

## STORIES of New Jersey

Consumer cooperatives manufacture goods in their own factories and even raise wheat on their own wheat fields and the saving all goes back to the consumers. A cooperative member may pay 11¢ for a loaf of bread in a cooperative store; but at the end of the year if the accounting shows that it really cost only 10¢ to get that loaf from the wheat field to the table, the extra cent is returned to the consumer. In other words, the consumer is given a penny for every loaf of bread he bought during the year. This idea is carried out with every article the consumer buys from the cooperative.

The cooperative idea has not been used by consumers alone. People who have goods to sell have banded together to market their products. Farmers have done this more than any other group. Seventy percent of the eggs and poultry produced in New Jersey is marketed by the farmers themselves cooperatively. Instead of dealing through commission merchants and wholesalers the farmers sell directly to the retail dealers. In this way they get a better price for their produce. Factory workers too, have formed producer cooperatives. They own and run the factories themselves.

This type of cooperative is known as a producer cooperative. In other words the actual makers or growers of the goods band together for their common good. Thus while consumer cooperatives may own farms and factories, they do not do the actual manufacture themselves, while in a producer cooperative, the members not only own the factory or farm, but they actually work there. So far producer cooperatives have not been as successful as consumer cooperatives.

The idea of combining cooperative producing, buying and selling has resulted in the organization of cooperative communities. There have been many attempts in the past to establish communities where people would work, buy and sell cooperatively. One of the most famous of these was Brook Farm, in Massachusetts, an enterprise that had the support of such prominent literary people and philosophers as Ralph Waldo Emerson, Nathaniel Hawthorne and Bronson Alcott, father of Louisa M., the author of Little Women.

Following the path blazed by the Brook Farm adventurers another group led by Horace Greeley and Albert Brisbane, father of the late editor of the New York Journal, established an experimental colony of this type in Monmouth County, near Red Bank, at the present village of Phalanx. This colony, known as the North American Phalanx, flourished for 12 years, between 1843 and 1855.



Windows Reach From Floor to Ceiling

Although organized along different lines, Jersey Homesteads, like Brook Farm and the North American Phalanx, is a cooperative community. Like its predecessors, it is designed to find a simple and happy solution for the complexities of modern industrial life.

Construction was started in May 1933, under the Resettlement Administration. In August of the next year the first families moved in. In planning the colony it was decided that 200 families or about 1,000 people would provide all the workers necessary to run the factory, farm, school, store, post office, etc.