

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY
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BETTER FARMING

PRICES OF FARM
PRODUCTS DUE TO
ADVANCE IN FALL

By J. F. Langrish

Twelve per cent less land has been sowed this year—there is a farm labor shortage of about 25 per cent and from the latest statistics obtainable the crop will be in the neighborhood of 30 per cent below normal. Indications are that the national crop will be from 20 to 40 per cent below normal.

The price of food will be from 20 to 40 per cent higher this fall than it was last. Yet there are 50,000 laborers in Chicago idle every day. These are some of the statements made by Secretary of Agriculture Meredith, a former president of the Associated Advertising Clubs of the World, by prominent bankers and others at the annual convention of the Associated Advertising Clubs in Indianapolis.

PROBLEM IS ACUTE

American business men when confronted with a problem do not as a rule ask the question: Why is 12 per cent less land sowed this year? Why is there a shortage of farm labor? Why this constant flow of labor from the farm to the town and what is the remedy?

This is what Asa E. Ramsay, chairman of the board of directors of the Kansas City Federal Reserve Bank, has to say on the subject:

"We cannot expect to get an increased production of foodstuffs from the farms until living conditions on the farms are somewhat in keeping with those of the cities."

Thus we have in a nutshell the reason why labor is refusing to work on farms—why there is a prospective labor shortage of 25 per cent in the nation's basic industry this year.

RESULT INEVITABLE

So long as living conditions on the average farm are not on a par with those of the city, so long will there be an increasing flow of labor from the farm to the city, and so may the nation eventually go short of the common necessities of life. If it is not a labor shortage, this labor shortage reflects itself in the quantity of land set to food products. The farmer, with a labor shortage, sows less land. Either he sows just so much as his family can take care of, or he expects to hire only one or two men where he formerly hired 20 or more.

This is the first step in economic retrogression. Fertile lands this year in every state of the Union are lying fallow. Even if there is a normal crop this year, unless this 25 per cent labor shortage is filled there will be an actual shortage in production of 15 per cent over last year, equal in value to a sum of more than \$1,000,000,000.

DECLINE IN YIELD

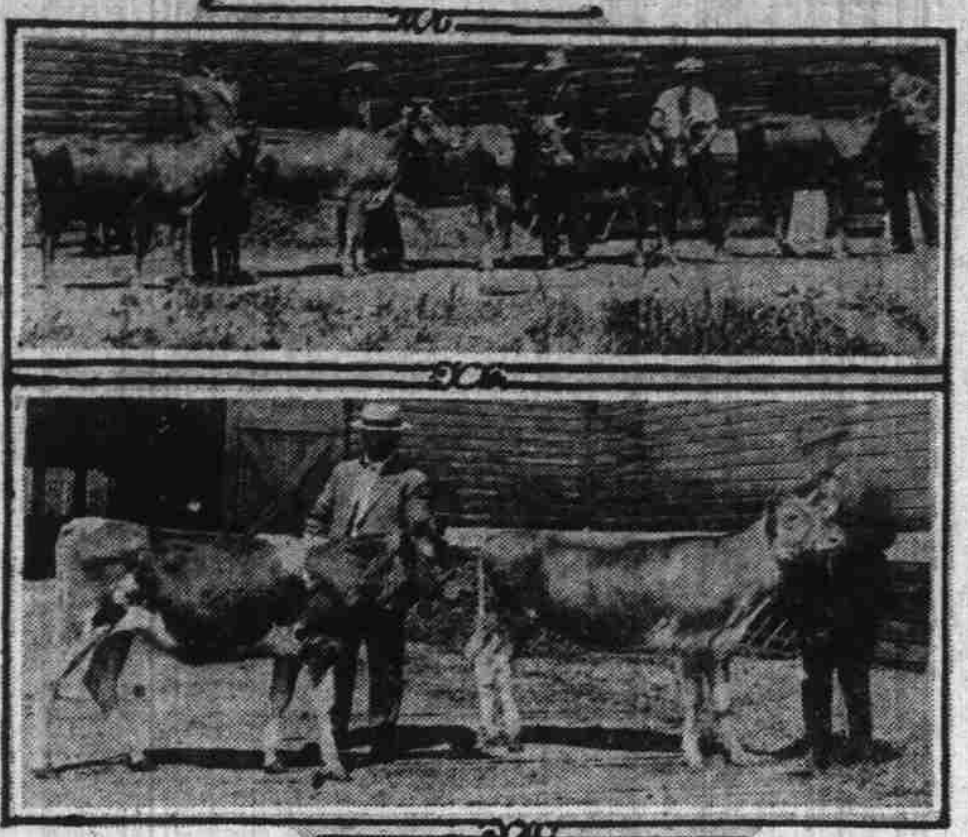
But in addition indications are that the crop will be below normal by from 20 to 40 per cent," says Meredith. Theoretically, then, at a minimum, we may expect approximately only a 52 per cent normal crop. But this will not be true in actual reality. The farmers will exert superhuman efforts. Every man, woman and child on the farm will be pressed into service, most of the crop will be gathered, and this country and the world will not go hungry. But at what price? The price of food will be from 20 to 40 per cent higher this fall than it was last, because of the labor shortage and the possibility of short crops.

