

PROCEEDINGS OF THE ELEVENTH ANNUAL

---

# **INSTITUTE ON COOPERATIVE EDUCATION**

**June 10 – 14, 1962**

---

SPONSORED BY THE


COOPERATIVE LEAGUE OF THE U. S. A.  
and the  
COOPERATIVE UNION OF CANADA

HOTEL MORaine  
Highland Park, Illinois

\$1.00 per copy



8



**PROCEEDINGS OF THE ELEVENTH ANNUAL  
INSTITUTE ON COOPERATIVE EDUCATION**

**June 10 - 14, 1962**

**Hotel Moraine  
Highland Park, Illinois**



## T A B L E   O F   C O N T E N T S

	Pages
Photos of the Institute.....	1
Participants.....	3
Introduction.....	9
COOPERATIVES AND OUR NATIONAL ECONOMIC PROBLEMS AND PROSPECTS by Senator Paul H. Douglas.....	11
ADULT EDUCATION TODAY: ACCOMPLISHMENTS AND PROSPECTS by Dr. Glenn Jensen.....	19
WHAT'S NEW IN COOPERATIVE EDUCATION? Reports from Participants about New and Current Developments.....	29
HOW SHALL WE RECRUIT AND TRAIN COOPERATIVE EDUCATORS?..	45
MEMBER EDUCATION - THE NEED AND METHODS Discussion of the Purposes, Content and Use of the <u>Member Education Manual</u> .....	49
HOW TO MAKE MAXIMUM EDUCATIONAL USE OF THE MEDIA OF COMMUNICATIONS.....	53
ANNUAL BUSINESS AND PLANNING SESSION.....	59
COOPERATIVES NEED IDEALISTS AND REALISTS by Jerry Voorhis	61
COOPERATIVES AND THE DEVELOPMENT OF DEMOCRATIC CITIZENSHIP by Dean George Watson.....	69
HOW TO GET AND KEEP MEMBER PARTICIPATION by Art Danforth, Resource Leader.....	77

PARTICIPANTS

**PARTICIPANTS IN THE 11th ANNUAL**

**INSTITUTE ON COOPERATIVE EDUCATION**

**ANDERSON, LINNEA O.**  
 Education Director  
 Hyde Park Cooperative Society  
 1526 E. 55th Street  
 Chicago 15, Illinois

**CLIFFORD, JOE**  
 Member & Community Relations  
 Midland Cooperatives, Inc.  
 739 Johnson St., N.E.  
 Minneapolis 13, Minnesota

**BEALL, HAYES**  
 Director, Educational Services  
 Cooperative League of the U.S.A.  
 343 S. Dearborn St.  
 Chicago 4, Illinois

**CREWS, CECIL**  
 Director, Education Department  
 Michigan Credit Union League  
 13235 Woodrow Wilson  
 Detroit 38, Michigan

**BIGGER, JOHN H.**  
 Director, Education Dept.  
 Credit Union National Assn.  
 Madison, Wisconsin

**DODGE, PHILIP**  
 Director of Publications  
 Cooperative League of the U.S.A.  
 343 S. Dearborn St.  
 Chicago 4, Illinois

**BOTTING, JAMES**  
 Nationwide Insurance  
 246 N. High Street  
 Columbus 16, Ohio

**DANFORTH, ART**  
 Administrative Assistant  
 Consumers Cooperative of Berkeley, Inc.  
 1414 University Avenue  
 Berkeley 2, California

**BUCHER, LUTHER**  
 Executive Secretary  
 Inter Cooperative Council  
 Student Activities Bldg.  
 University of Michigan  
 Ann Arbor, Michigan

**DEABLER, Mrs. RUTH**  
 Executive Secretary  
 Co-op Consumers' Society of Ithaca  
 601-619 W. Clinton St.  
 Ithaca, New York

**CAMERON, R.**  
 Coady International Institute  
 Antigonish, Nova Scotia, Canada

**DROWN, F. WILBUR**  
 Farmers Union State Exchange  
 Omaha, Nebraska

**CAPSTICK, REV. JOHN**  
 St. Francis Xavier University  
 Extension Department  
 P.O. Box 5  
 Sydney, Nova Scotia, Canada

**EMMER, GERALD**  
 St. Paul Bank for Cooperatives  
 346 Jackson St.  
 St. Paul 1, Minnesota

**CASTNER, DANIEL**  
 Director, Consumer Division  
 Mid-Eastern Cooperatives, Inc.  
 17 Broad Street  
 Palisades Park, New Jersey

