
**DON'T LOOK INSIDE
UNLESS YOU
WANT——**





TO KNOW HOW

MAYNARD

PEOPLE MADE

MORE THAN

\$320,000.00

FOR THEMSELVES

THEY HAVE ISSUED THIS LITTLE BOOK TO
TELL YOU HOW THEY DID IT, AND TO CELE-
BRATE THE OPENING OF THE NEW BRANCH
STORE OF THE _____

**UNITED CO-OPERATIVE
SOCIETY**

Maynard - Massachusetts

April 15, 1936

HERE'S HOW

It is an interesting story. They got together, less than a hundred people at first, and decided to buy things together. Each person put up a little money—about ten dollars. They bought some goods at wholesale, as any other business would. Then they sold the goods to **themselves** at retail, which made a “mark-up” of perhaps nineteen percent. Out of that nineteen percent they

Main Building and Delivery Equipment





Women's Co-operative Guild

paid expenses like rent, wages, taxes, and interest on shares. They had something left over, maybe four percent on what they had each bought in goods. They could have taken that four percent and divided it among themselves according to the amount each one had bought, but during the first few years they decided not to divide it up, but to use the money to expand so they could buy more goods together. They started twenty-seven years ago.



Employees of the United Co-operative Society of Maynard, Massachusetts

Each year the amount they were able to buy together was greater. Many times after the first few years they divided a surplus of more than four percent, but they always kept some money in reserve. With this reserve they did things for their common good. They started a bakery. They started other branches. Many people heard what the hundred were doing. They thought it was a good idea. They bought shares and joined.

Now there are nearly one thousand people in the society, and more will join soon. They have two grocery stores with meat markets; soda and luncheonette; bakery; dairy; coal yard; oil storage plant; gasoline service station; grain and feed department; and a paint and hardware store. All this they own.

Anybody can join, and be an owner.



Original Store - - 1907

You might want to know the rules they use to run their society. Here they are. They call these rules the **ROCHDALE PRINCIPLES**, because they were first used in Rochdale, England, more than ninety years ago.

One. Patronage rebate. They buy at wholesale, sell at retail, pay expenses, and divide what is left according to how much they each have bought.

