

THE DISCOVERY OF THE CONSUMER.

world reformers, and even by capitalist governments. The Co-operative Movement of Great Britain, manifested in the local store and the national Wholesale Society, perhaps because it was genuinely of working-class origin, achieved without intending, grew, indeed, to maturity before there was any accurate formulation of the theory on which it was based. To organise industry from the consumption end and to place it from the start upon the basis of "production for use" instead of "production for profit," under the control and direction not of the workers as producers, but of themselves as consumers, was the outstanding discovery and practical achievement of the Rochdale Pioneers.

The Place of the Brain Worker in Consumers' Organisation.

It has sometimes been urged that unless we permit the directors of industrial and commercial enterprises to extract profit out of the employment of labour and the sale of commodities, and thus roll up for themselves great fortunes, they will refuse to exert themselves to the best of their ability, and that in this way we should kill the goose that lays the golden eggs. This assumption has been proved to be untrue. In the Association of Consumers there has been discovered a system of business which renders unnecessary, and even pernicious, a large amount of the skill, energy, and brain-power at present employed in capitalist industry. How much of the genius of the great captains of industry is displayed and