**ERICKSON, RONALD**  
 Public Relations Director  
 United Cooperative Society of  
 Fitchburg  
 815 Main St.  
 Fitchburg, Massachusetts

**CERNY, GEORGE**  
 Manager, Member & Community Relations  
 Midland Cooperatives, Inc.  
 739 Johnson St., N.E.  
 Minneapolis 13, Minnesota

**FEHR, JAKE**  
 Instructor  
 Western Cooperative College  
 Saskatoon, Sask., Canada

**FULTON, LAWRENCE**  
Manager, Member Relations & Audio-  
Visual Aids Department  
Consumers Cooperative Association  
Box 7305  
Kansas City, Missouri

**GILLETT, BILL**  
Educational Assistant  
Indiana Farm Bureau Cooperative Assn.  
47 S. Pennsylvania St.  
Indianapolis, Indiana

**HAMILTON, HARRY**  
Director, Policyholder Participation  
Nationwide Insurance  
246 N. High Street  
Columbus, Ohio

**HERMAN, FLOYD**  
Director  
Farmers Union State Exchange  
Route 1  
Wilbur, Nebraska

**HOLBROOK, KARL**  
Public Relations Director  
Consumers Cooperative Assn. of  
Eau Claire  
2221 Highland Avenue  
Eau Claire, Wisconsin

**JONES, LAWRENCE**  
Executive Secretary  
Wisconsin Assn. of Cooperatives  
105 W. Main St.  
Madison, Wisconsin

**LIDLAW, ALEXANDER**  
National Secretary  
Cooperative Union of Canada  
202 Queen Street  
Ottawa, Ontario, Canada

**MACDONALD, REV. J. A.**  
Consultant  
Cooperative League of Puerto Rico  
Box 177  
Roosevelt, Puerto Rico

**MAZE, MAURICE**  
Director Training  
Missouri Farmers Assn.  
Columbia, Missouri

**MC LANAHAN, JACK**  
Research Department  
Michigan Credit Union League  
13235 Woodrow Wilson  
Detroit 38, Michigan

**MILLER, DR. J. D.**  
Director of Education  
Consumers Cooperative Association  
Box 7305  
Kansas City, Missouri

**MILLER, MERLIN G.**  
Cooperative League of the USA  
343 South Dearborn  
Chicago 4, Illinois

**ROSARIO, EUGENIO**  
Cooperative Development Administration  
Box 14125 - Bo. Obrero Station  
Santurce, Puerto Rico

**MOSES, BARTON**  
Manager  
Hancock County Ry. & M. Co.  
125 N. State Street  
Greenfield, Indiana

**NEALE, MRS. MARY**  
Secretary, Education Committee  
Cooperative Services, Inc.  
Southgate, Michigan

**RACE, RICHARD**  
Assistant Educational Director  
Michigan Credit Union League  
13235 Woodrow Wilson  
Detroit 38, Michigan

**RAMIREZ, LUIS A.**  
Cooperative Development Administration  
Box 14125 - Bo. Obrero Station  
Santurce, Puerto Rico

**ROTHROCK, DON**  
Education Committee  
Cooperative Enterprises  
1201 S. Arlington  
Arkon, Ohio

**SCHOFIELD, E.**  
Provincial Secretary  
Cooperative Medical Services  
Federation of Ontario  
2549 Weston Rd.  
Weston, Ontario, Canada

SHERMAN, JACKSON  
Public Relations Director  
Peninsula Cooperative Assn, Inc.  
3835 Kecoughtan Road  
Hampton, Virginia

SMALLFIELD, ROBERT  
Member Relations Officer  
United Cooperatives of Ontario  
Box 527  
Weston, Ontario, Canada

THORNWAITE, VIRGINIA  
Cooperative Services  
12466 Fort Street  
Southgate, Michigan

THORSTEINSON, KRIS  
Cooperative Public Relations  
428 - 12th St., East  
Brandon, Manitoba, Canada

TOMKOVICK, WANDA  
Cooperative News Editor  
Cooperative Trading, Inc.  
665 McAllister St.  
Waukegan, Illinois

TORRES, J. F.  
Director, Advertising & Publicity  
Mutual Services Insurance Cos.  
1919 University Avenue  
St. Paul 4, Minnesota

VOORHIS, JERRY  
Cooperative League of the USA  
343 S. Dearborn St.  
Chicago 4, Illinois