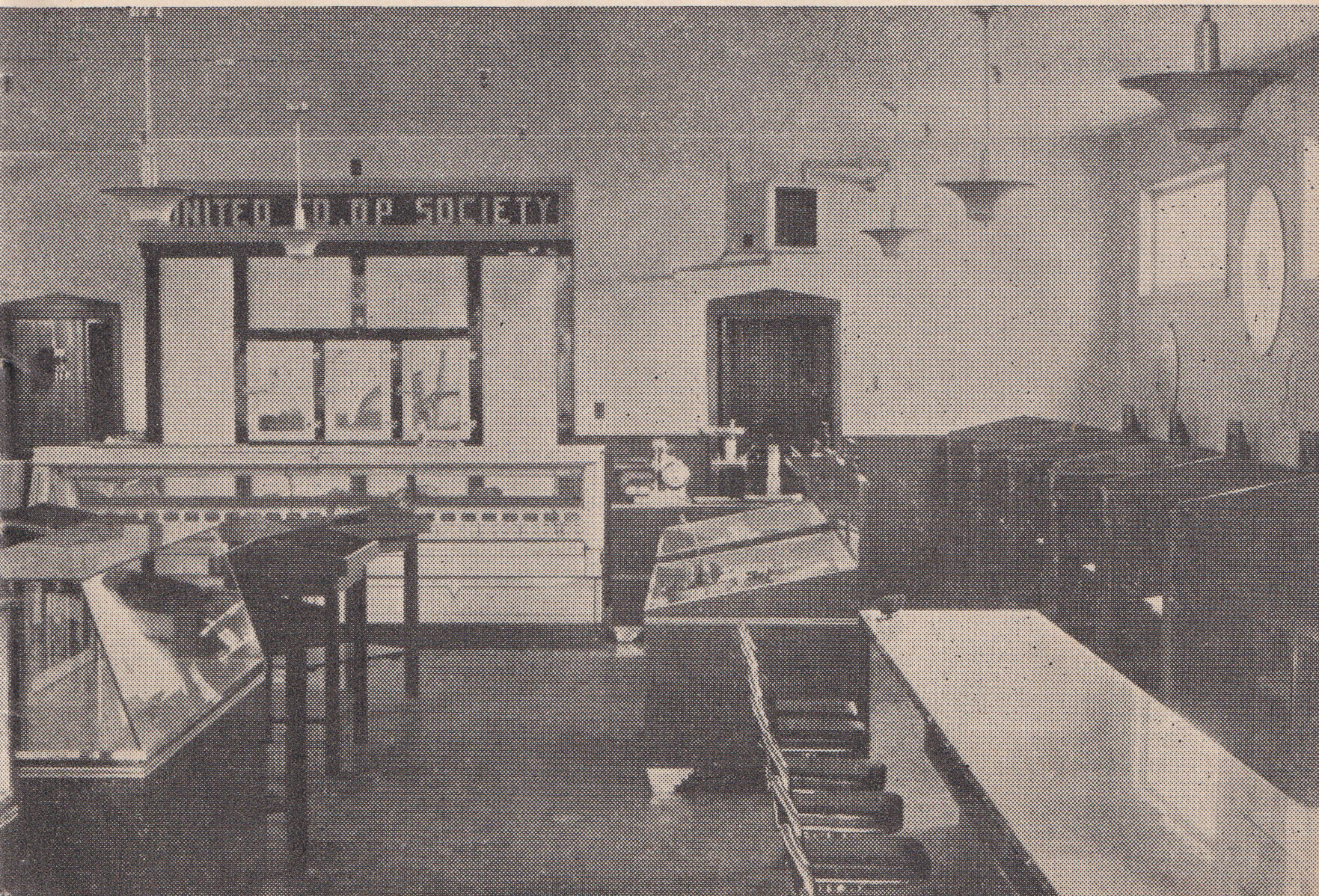
Two. One man-one vote. If a man has one share of stock he has one vote.

If he has ten shares of stock, he has one vote. Anybody may join. The man does the voting, not the stock.

Three. Fixed interest on stock. One five dollar share earns five percent, twenty-five cents, in one year. A share of stock can never get more than the usual rate of interest in the neighborhood.

Four. Cash trading. No credit. Those needing credit must build a credit union, which is a credit cooperative.

Interior of the New Store



DIRECTORS

1936-1937



MATTI AUTIO



DONALD LENT



MIKE HIIPAKKA



EVERETT HAYNES



AUGUST SAARELA

UNITED CO-OP SOCIETY



JOHN HELANDER, VPRES



A. N. RIVERS, MANAGER



CHARLES MANTY, VPRES



OTTO FONSELL, SECK.

Board of Directors

Five. Neutrality. The Cooperative society is by itself. It does not join with any race, political party, or church. People of any race, political party, or church can join a Cooperative.

Six. Education. The members start schools in which they study anything they like. They study their Cooperative. They study to give themselves more good things, and to make a better world.

That is the story of what the people did in Maynard. It does not tell of all the study and hard work. People do not get \$320,000.00 without hard work, but any town can do what Maynard has done. There are many interesting books and pamphlets telling of societies like the one in Maynard. They are called CONSUMERS CO-OPERATIVES. These books can be found at the

