

PRODUCER MIGHT CURTAIL OUTPUT IF PRICES FELL

Unless Farmer Can Get Machinery and Labor Cheaper He Cannot Reduce Prices.

CONSUMER LOSER IN END.

Reduction in Production Would Bring on Distressful Conditions, Comments Writer.

By J. F. Langner

During the recent investigations into the high cost of living the theory was advanced by manufacturers and others that there must first be a drop in food prices before there can be a drop in the prices of other commodities. If wages are to be decreased there must be a decrease in food prices it is argued. If wages are lowered—which they can not be until food prices are lowered—then, and then only, can there be a lowering in the price of manufactured products.

Farmer cannot lower food prices until cost of production is reduced. Cost of production cannot be lowered unless the prices of farm implements are reduced. Farmers cannot afford to pay the present high labor prices—about two hundred per cent higher than they were four or five years ago—and sell food at any cheaper. So the seemingly endless chain goes on.

In these theories and arguments there is a danger to the farming community, not only to Oregon, but to the farming community of the whole country.

HIGHER PRICES POSSIBLE.

A warning has already been issued by David F. Houston, secretary of agriculture. Mr. Houston, in discussing the problem, warns the farmer that he is apparently the man who is going to be first hit.

One of the fundamental problems of food production is the necessity for keeping the producer producing. At all costs must the farmer be permitted to make a living. It is manifestly impossible for the farmer to materially reduce the price of food products, if indeed he has a voice in the fixing of the price at which his products sell, and at the same time pay the present high wages and the high cost of living of which burden he also assumes his fair share.

If the producer is not permitted to make a living profit then the incentive to produce will cease. When this one incentive is lost, production may well fall to a point where the farmer is underproducing and prices may be even much higher than they are today. And it is theoretically possible that the consumer, by the very insistence on reduction in the price paid to the farmer, may well bring about a period of near or actual starvation to himself.

It is unreasonable to expect the producer to continue producing at a loss. Without a reasonable profit he will cease to produce and the whole world may go hungry.

There is no law compelling a man to stay in business and take a loss on every article he sells. There is no law which can compel the farmer to sell at a loss. And it would appear that the general investigation into the high cost of food products should commence with actual cost of production. The farmer, however, as a general rule, is not concerned with cost of production. He is totally ignorant of the conditions under which his food is produced. There is, in fact, the most colossal ignorance on the part of the consumer of the conditions under which the farmer produces and the distributor distributes. And it is this ignorance that the consumer is raising his voice to heaven in a cry for lower prices without adequate conception as to how these prices may be reduced and at the same time the producer kept producing.

BECOMING SOCIAL PROBLEM

While the consumer is demanding an immediate reduction in food prices, he is perfectly willing to pay an increased price for luxuries, many hundred times greater than before the war and that, without a murmur. The price of wearing apparel has increased to a far greater degree than have food products, yet the sales of all the large stores all over the country have continued to increase. This would indicate that the consumer desires to pay less for his necessities in order that he may pay more for his luxuries. High prices may yet prove to be a social rather than an economic problem.

The truth of the matter is, that while the purchasing power of the dollar may be less than five years ago, the average increase in wages over that, really offsets the loss in purchasing power. If a man who had one hundred dollars of income five years ago now has two hundred dollars and is only able to purchase as much for his two hundred dollars of income as he could purchase for one hundred dollars five years ago, he may not be actually any the worse off today than he was formerly. The belief that one is worse off is a state of mind.