VOYDENOFF, DAN  
Research Department  
Michigan Credit Union League  
13235 Woodrow Wilson  
Detroit 38, Michigan

WALSH, RICHARD  
University of Nebraska  
3915 Apple Street  
Lincoln 3, Nebraska

WOLF, HOWARD  
Ann Arbor Co-op  
2216 Packard Road  
Ann Arbor, Michigan

WILLSON, ROBERT Z.  
Education Director  
Ferndale Co-op Credit Union  
1617 Pearson  
Ferndale, Michigan

#### VISITORS

ANDERSON, DOUGLAS  
Illinois Representative of  
Senator Paul H. Douglas  
219 S. Clark Street  
Chicago, Illinois

BUTZ, VERLO R.  
Aubrey, Finlay, Marley & Hodgson  
Chicago, Illinois

BUCHELE, MRS. LUTHER  
Ann Arbor, Michigan

CHARLES, HAL  
Director, International Affairs Dept.  
Cooperative League of the USA  
343 S. Dearborn St.  
Chicago 4, Illinois

DREYER, STANLEY  
Asst. Executive Director  
Cooperative League of the USA  
343 S. Dearborn St.  
Chicago 4, Illinois

DROWN, MRS. WILBUR  
Central City, Nebraska

GORDON, HOWARD  
Pure Milk Association  
Chicago, Illinois

HANES, MARTHA  
Treasurer  
Cooperative League of the USA  
343 S. Dearborn St.  
Chicago 4, Illinois

APPLICANT, J. V.  
Co-operative League of the USA  
212 S. Dearborn St.  
Chicago, Illinois

HERMAN, MRS. FLOYD  
Wilbur, Nebraska  
General Department

JONES, MRS. LAWRENCE  
Madison, Wisconsin  
1322 Wisconsin  
D. Dept. 38, Michigan

MOGAN, TIM  
Membership Director  
Pure Milk-Association  
Chicago, Illinois  
Lincoln, Nebraska

WOLF, HOWARD  
A. A. B. Co-op  
2316 Rockwell Road  
Ann Arbor, Michigan

MILLSON, ROBERT  
Executive Director  
Farm Credit Union  
1617 W. Main  
Farmington, Michigan

SHEPHERD, WILSON  
National Director  
Co-operative League of the USA  
212 S. Dearborn St.  
Chicago, Illinois

MURPHY, BILL  
Cooperative Services  
Southgate, Michigan

TANENBAUM, LEO  
President  
Circles, Cooperative Center  
Dalton, Michigan

THE WILSON, V. J.  
Co-operative Services  
1212 E. ...  
Southgate, Michigan

THE STEINBERG, RITA  
Co-operative Public Relations  
1212 E. ... East  
Stamford, Michigan, Canada

TORONTO, J. W.  
Co-operative Editor  
Co-operative Training, Inc.  
222 Madison St.  
Chicago, Illinois

TAYLOR, J. E.  
Director, Advertising & Publicity  
Farm Service Insurance Co.  
112 University Avenue  
St. Paul, Minnesota

VISITORS

BEYER, STANLEY  
Asst. Executive Director  
Co-operative League of the USA  
212 S. Dearborn St.  
Chicago, Illinois

D. G. WILSON  
Central City, Nebraska

COOPER, HOWARD  
Farm Milk Association  
Chicago, Illinois

H. W. WATKINS  
Secretary  
Co-operative League of the USA  
212 S. Dearborn St.  
Chicago, Illinois

ANDERSON, DOUGLAS  
Representative of  
Senator Paul H. Douglas  
212 S. Dearborn St.  
Chicago, Illinois

BUTTS, VERA  
Lucy, Finlay, Harley & Johnson  
Chicago, Illinois

LUCILLE, MRS. LUTHER  
Ann Arbor, Michigan

CHARLES, W. L.  
Director, International Affairs Dept.  
Co-operative League of the USA  
212 S. Dearborn St.  
Chicago, Illinois





PROGRAM PARTICIPANTS AND PLANNING COMMITTEE MEMBERS

\*GLENN M. ANDERSON, Director Public Relations, Group Health Mutual, St. Paul

\*LINNEA ANDERSON, Education Director, Hyde Park Cooperative Society, Chicago

\*HAYES BEALL, Director, Educational Services, Cooperative League of the USA

JOHN H. BIGGER, Director, Education Dept., Credit Union National Assn-

\*PAUL BROWN, Manager, Member Services Dept., Central Cooperatives, Inc.

