The Oregon Statesman

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| dis) |  |
| GOD PRovides - And the water in the bottle was spent, ind she cast the child under one of the shrubs. . And God heard the volce of the lad. and sald, what alleth thee, Hagar? … Arise, hift up the lad, ares. Tor wiil make him a great nation. And God the lad a drink. Gen. 21 ;15:19. |  |
|  |  | SALT LAKR CITY, Utah, Jan, 2.--Revised figures on the 1925

sugar beet produetion in the United States, announced by Frank
Andrews, local federal stathsticlan, give Utah first place among the stadesews, local federal statisticcian, give Utah
titeld per acere, instead of second
tirst issued. The averake yleld in "Some
above this t more thigure, whitle a number of individual growers had return
35.96 tons obtained from one acre. The highest yield reported

Think of that ; 71,920 pounds
ne acre of land!"More than 10 tons of sugar from one acr of land, if the sucr
age for the state.
And there are plenty of tracts of farming land in the Salem district that will grow as great tonnages of sugar
beets as can be grown in Utah; and with as high percentages of sugar-
eets and makingle ought by all means to be growing such nd pulp and mougar from them, and using the beet tops airy cows.
On a small acreage of its land, the state of Oregon could nd have the tops and pulp and molasses to feed to the dairy cows and other stock at the institutions-
a sugar several of the state institutions, with the use of labor that ould otherwise be idle.
The Legislature at its next session would do well to look factory at her penitentiary. More sugar can be, taken from an acre of Salem district beets than can be crushed from an acre of cane in Louisiana.

A representative of the Utah-Idaho Sugar company is
in Salem soon. It is the plan to have him be in Salem soon. It is the plan to have him talk at a noon
luncheon of the Salem Chamber of Commerce: It is to be luncheon of the Salem Chamber of Commerce: It is to be valley- For it is a matter that ought not to be longer delayed. A PRACTICAL PROGRAM

| The plans suggested for the benefit of agriculture are as varied as they are numerous, The administration plan consisting of encouragement only of cooperation in marketing lacks sufficient governmental directness to meet with approval of farmers generally. Other plans are being devised by congressmen, which will soon run the gauntleffof congressional examination and debate. <br> Ex-governor bowden's last plan, unlike his former plan |  |  |
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| for aiding agrictiture, is meeting with cold reception. His recent suggestion is that a federal board be created to take virtually eomplete centrof of the agricultural industry of the country, to care for surplus products through storage for future sales on terms satisfactory to the said board, all logses and expenses to be borne by the producers. |  |  |
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| Upon investigation of this plan it is obvious that the vernment cannot cooperate. Its function is control. The |  |  |
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| farmer's function would be simply production. He would have under this plan nothing to say or do about marketing which means so much in either profits or losses. |  |  |
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| ated cooperatively. Under these plans the products are con signed to no one engaged in buying and selling on their own account nor interested in any loans on their crops, and among |  |  |
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| for services. They control their own products through their |  |  |
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| represen |  |  |
| deral control. He does need and is entitled to legisla- |  |  |
| tion which will give him an even break with other industrial |  |  |
| enterprises in costs of transportation and in meeting the |  |  |
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| pete with him in the world markets for his surplus. The |  |  |
| tariff should be adjusted where necessary to maintain the wage scale of domestic consumers of agricultural products and leave the American grower a fair financial return for his labor and investment. |  |  |
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| EDITORIALS OF THE PEOFLE | the dishes or run on an erruan to the corner store <br> But chlid labor really means |  |
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SOME SUNDAY SERMONS FROM SALEM PULPITS

| $\mathbf{F l}$ | EM PULPITS | e and more flax- |
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| Tuty First Prat | (ent Church Perivers stro | You are likely to be surirised at the size of the acreage this |
| Ign Missions? bject of Flev. Dr at the First Pres Sunday morning. history is the re- | $\begin{aligned} & \text { ence in Christ. in proportion as } \\ & \text { a man is soundy converted he } \\ & \text { wants to see others converted. } \\ & \text { wanso, just as he knows the needs } \\ & \text { Af the world its ignorance, pov- } \\ & \text { erty and superstition-he longs to } \end{aligned}$ |  |

## 5

# That Cold Ended in a Day 

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## Whose Advertising Bills Do You Pay?

## The store that doesn't advertise pays the bill for the one that does

Every merchant in business pays for advertising, whether he uses it or not. If Empetitor s advertising takes any business away from him, the profits he

You have, perhaps, wondered how some store can afford to spend such enorous sums for advertising. That is easy to fathom. Their competitor, who doesn't advertise and whose business they take, pays for their advertising.

Say the Jones family is a customer of your store. They have $\$ 60$, which they intend to spend with you. They read the advertising of your competitor and are induced to spend their $\$ 60$ with him instead of it with you. The store makes 20 per cent, or $\$ 12$, on the sale. They deduct, we will say, the $\$ 1$ advertising back its cost and had $\$ 11$ profit they would not have had only for their advertising.

## Whopaid for this Advertising?

Did the advertiser Pay? No. He got thè cost beck, and profits besides. Did the purchaser pay f No. He paid only the regular price.

## Then who did pay?

The store that did not advertise paid for his competitor's advertising. He not nly paid for the other fellow's advertising, but he paid out of his cash drawer the profit his competitor made on the sale. The store that doesn't advertise pays the advertising bill for the one that does. He pays in loss of sales, profits, and increased costs.

The store that loses business through not advertising has such high overhead and unit sale cost that it cannot possibly sell goods as cheaply as the store that increases its sales and reduces its cost with advertising.

