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THE SHEFFIELD CO-OPERATOR BULLETIN

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CHRISTMAS AND THE WORLD WAR

In giving greetings to our readers for the third Christmas of the war, we look upon a world belligerent, with no signs of immediate 'Peace and Goodwill Amongst Men.'

Yet we have more reason to be hopeful than we had last year at this time. For then it seemed that the great Soviet Republics, covering one-sixth of the globe, were indifferent to the menace of aggression; and America showed a comparatively complacent concern in "the European conflict," a friendly and helpful interest in our wellbeing, but no great enthusiastic upsurge to come to our help and to take a real part in those "distant" affairs.

Today all that has changed. RUSSIA - having experimented in a new social system in the largest laboratory in the world, and over a period of years - allies itself with Democratic Britain; to protect itself, true, but also to share a well tried experiment in a reconstructed world. AMERICA - missing from the councils and covenants of the League of Nations for so many unfortunate years - now sees as a convinced people that Isolationism may be as foolish and dangerous as it is out of date and selfish. By the very act of resistance to aggression she becomes an ally, a partner in the new order for the universal application of the Atlantic Charter. CHINA - that ancient and peaceful people - finds now allies too by the same act. Her long-suffering resistance will reap its reward; the invader will be driven

from her soil and she will contribute to human wellbeing from the treasure house of a centuries-old civilisation, and thus join the Democracies in peaceful progress to better times.

Yes, the area of belligerency has been widened, but the hope of a permanent peace and the assurance of a worth-while new order looms all the larger in our vision. 'Peace and Goodwill Amongst Men' will yet be though there are dark days ahead before we reach this Christmas ideal.

RATIONING

The Research Department of the Co-operative Union has completed an analysis of co-operative ration registrations for the second half of 1941.

These show that one in every four of the population is supplied in the six main commodities through Co-operative Societies.

Sugar	10,763,000
Butter	10,369,000
Bacon	9,716,000
Cooking fats ...	10,369,000
Preserves	10,753,000
Cheese	10,047,000

The figures, while showing a reduction on those for previous registration returns, have to be considered in the light of the declining civil population.

"Our battle-scarred centres must be restored and re-created on finer and lovelier lines, that will make them noble national monuments worthy of citizens who neither feared nor faltered."
-ARTHUR GREENWOOD



INTERNATIONAL PLANNING
CO-OPERATIVE PRINCIPLE A FOUNDATION
MEN OF GOODWILL ESSENTIAL.

Sir Thomas Allen, former vice-president of the I.C.A., commenting on the Atlantic Charter in the REVIEW OF INTERNATIONAL CO-OPERATION, writes:

There must be a post-war world, and if that world is to be worth while it has to be shaped and planned by men of goodwill. Out of the sea of suffering we must fashion a new order. More minds are turned towards the future with expectancy than at any period in history, and more nations are prepared to shed something of their sovereignty in a humanitarian co-operative effort.

With the advent of the Atlantic Charter the battle of ideas is joined. Here is a programme addressed to all nations: none is excluded. It is a new order based upon freedom, equity, and co-operation - a declaration that the mobilisation of the resources of all liberty-loving peoples can and shall be used in permanent collaboration on the principle of "each is for all and all is for each."

A "TIMES" correspondent dealing with the Atlantic Charter, significantly observes that "a policy which seeks to raise living standards everywhere in the world represents the most hopeful and perhaps the only means of restoring a strong demand for the products of the agricultural and pastoral communities."

Commenting, "THE TIMES" leader remarks: "What we need most of all is co-operation in creating markets. And this means that we must reverse the practice of recent years by making the consumer not the producer, the starting point of policy. The organisation of consumption takes precedence over the planning of production. This is the vital change of outlook implicit in conceptions of 'rising standards of living' and 'freedom from fear'."

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SPLENDID ANNIVERSARY.

Remember December 21st. On that day in 1844 a little shop was opened in Rochdale by 28 working men. They called it a Co-operative store, and intended to divide the surplus on their trade amongst the customers.