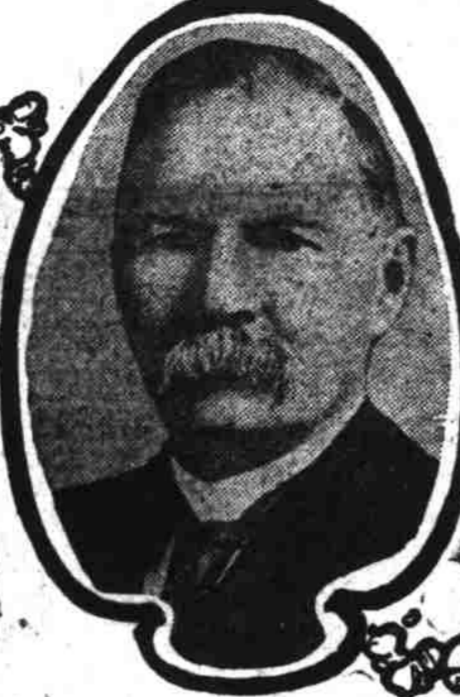
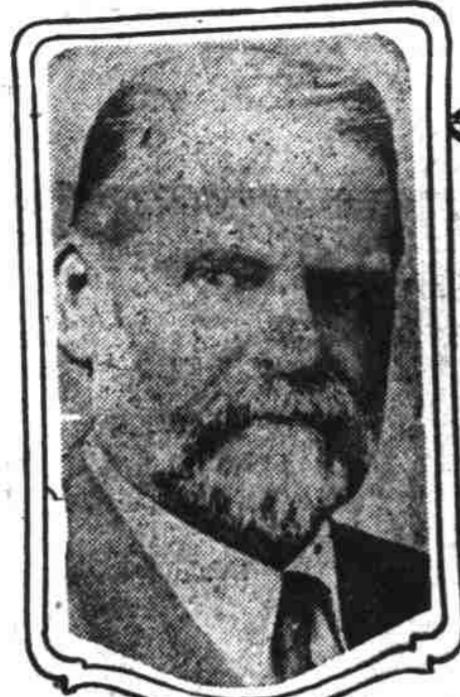
The farmers of the United States are feeding not only the inhabitants of this nation but four hundred million Europeans. Our exports are billions where they were formerly millions. As long as we continue to export these billions of dollars worth of food products, prices will continue high. And, with the continuation of these high prices, the whole country is enjoying an era of unexampled prosperity. We may continue to enjoy this prosperity by continuing our foreign trade relations.

On the other hand, we may place an

Farms

of all kinds, sizes and descriptions are offered in today's Journal "Want" ads. Whether or not you are in the market for a farm, read Journal "Want" ads today.

MEN WHO DIRECT THE STATE FAIR



WAGNER APPLES READY TO PICK

Water Coring Has Started and Will Rapidly Become Worse as Days Go By.

Professor C. I. Lewis, chief of organization of the Oregon Growers' Cooperative association, and formerly chief of the department of horticulture at the Oregon Agricultural college, issued the following imperative statement on picking apples.

People who have Wagner and Grimes apples should pick them at once, as Wagners are beginning to water-core. This will rapidly become worse within the next week or 10 days unless the fruit is harvested.

A slight amount of water-coring will not be injurious to the sale of the fruit, as it will disappear within a few weeks after the fruit is picked.

GROWER'S ASSOCIATION NOTES

According to a statement issued by Professor C. I. Lewis of the Oregon Growers' Cooperative association, Salem, the cracking of prunes in the Willamette valley in the last rains varies from 1 to 10 per cent. With no more rains the loss will probably not be increased and is only nominal.

Professor C. I. Lewis of the Oregon Growers' Cooperative association spent the greater proportion of the week in Yakima judging the horticultural exhibit at the Washington state fair.

The horticultural exhibit of the Washington state fair is one of the biggest in the country. Embargo upon our billions of dollars of food exports. There would be at once an overwhelming surplus of food products in this country, an enormous production and a surplus far beyond the consuming ability of the nation. There would be a reaction in prices. There would be unemployment unprecedented in the history of the nation. And with this unemployment there would be a period of starvation, poverty, distress and want beyond compare, in spite of the fact that there would be untold quantities of food products in the hands of private owners.

Finally, any drastic effort to regulate prices by the destruction of the laws of supply and demand or by the destruction of domestic or foreign markets, such as an embargo on foreign exports, or the rights of the individual to dispose of his product on a basis of cost of production plus a living profit, is likely to lead to riot and disorder—if not to revolution—and four hundred million Europeans may starve to death.

At all costs then must the producer be kept producing. By all means must prices of food products be maintained on a basis of cost of production plus a living profit. In the degree that prices are reduced involuntarily on the part of the producer, to a price which does not represent cost of production plus a living profit and interest on the investment in farm land proportionately to the interest upon investments in a manufacturing enterprise, so will the producer cease his efforts to produce and so may the consumer eventually starve.

The average farm implement is only about half worn out by use alone. The rest of the wear is due to rust and decay. Make the greatest possible profit out of machinery by using it continuously for profitable work until it is worn out.



