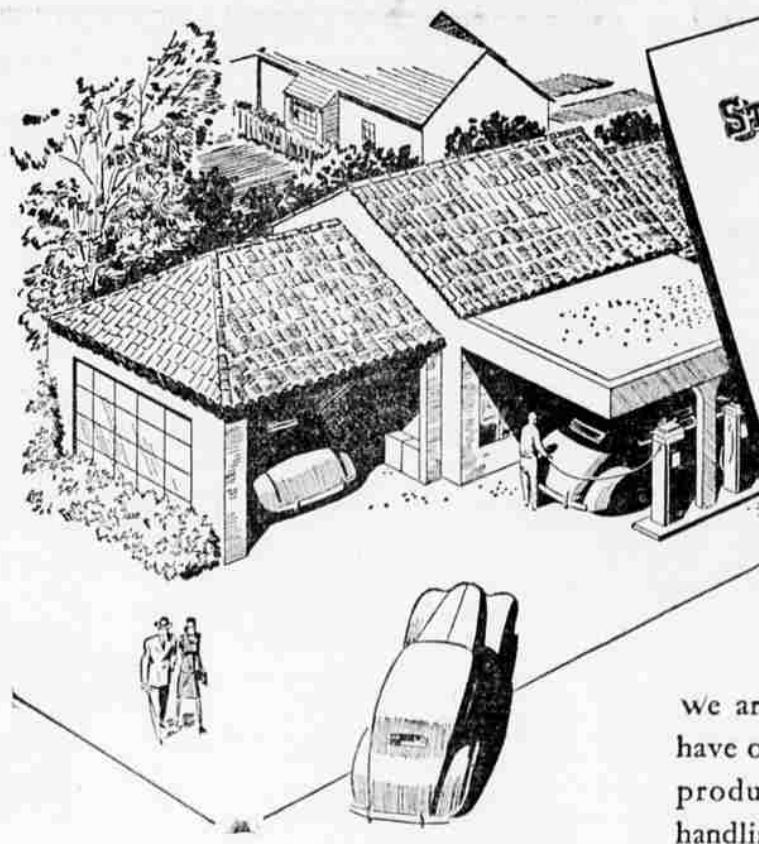
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