CITY WAGE IS FACTOR
But the farmer, utilizing the full force of his family, will probably not add to his cost of production the time value of his wife or child, who may work from 10 to 15 hours a day gathering such of the harvest as they may, nor will the true remedy have been found to induce the hired laborer to leave the vitiated city atmosphere for the harvesting of his own food. High wages in cities are partially responsible for the condition. In Chicago it is stated there are today 50,000 unemployed—casual labor—wired to a few days at high wages and then for a week spending the money they have earned. They earn more money in a few days in the cities (and that working but a few hours a day compared to the farmer) than they can earn in a month on the farm. The "social" amenities of city life, the white lights at night, appeal to them more than they have the time, and the money to enjoy them at the cost of but a few hours of labor.

CITY IS MAGNET
Working on the farm is different and it is the conditions under which labor operates and the farmer lives on so many of the farms that keeps him from offering its service and, incidentally, is sending so many of the young men from the farms to the cities.

Progressive farmers today may, with

GUERNSEYS FROM THE ISLANDS



A few of the 50 fine imported Guernsey heifers distributed to different parts of Oregon. Above is shown the five head going to Coos county. Below the two that Clatsop county gets.

but the exception of the "night life" of the city, have all the social amenities and comforts and conveniences of civilization. The modern farm of today is connected to the city and the city market by telephone. He has an electric light plant of his own, which lights and heats his home, runs his machinery and draws his water which is piped to his house as is the water of the city. He has machinery which will sow, reap and till his ground at a minimum of effort.

Improved sanitation, attractive homes and furnishings, better school facilities, better roads and a more interesting community life. These will help labor return to the farm and keep the younger generation of farmers on the land.

BETTER PRICES NEEDED

And there is just one more factor, perhaps the most vital of all, in keeping the farmer himself on the land—a fair price for his product and the right to earn as much on his invested capital and labor as he may anticipate from a similar sum invested in a city business.

All these things which go to make better farming communities, better conditions on the farm, so that labor and production may be restored to a just equilibrium, cost money. So that, in the last analysis then, it comes back to adequate compensation and better prices for the product of the farm.

40 Animals Sold
By Yakima's Club;
Good Prices Paid

Forty animals were sold at the sale conducted June 25 at the state fair grounds by the Yakima Guernsey club, for a total of \$12,185, an average of better than \$304 a head. The cattle offered were purchased recently in the East by members of the club for distribution here, and the bids exceeded the purchase price by about 8 per cent.

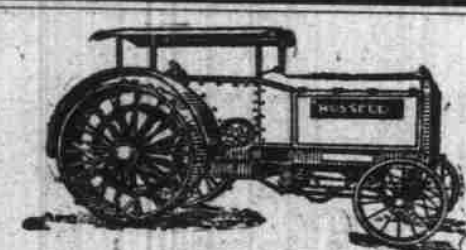
The surplus will be rebated among the members, who are themselves the purchasers. The sale was headed by Maclilla of Astoria, old to Pacific & Walla of Outlook for \$270. The highest bid went to J. B. Vance of the Astoria, who paid \$410 for Harbor Hill Pioneer. Many attended the sale, hoping to make a purchase if the members of the club did not care to bid on some of the animals, but no such opportunity offered.