In the 97 years since 1844, something like £7,110,000,000 has passed the counter of that co-operative stores and the others that sprung up after it, all over Britain. On all that money, a surplus or "dividend" has been paid. During the 97 years no less than £53,000,000 has been returned to British co-operators in dividend.

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"A.V.A.'s" FAITH

In view of the splendid Russian victories over the Nazis at the gates of Moscow the statement made by Mr. A. T. Alexander, M.P. as far back as Oct. 22nd makes interesting reading. He said:

"I believe in the Russian defence. I know the country. One thing that struck me at the time of my visit was the constant manner in which I found groups of men drilling to their own discipline in platoons in their civilian clothes, and I found they were doing in that way because they were voluntarily getting fit before their usual conscript call to the Colours."

When some people have said to me, "I wonder how long Russia can resist," I always have flashing through my mind the picture of that voluntary drilling."

I am not going to speak at all about the strategy of the future. We should never tell the enemy what we are going to do. Believe me, I have lived clear day and night alongside the Premier in our joint problems, of which he bears the heavier part, and I not only have faith in the defence of the Russians - I have faith in the Prime Minister."

CO-OP PARTY NOTES



ATTERCLIFFE. The Secretary is arranging meetings to be held on Sunday afternoons, monthly, commencing January, in the Attercliffe Co-operative Institute (over Funderal Furnishing Dept.). Every member is asked to attend and bring a friend.

Mr. Mulligan wishes to thank the few members and friends assisting in the "Help to Russia" effort in the Division. By kind permission of the managers of the Pavilion, Globe, and Balfour Picture Houses, along with other sources, collections have already raised nearly £50. A house-to-house collection is being organised in the Attercliffe Ward and volunteers are asked to report to the Secretary: Mr. E. Mulligan, 48 Newark Street.

HILLSBOROUGH. The monthly 'Forum' meetings in the Guild Room have attracted a comparatively small but keenly interested audience. The first was addressed by Mr. J.P. Lamb (Secretary, Sheffield Information Committee) when he outlined the services of that Committee to the citizens of Sheffield, particularly after the 'blitz' and in preparation for any further air raid. Mr. W.M. Watkins, B.Sc., who addressed the 'Forum' on the subject of "Education in the post-War World" was invited to come again to complete an interesting discussion which had to be adjourned. At the December meeting Councillor Harold Slack gave a forecast of the "Reorganisation of Industry," laying down certain principles as being essential to the retention of the democratic system in the post-war industrial world.

THE WOMEN'S SECTION meetings, held Monday afternoons, have discussed more immediate problems. Included in recent programmes have been a M. o. I. film display; an address by Mrs. Walker (B. & C. Education Committee) on "Present-day Problems;" Councillor P. Dinsley on "Milk Supply," and Mr. G.W. Evison on "Social Security." They also held a pantomime "Dick Whittington," and a "Whist Drive," proceeds from both events were given to the Russian aid fund. The women have knitted woollies in response to Mrs. Churchill's appeal which are also being sent to Russia.

NEEPSEND. The Committee met in November to discuss future policy and a Ward Meeting was held on December 14th when Councillor Harold Slack was the speaker. Announcements of future meetings will be made by circular.

THE WOMEN'S SECTION has maintained fortnightly meetings under very difficult conditions. On November 17th Mr. Evison spoke on "Social Security." A business meeting was held on December 1st, and a Social on the 15th to conclude the year's activities. Meetings recommence Monday January 5th when officers and committee will be elected. Meetings held 2-30 p.m. in the Co-operative Institute, Mansons Street.

SOUTHEY & WORWOOD SECTION - operating for the Longley Horwood, Shirecliffe and Parson Cross estates - unlike some political organisations is busier now than in the good old peace days. Assistance has recently been given to the Parson Cross Social Committee who are pressing for a sub Post Office in Buchanan Road.

The Section has taken the lead in organising aid for Russia on a communal basis, having brought together all sections, parties and denominations, the result being that the week January 18th - 25th is to be devoted to raising funds for our gallant Allies. An ambitious programme is to be inaugurated by a demonstration on January 18th of Civil Defence, W.V.S., Boy Scouts, Life Brigades, and A.T.C., when



it is hoped a Member of the Government will address a public meeting. Mr. G.A. Holder has at great personal sacrifice undertaken the duties of Secretary and Agent, which, in addition to his work in connection with the Forces Aid Fund, takes a heavy toll of his hard-earned leisure.