\*GEORGE CERNY, Manager, Member & Community Relations, Midland Cooperatives,

\*HAROLD CHAPMAN, Principal, Western Cooperative College, Saskatoon

JOE CLIFFORD, Member & Community Relations Dept., Midland Cooperatives, Inc., Minneapolis

CECIL R. CREWS, Director, Education Dept., Michigan Credit Union League, Detroit

ART DANFORTH, Director of Consumers Cooperative of Berkeley, author of Campaign Manual, Corte Madera, California

PHILIP J. DODGE, Director of Publications, Cooperative League of the USA

PAUL H. DOUGLAS, Senior U.S. Senator from Illinois

JAKE FEHR, Staff Member, Western Cooperative College, Saskatoon, Sask.

LAWRENCE FULTON, Manager, Member Relations & Audio Visual Aids Dept., Consumers Cooperative Assn., Kansas City, Mo.

\*HARRY HAMILTON, Director, Policyholder Participation, Nationwide Insurance, Columbus, Ohio

WILLIAM HAMILTON, Executive Secretary, Cooperative Union of Saskatchewan, Regina

KARL HOLBROOK, Public Relations Director, Consumers Cooperative Assn. of Eau Claire, Wisconsin

GLENN JENSEN, Executive Director, Adult Education Assn. of USA, Chicago

ARNE JOHNSON, Director, Community Relations, Mutual Service Insurance, St. Paul

\*LAWRENCE JONES, Executive Secretary, Wisconsin Assn. of Cooperatives, Madison

\*ALEXANDER LAIDLAW, National Secretary, Cooperative Union of Canada, Ottawa

PROGRAM PARTICIPANTS (cont'd.)

OSCAR LE BEAU, Member Relations Branch, Farmer Cooperative Service, USDA,  
Washington, D.C.

\*J. D. MILLER, Director of Education, Consumers Cooperative Assn., Kansas  
City, Mo.

MERLIN G. MILLER, International Affairs Dept., Cooperative League of the USA

BARTON MOSES, Mgr., Hancock County Rural Electric Membership Cooperative,  
Greenfield, Indiana

WALKER-SANDBACH, General Manager, Hyde Park Cooperative Society, Inc.,  
Chicago

JERRY MOORHIS, Executive Director, Cooperative League of the USA

GEORGE WATSON, Dean, Roosevelt University, Past-president of Hyde Park Cooperative  
Society, Chicago

\*-Planning Committee Members

- Director of Operations Cooperative of ...
- Director of Publications, Cooperative League of the USA
- Senior U.S. Senator from Illinois
- Staff Member, Southern Cooperative College, ...
- Manager, Home Relations & Audio Visual Dept.,  
General Cooperative Assn., ...
- Director, Policy & Administration, ...
- Executive Secretary, Cooperative Union of ...
- Public Relations Director, ...
- Executive Director, ...
- Director, ...
- Executive Director, ...
- Director, ...

PROGRAM

- Perhaps a guest speaker is not essential for the annual meeting of the membership of a cooperative. Let's not take a speaker for granted.

- There is some question about the use of door prizes, but all those around the table who discussed this subject came from cooperatives that use them to promote annual meeting attendance.

- Recommend the use of displays that contrast the price and quality of cooperative products versus others.

- Incorporate in the manual a page listing the publications available from other cooperatives, both regional and local, if possible.

- Publicize the availability of institutional advertising mats from the Minnesota Association of Cooperatives and recommend the exchange of radio commercial messages.

- Audio-Visuals section should include introductory information prepared for use with particular films--why produced, how to use, purpose, etc. Bring together all audio-visual information into one section. Recommend use of photo albums, pie charts and flip charts, tape recorders, flannelgraphs, etc. Report what can be purchased or borrowed for use in flannelboards.

- Add Signposts for Directors of Cooperatives as soon as new printing is ready.

- Ask members of this institute to work on various sections of the manual during the coming year.

- Include reference to statement of board-manager relations which Hyde Park has.

- Add section on employee training.

- Provide more information about working with libraries.

- Canadian comments: Have a special section for special occasions such as co-op month or week; also National Farm Radio Forum. Like quality loose-leaf cover and the fact that Canadian materials can be prepared for insertion in it also. More attention to special use of films. Different color for paper in each section would help with identification. List merchandising publications that are available. Cooperative Union of Canada will follow up with mailings for special groups and, in the end, will prepare its own manual--borrowing freely from this one--but designing it specifically for use in Canada.