Nelson Assigned to
Extension Duties

O. M. Nelson, associate professor of animal husbandry, is now associate professor in animal husbandry extension, taking the place of E. J. Fjeldsted. Professor Nelson will retain the general direction of the college flock and of sheep feeding experiments. The place left vacant through the transfer will be filled by E. W. Rodenwald of the department of animal husbandry of the University of Nebraska, who has been employed as an assistant professor.

FOR LOGANBERRY GROWERS

Berry growers who desire a bulletin full of information on the Logan blackberry and related varieties, may have same by sending to the farm department of The Oregon Journal. A limited number for subscribers only, are on hand.

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PLAN TO ORGANIZE
FOR SENDING FRUIT
DIRECT TO EUROPE

According to Arthur M. Geary, attorney for various fruit shipping companies, now is the time for the fruit shippers to get together in a united effort towards the establishment of direct shipping relations through the Panama canal with Europe.

"Twenty-six shipping companies engaged in trans-Pacific shipping, in a conference at Vancouver, B. C., have already agreed upon a radical reduction in shipping rates upon the Pacific coast, and have agreed to cooperate in reducing exchange rates, embargoes and controlled prices are cooperating in reducing commerce."

The large shipping companies, both of the Pacific and the Atlantic, have endeavored to lay aside millions of dollars to tide companies through the times immediately ahead when for various reasons rates will be greatly lowered and new trade routes will be sought, because of the lessening of the demand from present sources for the greatly augmented floating tonnage of ships.

The fruit industry of the Northwest, which must necessarily market most of its product in the East, Europe and in South America, already has experienced a 25 per cent increase in railroad rates and now faces the probability of another increase of like proportions, with additional increases in icing and diversion charges.

WOULD INCREASE TAX

The apple and pear crop of the Northwest now annually amounts to 30,000 to 40,000 cars. Accordingly, the increase in railroad rates already experienced, means an annual additional tax of four million dollars on this industry and the proposed increase would mean a tax of like proportions.

Of probably more disastrous consequences to the fruit grower and shipper than the rise in rates, is the uncertainty connected with transportation by rail. There has been a tremendous shortage of equipment. Strikes and threatened strikes have unsettled market conditions and nearly driven to ruin the fruit growers and fruit shippers.

The fruit shippers of the Northwest are putting up a fight in an organized way for justice from the railroad systems of the country.

But they have overlooked and neglected an organized endeavor tending towards a partial solution of the transportation problem that is open to them. The United States Shipping corporation has probably 20 ships equipped with refrigerated space now engaged in meat trade upon the Atlantic and there are several other companies that have ships with refrigerated chambers.

Portland has the opportunity to become the main port of call for the line of steamers with refrigerated space which necessarily must eventually be established, not only between this coast and Europe, but between this coast and the Atlantic ports of both North and South America.

NEW RAILROAD PROJECTED

The Wenatchee fruit growers and shippers have under way plans of building a railroad from Wenatchee to Pasco which would connect the Wenatchee district, where 10,000 or 15,000 cars of apples are produced each year, with the head of navigation on the Columbia. By trucks and by rail, the Yakima valley, the Lewiston district and the Walla Walla-Milton-Freewater district can feed their products into the grand old Columbia.

Hood River, Mosier and White Salmon are on the Columbia river and also are within trucking distance of Portland.



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(60 per cent Protein)