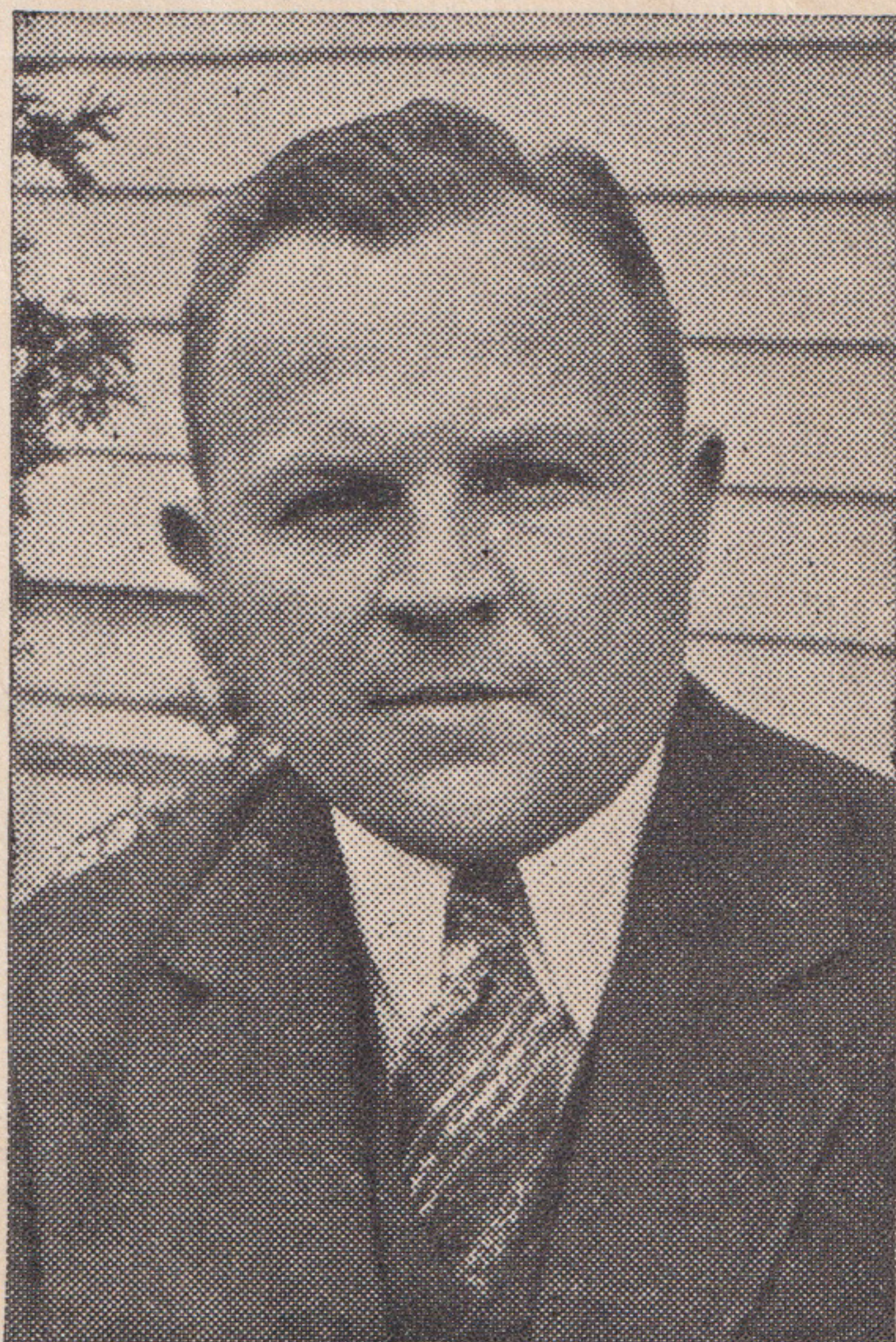
United Co-operative Society

MAYNARD, MASSACHUSETTS



Mr. A. N. Rivers, Manager

Mr. Charles Manty, President





THE CO-OPERATIVE EMBLEM

This is what it means.....

THE PINE TREE STANDS FOR LIFE AND GROWTH. IT IS KNOWN AS EVERLASTING, SO ARE CO-OPERATIVES. THE ORIGINAL EMBLEM HAS A BACKGROUND OF GOLD, THE COLOR OF THE SUN'S RAYS, WHICH SHINE ON CO-OPERATIVES 24 HOURS A DAY. THE CIRCLE MEANS THE UNIVERSE. CO-OPERATIVES ARE UNIVERSAL, AND ARE FOUND IN EVERY COUNTRY.

UNITED CO-OPERATIVE SOCIETY

Maynard -:- Massachusetts

In quantities of 100 or more, this booklet may be purchased for one cent each.
Single copies Free.