Early in the New Year a joint meeting is to be held of the Co-operative Guilds and Party sections of the whole Ward: date and place will be communicated to the secretaries, along with the business to be discussed.

Mr. Holder concludes his report with the Season's Compliments to all and the hope that the New Year will herald the dawn of peace and goodwill among all Nations.

THE WOMEN'S SECTION suspended its ordinary meetings for a few weeks in order to devote itself to the aid for Russia fund: Whist Drive, Beetle Drive, and a Social & Tea having been organized for this purpose. The session concluded on December 10th and will reopen on January 7th. Meetings held Wednesday afternoons, in Guild Room, Southey Avenue. Secretary: Mrs. W. Jackson.

SHEFFIELD & ECCLESALL Party has continued its meetings - in conjunction with the Men's Guild - on Saturday afternoons, in the Napier Street Institute. January programme opens the 3rd with a Whist Drive in support of the Russia aid fund, 1/- each. 24th, will be the Annual Meeting for the election of officers. Mr. G.W. Evison, the Secretary, concludes by saying: "In the present tragic circumstances we can sincerely offer the familiar greetings, but if we loyally work together it may be that 1942 will bring us much nearer to Peace and the triumph of Democratic order for which our Movement stands."

THE WOMEN'S SECTION reports an increase of 30 members during year and well-attended meetings. All the speakers have been interesting and the talks on "Yorkshire Dialect" (Mrs. H. Miller, J.P.), "Drama and Democracy" (Mr. A. Ballard), "My travels" (Mrs. E. Barton) and "My year in office as Lady Mayoress" (Mrs. M. Longden) were especially enjoyed as a change from War subjects. The members knitted garments for the Merchant Navy, sent gifts by money raised from Whist Drives to members' husbands and sons serving with the Forces. Donations have also been sent to the British and Russian Red Cross funds.

January 8th is the Annual Meeting: 15th a Whist Drive; 22nd Counc. J.E. Bingham, J.P. on "Post-War Reconstruction of Sheffield" and 29th, Mrs. E. Barton, J.P. a further talk on "My travels" especially requested by the members. Meetings held Thursdays, 2-30, Napier Street Institute. Secretary: Mrs. D. Bramley.

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MANOR VACANCY. Mr. A. Ballard (Secretary, Sheffield Co-operative Party) has been selected to fill the vacancy created by the death of the late Councillor R. Beach. The Selection Conference was well attended and addressed by ten candidates from whom Ballard was elected on the exhaustive vote.

Mr. Ballard has been a member of the City Education Committee since 1926, is Chairman of the Technical sub committee, and is President of the B. & C. Education Committee. He has been Chairman of the Sheffield Information Committee since its establishment.

CO-OP. FRONT BENCHER. Members of the Co-operative Party will be pleased to hear of the election of our Party Chairman, Mr. Alfred Barnes, M.P., to the Labour Party Front Bench at the preliminary meeting of the Party before the opening of the new Parliamentary session.

ANGLO-CHINESE CO-OPERATIVE DEVELOPMENT FUND. The Finchley Co-operative Party has raised £20, and a letter of thanks has been received by the Sheffield Co-operative Party for its part in the effort.

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ON THE HOME FRONT



CLOTHING. The clothing ration coupons marked "X" may be surrendered after January 1st. If you have already used all your other coupons, remember that the 20 coupons now available must last you until May 31st. Care in spending coupons will be necessary.

Utility clothing is becoming available. Sample garments show that although manufacturers are confined to certain standards as regards the amount of material and quality used, the new clothing is quite as attractive as ordinary fashion garments.

Maximum price Orders have been made for men's shirts, pyjamas, and industrial overalls. Retail prices have also been fixed for certain utility cloths in the rayon, cotton and wool category.

Men's and women's underwear and a wide range of articles in the women's, maids' and children's wear group have also been brought under maximum price control Orders. Certain classes of industrial workers are to have more clothing coupons, and discussions are in progress regarding other groups of workers.