BUILD BEFORE PRICES GO UP!

The high cost of labor makes a factory-cut home more advisable now than ever before. That home you want—build it now. The tremendous cost of preparing materials is done away with when you build the Fenner way. High prices for workmen

and labor need not worry you. Send for our catalog. It shows Fenner factory-cut houses—attractive, real homes—and tells of the many ways that you will save money. 10c will bring our plan book. Write today.

Fenner Manufacturing Co., 324 Ship Street Portland, Oregon

WALNUTS BECOMING PROFITABLE CROP IN ORCHARDS OF STATE

Trees Begin to Produce When Eight Years Old; Tonnage Runs Heavy.

By Earl Percy The food habits of the American people are undergoing a change. The demand for fruit and nut products is increasing rapidly. The average housewife no longer considers these foods as luxuries. It is this demand which is causing thousands of acres of pears, apples, prunes and berries to be grown in the valleys and foot hills of Western Oregon.

The average Oregonian is unaware that nut culture has now taken its place in Oregon's well filled fruit basket. There are now over 8000 acres of walnut trees in bearing in the Willamette valley. There are enough walnut trees in the city of Salem to supply the nut wants of the capital city alone. These are grown as shade trees, but their utility value is very great. Mrs. C. C. Schwab of Salem sold 105 pounds of excellent nuts from one tree in her backyard last season and received 25 cents a pound for them. In McMinnville, the walnut city, they have a slogan, "Let your shade trees pay your taxes."

MANY INQUIRIES COME The Oregon Growers' Cooperative association, which is organizing the walnut growers into a marketing body, receives many inquiries from great exporting houses. "Huge demand for nuts, can you quote us walnuts for export shipment?" California has held the lead as the greatest nut producing state in the world, but Oregon is fast crowding her from this place of honor. Grafted Oregon walnuts, the Franquette and Mayette varieties, produce commercial crops under good care much earlier than is commonly supposed. W. C. Hardin of Roseburg, harvested 30 pounds to the tree last year on 8-year-old trees. Many records of this kind are known. Mature groves in Southern California are yielding from 1000 to 2000 pounds per acre, but our trees are outyielding our Southern neighbors, and the tonnage

per acre in Oregon on mature groves can be expected to run above the 2000 pound mark considerably. Professor C. I. Lewis states that he has already received an offer of 37 cents a pound for his crop in the Sheridan hills. Before the war, Oregon walnuts quoted at from 2 cents to 5 cents over California prices, or from 15 cents to 25 cents a pound. Within the span of many generations a walnut grove will continue to increase in production. A walnut tree lives to become very old it is one of the longest lived trees known.

CARE IN CULTIVATION

Oregon growers usually interplant with filberts (cultivated hazelnuts) or prunes, thus securing with each full acre of walnuts four fifths of an acre of prunes or filberts. Hay, grain or other intercrops are discouraged by experienced horticulturists, because the nut tree is a voracious eater, and becomes surly and sickly with neglect and abuse. The foot hills around Sheridan, Amity, Salem and McMinnville are centers of this new industry. Deep fruit soil is essential. Avoid frost pockets, wet peat, thin and or worn out soil. Walnuts require lots of room and only 11 to 17 are planted to an acre. The future is very promising for the walnut grower. The United States imports over 45,000,000 pounds of nuts annually. The city of Portland alone consumes 42 carloads each season, most of which are shipped in from California, Manchuria or European countries. We grow a superior nut and can easily keep in advance of other producing countries as our horticultural practices are modern, labor saving and productive of profitable returns on the investment.

New Cannery at Aberdeen Aberdeen, Wash., Sept. 20.—J. E. Hubbard, canner of salmon eggs, who moved his plant from Seattle to this city and erected a new building here, will start his factory last season and received 25 cents a pound for them. He will give employment to 20 hands brought here mostly from the south.

End Tire Troubles

Use VULCA PATCH Self-Vulcanizing—Applied Cold Endures Tire Heat

PRICES Large Size, 108 square inches...\$1.75 Small size, 24 square inches...\$1.00

Vulca Sales Agency 315 Macleay Building Portland, Or.

KATZ EXPLAINS 'MILK SURPLUS'

Says Producers Must Supply Sufficient to Meet Extraordinary Demands.

