

CO-OP News

Our Shattuck Avenue Center

is now

open Sundays!

(Books Unlimited, too!)

AND

SPECIALS

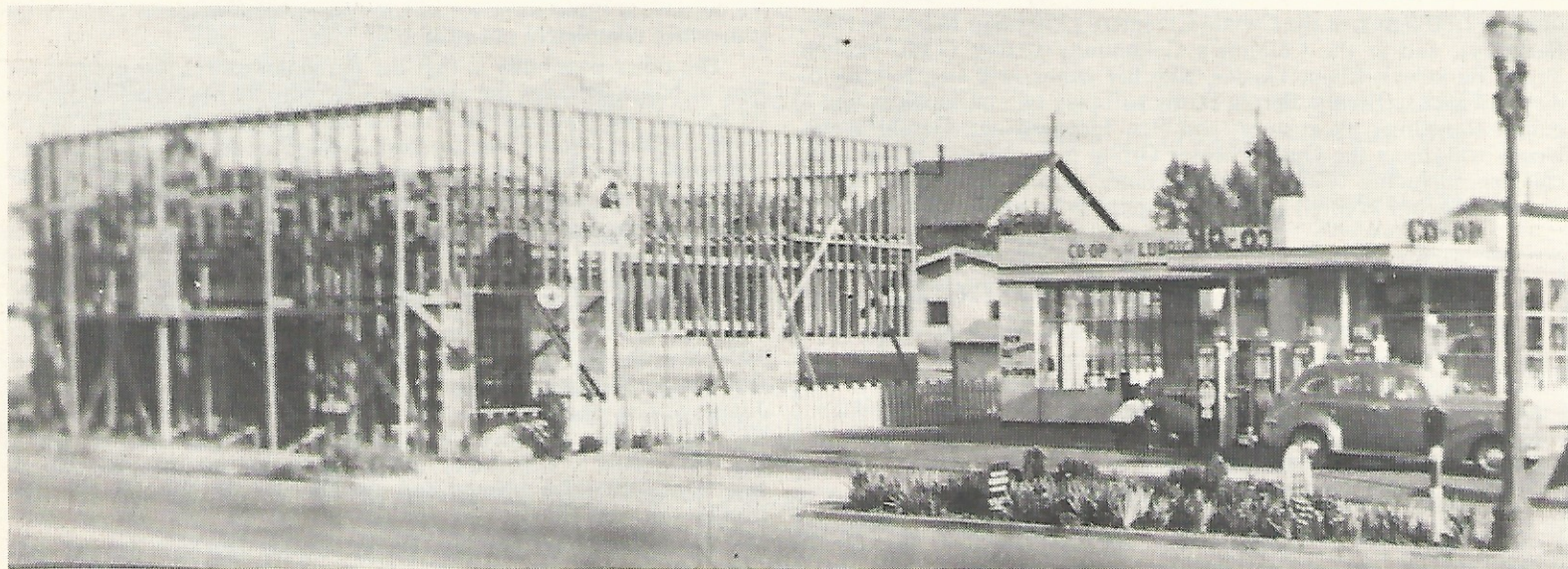
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"Cooperation Means Helping Each Other"

BERKELEY, CALIFORNIA, MARCH 29, 1965



NOSTALGIA FOR OUR 28th ANNIVERSARY: Up goes the first Co-op food store on University Avenue, right next to the Berkeley Cooperative Union's service station. It was opened in July, 1940, expanded in 1948, and expanded again in 1953, the second time to its present size. The interior was

remodeled during the summer of 1963. The service station was moved to its present location, the southwest corner of University Avenue and Sacramento Street, in 1951, and remodeled this winter and spring.

It's almost time for Camp Sierra

"Looking back on it, I wonder how we crammed so many experiences and so much fun in so few days. Will you be there next year? We will. You should."

That was Tosa Lawrence, a Co-op member who lives in Albany, writing about her first experience with the Co-op camp and institute at Camp Sierra. Her sensitive, evocative essay on "Camp Sierra 1964" appeared in the NEWS last August and evoked more favorable comment from more members than anything we'd printed in a long time.

It's now the time to plan to attend Camp Sierra 1965. Brochures are due from the printer this week and should be available at all Centers by this weekend. The leaflets include information about rates, accommodations, and needs—and a registration blank is included in each. The dates? July 10 to 17, July 17 to 24.

But let's whet your appetites now by noting that Camp Sierra is located in a pine forest at 4,800 feet, close to one of the finest recreational areas in the Sierra. Recreation facilities are tops, and the morning conference program provides an opportunity for informal discussion of Co-op and consumer issues.

Leadership for the discussion sessions usually comes from local talent—from our Co-op, Palo Alto, and others in the state—but this year we're fortunate to

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IT'S ANNIVERSARY WEEK!

We're 28 years old this week, and we'll be celebrating our anniversary in appropriate fashion with free coffee, birthday cake, cooking demonstrations, puppet shows, cake judgments, stew contests, and come-what-may in many of our Centers.

Just look around when you shop Co-op this week—something exciting of an anniversary nature will probably be taking place.

Our ad, too, is taking recognition of anniversary week—with specials in all departments and a marvelous miscellany on sale for, appropriately, 28¢ per item. Our coffee bars will even feature a 28¢ sandwich for your anniversary week lunch!

So let's celebrate our birthday together . . . we won't have another till next year at this time!

SWITCH THAT BUCK!

An accounting-oriented Co-op member with a pencil has figured out that if during 1964 each Co-op member-family had spent \$1 more each week at the Co-op our patronage refund would have been 3.3% instead of 2.5%.

It seems to us that that's a goal worth striving for—a 3.3% patronage refund. An increase in patronage volume of \$35,000 a week would do it. Our expenses wouldn't increase substantially, but oh, what would happen to the refund rate!

We don't mean to suggest that members who do 101% of their shopping at the Co-op now should spend \$1 each week on something they don't need. We're talk-

ing to members who do 50% or 25% or less of their shopping at the Co-op; if they'd only switch \$1 or more a week to the Co-op, we'd make our goal.

So next time you need gasoline or oil, switch to the Co-op service stations. Next time you need garden tools or nuts and bolts or pots and pans, switch to the Co-op hardware-variety store. Next time you need toddlers' rompers, switch to the Co-op children's clothing store in El Cerrito. Next time you need prescription drugs, switch to one of our Co-op pharmacies.

And when you need food, don't forget that we have eight food stores, too (and the Shattuck

Co-ops Unattached proposes garden party to benefit WWCP

An internationally-oriented garden party, to be held on a Sunday in May when the rhododendrons are in bloom, has been proposed by Co-ops Unattached as a fund-raising event for Worldwide Co-op Partners.

WWCP funds, collected from members of co-ops throughout the United States, are used for cooperative development overseas and in areas of this country, notably in the South. For the 1965 fund drive, our Board has pledged \$3,500—10¢ per member—to be raised from among our members, the Co-op making up any deficit from corporate funds.

To benefit WWCP, Co-ops Unattached envisions a gala garden party with international canapés, maybe champagne, strolling singers, displays from international collections of art and artifacts, and costumes to accentuate the worldwide flavor of the event. Co-ops Unattached will spark the event, but volunteers

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Avenue Center is now open Sundays, along with Telegraph Avenue, Geary Road, South Main, and Castro Valley, for your shopping convenience).

Let's see what half a year of shopping-switching can do for our 1965 patronage refund rate! And our anniversary week seems to us a good time to start!