CANNED GOODS. Remember that if you do not use your coupons over the four week period you cannot use them during the next period. The points value of certain articles may vary. If there is a big demand on some items, the points value may be raised.

THE CALL UP. The new call-up of men and women will seriously affect all shops. Already an army of co-operative employees is serving with the Forces. The new call to national service means that members of Co-operative Societies, as well as customers of private enterprise, will not be able to enjoy the complete service to which they have grown accustomed in peacetime. The Co-operative Society is the members' own organisation, and members should help as much as possible to overcome existing difficulties.

In the early days of the Co-operative Movement members themselves helped to keep stocks, weigh the goods, take the cash, and sometimes organised the business from their own houses. While it is not likely that societies will be driven to such extremities, there are many ways in which members can help to relieve staffs.

CODE FOR SHOPPERS. Co-operators are part owners of their societies' shops and they can help in innumerable ways to

- ease the situation:
- Make your orders clear and distinct.
- Let the branch have the order as early as possible in the week.
- Bring back wrapping paper to the branches.
- Shop early.
- Carry your parcels if you possibly can.
- Bring your ration books when needed.
- Read official announcements in the Press.
- Don't expect favours.
- Be patient.

RETURN OF THE BASKET

The Woman with the Basket has come back to life. During the years when fancy wrapping paper and cake boxes, and regular delivery services, were to be had for the asking, the basket disappeared. Today, delivery services are not so regular, and wrapping paper may be obtained only for a few foodstuffs. So the Woman with the Basket has returned.

She is smarter today than she was, and the Stores she used to shop at has changed too. In those far-off days the Stores was a drab and crowded shop in the back streets. Today, it is spacious, airy, and well-stocked, and stands on a busy thoroughfare.....Fashions have changed, but the woman, the basket, and the dividend are still here.

A I D T O R U S S I A

All over Britain Co-operators are sending help to Russia. Many of members are generously allowing the dividend on their purchases assigned to the Russia fund.

Besides this scheme Co-operative Societies throughout Britain are making big donations to the National Council of Labour's "Help for Russia" fund. The C.W.S. has sent £1,000; the S.C.W.S. has sent £500 and is buying X-ray equipment and other Red Cross services.

Sheffield's effort.

The Brightside & Carbrook Society has voted £50 for the Sheffield & Ecclesall £50. Collecting boxes have been placed in the Branch Shops. The employees have lent themselves to the extent of 1/- over £80 already being subscribed in this way. The Guilds and Co-operative Party sections have arranged various functions in addition to making direct donations. Amongst the activities taken up by Co-operators are collections at Cinemas, Clubs, etc., and in some districts house-to-house collections are arranged.

Mr. A. Ballard (Party Secretary) and Councillor A.E. Hobson (Trades & Labour Council) have been appointed joint secretaries of the Co-ordinating Committee responsible for the National Council of Labour's scheme in Sheffield. Any information will be willingly given to those offering help. The fund has been registered under the Charities Act, 1940. Mr. G. Craddock (Secy., N.U.D.A.W.) Meads, Camp Lane, is treasurer to the fund.

EXTEND YOUR CHRISTMAS GIFTS TO OUR GREAT RUSSIAN ALLIES

The two Sheffield Societies have "Russia" Share Numbers, as follows:-

- Brightside & Carbrook 800
- Sheffield & Ecclesall 800

Members and non-members alike purchasing these numbers will thus be helping to provide medical aid for the suffering and other requirements which Russia needs.

One suggestion is that Christmas gifts should be bought or the Christmas gift orders paid on these numbers.

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THE CHINESE CO-OPERATIVES FIGHT JAPAN

Chinese Industrial Co-operatives, known as "Indusco", are producing materials to supply the guerilla armies of China. Some workshops near the battle line are equipped with light tools only and can be evacuated at short notice. Larger factories, operating tools and machinery, are situated behind the lines in comparatively safe areas. Nearly 3,000 Chinese co-operatives are now operating, employing 500,000 people in 15 provinces with an area equal to that of Surrey. Besides supplying the Chinese army with uniforms, blankets, boots and bandages, the "Indusco" produce coal, iron, gold, flour, soap and other materials.