Alma Katz, president of the Oregon Dairymen's league, asked to define the meaning of the words "milk surplus," has issued the following statement:

"A milk surplus is the daily margin between supply and demand, which is always provided to meet more than ordinary demand. If a community uses, say, 9500 gallons of milk a day, 10,000 gallons a day would probably be supplied in order to meet unusual requirements. The consumption of milk, 100,000,000 gallons a day, is influenced by weather, by holidays and by unusual occasions which bring many visitors to the city.

"Grant, then, that the milk supply is always planned to furnish more than is needed, so that the maximum need may be met, what is to be done with the balance? Sell it for its condensed milk or cottage cheese value. But the milk to be used for condensed milk or cottage cheese brings less. There you see the necessity for pro-rating. It is a deduction from the market milk price, affecting each dairymen in accordance with the amount of milk he ships to the city. The pro-rating for some time found necessary has been 20 cents a hundred pounds. By this plan the man shipping great quantities of milk was pro-rated proportionately more than the small shipper. No plan could be more equitable. If it was not used, cooperative marketing would fail for various shipments of milk would compete artificially one with another and the price would be broken."

New Mohler Cannery Ready to Handle 125 Tons of Blackberries

Nehalem, Sept. 13.—The new berry cannery at Mohler is an enterprise of much importance to the part of Tillamook county. E. L. Featherstone, head of the Featherstone Products company of Cornelius, Or., is managing the plant here. He is ably assisted by E. E. Lisack, also of Cornelius. The plant represents an outlay of over \$1000 and has at present a working force of six employees, which will be increased to 10 this coming week as berries are now ripening more rapidly. Mr. Featherstone stated that the prospects look good for canning 125 tons of Evergreen blackberries, which, up to last year, have simply gone to waste. Seven cents a pound is being paid for the berries at the respective picking plants. The cannery buys from 75 persons and picking will be good for two months. The output finds a ready sale in Chicago, New York and other eastern markets.

Program Plans for Farmers' Week at Corvallis Are Made

Oregon Agricultural College, Corvallis, Sept. 20.—Work of arranging program and schedule for farmers' week, December 23-January 3, will be in the hands of a committee under H. P. Barnes, professor of plant pathology at the college. Other members of the committee are Professors P. M. Brant, J. E. Hyslop, W. S. Brown, and Helen Lee Davis.

Indications point to a heavy attendance at this meeting. War conditions made it impossible to hold seasons last year. Unusual interest is being shown by those in rural districts in this event.

PAINT IS INVESTMENT THAT PAYS PROFITS AS A PRESERVATIVE

Linseed Oil Is Food for Wood; Paint Has High Value as a Sanitary Agent.

By George Woodruff, Manager W. P. Fuller Company. During the past several years much work has been done in trying to interest people in the value of paint, not merely as a beautifier, but as a preservative. The war has brought about results long sought for by the government and manufacturer in this direction, with its constant plea to conserve, with material and labor scarce, causing the home owner to discover that paint would assure him the best results in protecting the lumber against decay. Paint is an investment that returns positive profits.

When speaking of house paint one thinks of lead, linseed oil, colors, dries and zinc. This is the base of all paint. There are many substitutes for lead and linseed, but they all fall short in their real purpose, for a real paint film must not only cover and hide the pores of the wood, but it must also leave the surface, when time to repaint, in a proper condition. If you will take a magnifying glass and look at a board, you will find it like the skin of the body, full of pores, and it is these pores in the wood that are to receive attention.

Unprotected from the elements, these pores absorb moisture and soon become clogged with dust, dirt and disease germs, causing dry-rot, against which paint is the only adequate protection.

Although, as generally supposed, the linseed oil is used for the purpose of softening the lead so that it may be brushed into the wood smoothly and evenly; primarily, the linseed oil is food for wood and in itself a preservative. If used alone the linseed will disappear, so soft lead is of necessity used in conjunction with it, which seals the pores, keeping in the linseed oil, and

when dry, forms a smooth even coating which acts as a shield for the wood and keeps it free from moisture. This is demonstrated the preservative power of linseed oil and lead.