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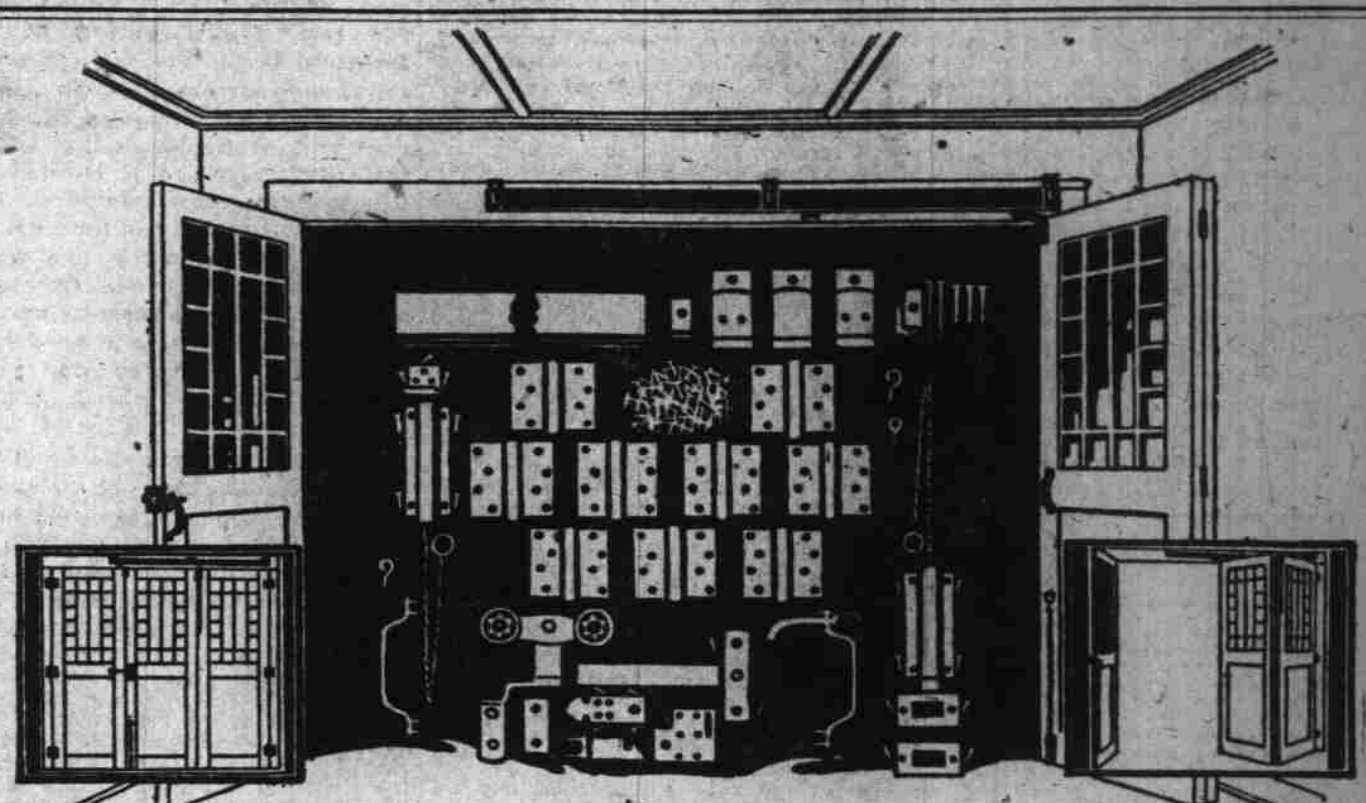
WHEAT GROWERS
MEET IN MOSCOW

Spokane, Wash., July 3.—Farmers were too busy to attend in large numbers the meeting at Moscow, Idaho, of the Washington-Idaho-Oregon Wheatgrowers' association. The

speakers, A. A. Elmore of Spokane, president of the Washington-Idaho Farmers' union, Miss Hester Mosford of Cleveland, Ohio, and W. R. Walrath, president of the United Farmers of Montana, were late in reaching Moscow. Elmore spoke in part as follows:

"We are going to station a man at Moscow to obtain the membership of farmers and have them sign up for delivery of their wheat to the association. We already have between 4,000,000 and 5,000,000 bushels signed up and will have many million more before harvest begins. The organization is a success and we expect many Idaho county farmers to join us soon. The local committees have secured a number of members but have been too busy to give the work of organization the time and attention necessary, so we have decided to station a man at Moscow to take up the work. He will look after the shipments of farmers' grain to our organization and see that there are no delays."

Peach Crop Promising
E. C. Lathrop of Myrtle Creek has a fine crop of peaches coming on in this year of few peaches.



STRAIGHT-AWAY

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What the Set Includes

Install this simple and practical door hanger and your troubles are solved. As shown in the illustration there are few parts so that it is not difficult to install. It fastens on the inside so it is not affected by weather conditions. On account of its simplicity it does not get out of order and holds every door in rigid alignment.

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