The Chinese Industrial Co-operative Movement has been recognized as a direct consequence of war with Japan. General Chiang Kai-shek's government supports the Co-operatives, realising their value to the Chinese armies. Incidentally, the Co-operatives produce work and materials for refugees from occupied China, of which there are some 60,000,000.

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OUR AMERICAN ALLY

Now that the two great English-speaking democracies are fighting side by side, it is pleasing to recall the interest taken in Co-operation by the American President. Both Mr. Roosevelt and the American administration have long encouraged Co-operative effort in the United States.

Committee of Inquiry.

In 1936, President Roosevelt appointed a Committee of Inquiry on Co-operative Enterprise to visit Britain and other European countries, and to report to him personally at the White House. The committee visited England, Scotland and Ireland, inspecting Co-operative retail, wholesale and federal organisations. Visits were also paid to France, Switzerland, Czechoslovakia and the Scandinavian countries.

On its return to Washington, the committee published a report of over 300 pages. The chief Co-operative accomplishments in Europe were listed by the committee as:

- Reduction in costs of retailing, with advantages accruing to consumers, thus making possible more saving and higher standards of living, and contributing to economic stability.
- Promotion of thrift; increasing economic security of members.
- Education in intelligent buying, family budgeting, and general economies.
- Better citizenship, the result of widely diffused ownership of an important democratic business enterprise.
- Effective control of monopoly by co-operative competition.
- Comparatively high labour standards.

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MORE CO-OPERATORS IN SHEFFIELD

Both the Brightside & Carbrook and Sheffield & Ecclesall Societies report a decrease in sales and an increase in membership, indicating that the lessened shopping facilities (in the case of the Brightside & Carbrook) and the restricted purchasing owing to the operation of the coupon system, have resulted in a less trade per member.

Having full regard to these circumstances, however, the Reports are very encouraging. The Brightside & Carbrook show sales for the quarter of £497,106 and the Sheffield & Ecclesall £454,320.

The B. & C. are developing their Optical Department by opening at Townhead Street. Another new project has been the use of the Garth Road Institute as a Bespoke Tailoring Factory.

Day-Time Continuation Classes for the employees aged 14, 15, & 16 in the Brightside & Carbrook Society are also reported upon.

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BRIGHTSIDE & CARBROOK CO-OPERATIVE SOCIETY LTD.

TOY DEPARTMENTS

in various branches. Chief contras:-
TUNWELL, CASTLEGATE (where Santa Claus will distribute gifts at 6s. admission free.)
REPERTORY THEATRE, TOWNHEAD STREET.
KIRKBRIDGE ROAD, ATTERCLIFFE; PAGE HALL ROAD.

SEE ADVERT OVER PAGE

(Prices and selection have been revised since advert was prepared, but there is still a wide range of toys available.)

When you think of Gifts
 You think of the "B & C"
 * Get your Christmas
 Gifts early and Save!

Here are a few example values!

NOT ILLUSTRATED.



Soft Cuddly
 Teddy Bears
 in blue and
 Pink.
 9/6d.

Dress him like Daddy in
 Battle Dress. Age 4-6 17/6d.
 Age 6-8 19/6. Age 8-10 25/6d.

Box of Lifelike Soldiers,
 different types, containing 24
 Pre-war Price..... 6/6d.



Warm, Woolly
 Pixie Hood,
 with a wide
 Scarf Tie.
 3/6d.

Exquisitely Dressed Dolls,
 all kinds..... 3/6d.

Soft Cuddly Velvet
 Dollies..... 3/6d.

Dolls in Soldiers'
 Uniforms..... 11/6d.



Strong Toy
 Fort, Ideal
 for any
 young General
 5/-

Push Chairs for Tiny
 Tots..... 6/11d.

Electric Sets in
 different sizes... 10/6, 7/11
 AND 5/11d.

Enthralling new pin Bagatelle
 'Sons of the Air'..... 12/11d.

GET IT AT "B & C"