To paint in our climate, with its excessive moisture, it is found that lead and oil perish sooner than in a dryer climate. So, a proportion of pure zinc is added to harden the film. This renders the paint longer life and naturally is an economy for the paint user in the end.

Paint's second highest value is as a sanitary agent, keeping the exterior of the home free from moisture and the interior wood work free from disease germs. In no place can paint be better used than in coating the cracks and

crevices in rooms, where disease germs lodge and find breeding space no matter how carefully a housekeeper may clean her house.

According to the United States department of agriculture, painting the exterior of old farm houses and buildings will add 40 per cent to their saleable value. In city and country an investment in paint can always be considered a decided asset and material increase in property value.

Read the advertisements on the farm pages of The Journal. When answering advertisements always mention the farm pages.

ADVERTISING

Actual Sales for Oregon Products One Oregon firm in a recent national selling campaign sold over five carloads of its branded product before a line of the advertising appeared.

This is the result of a practical merchandising plan intelligently worked out. The Distribution thus accomplished, the Advertising will complete the sale to the ultimate consumer.

Thus Merchandising, harnessed with Advertising—copy placed in the right localities—is actually selling Oregon products.

The concern mentioned above is a client of this Advertising Agency; we helped to develop the merchandise plans and prepared the advertising plans. Among other Oregon concerns whom we are aiding in winning wider markets are:

- Oregon Growers' Cooperative Association
Willamette Iron & Steel Works
Holly Milk & Cereal Co.
Pendleton Woolen Mills
United States Spruce Production Corporation
Henry Weinhard Plant, R-Porter, Appo, Luko and Toko Stearns-Hollingshead & Co., S. & H. Cough Candies and Zephyr
Chas. K. Spaulding Logging Co., Indiana Silos
Pacific Cranberry Exchange
W. P. Fuller & Co., Paints
Thomas Engineering Works, Drag Saws
Swift & Co. (Union Meat Co.)
Portland Flouring Mills, makers of Olympie Flour

HALL & EMORY AGENCY, INC.

A Nationally recognized Oregon Agency
GASCO BUILDING SEATTLE PORTLAND CHICAGO
OREGON
Advertising Merchandising

We now excel where we use to imitate—

Said the lady as she finished her first green turtle soup— "It's almost as good as mock."

From imitation of Eastern made goods, Oregon manufacturers have advanced until they now surpass their models.

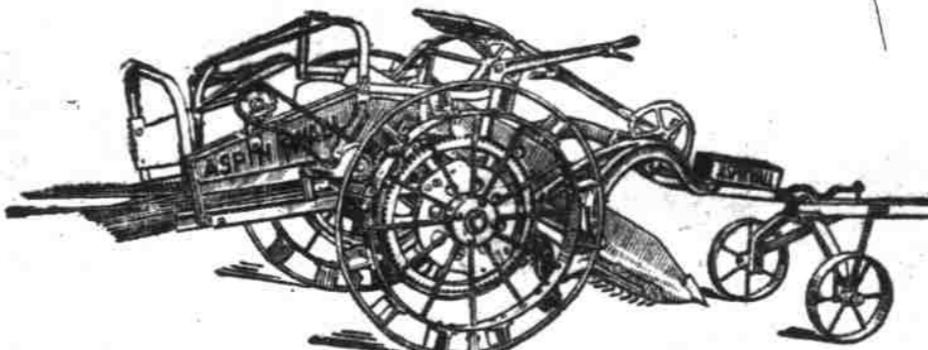
BUY HOME PRODUCTS. Not only because it is a good thing for the state and for you to keep Oregon money at home but Because they are Superior

Associated Industries of Oregon OREGON QUALITY

W.P. FULLER & CO. PORTLAND, ORE. PAINTS, OIL, GLASS, SASH & DOORS.

Ship your hides, Pelts, Tallow, Furs Direct To ALBANY TANNING CO. Albany Oregon Save the middleman's profit. Receive highest prices.

ASPINWALL



Potato Diggers Potato Sorters Sprayers Planters

Oliver Chilled Plow Works Portland, Oregon

If you are going to buy a Potato Digger this Fall, you want to investigate the Aspinwall. It is built to stand the wear and tear required from a machine of this type; it is economical to use and is guaranteed for long service. If at all interested, write for catalogues, giving full description. It will pay you, as the Aspinwall stands in a class by itself.