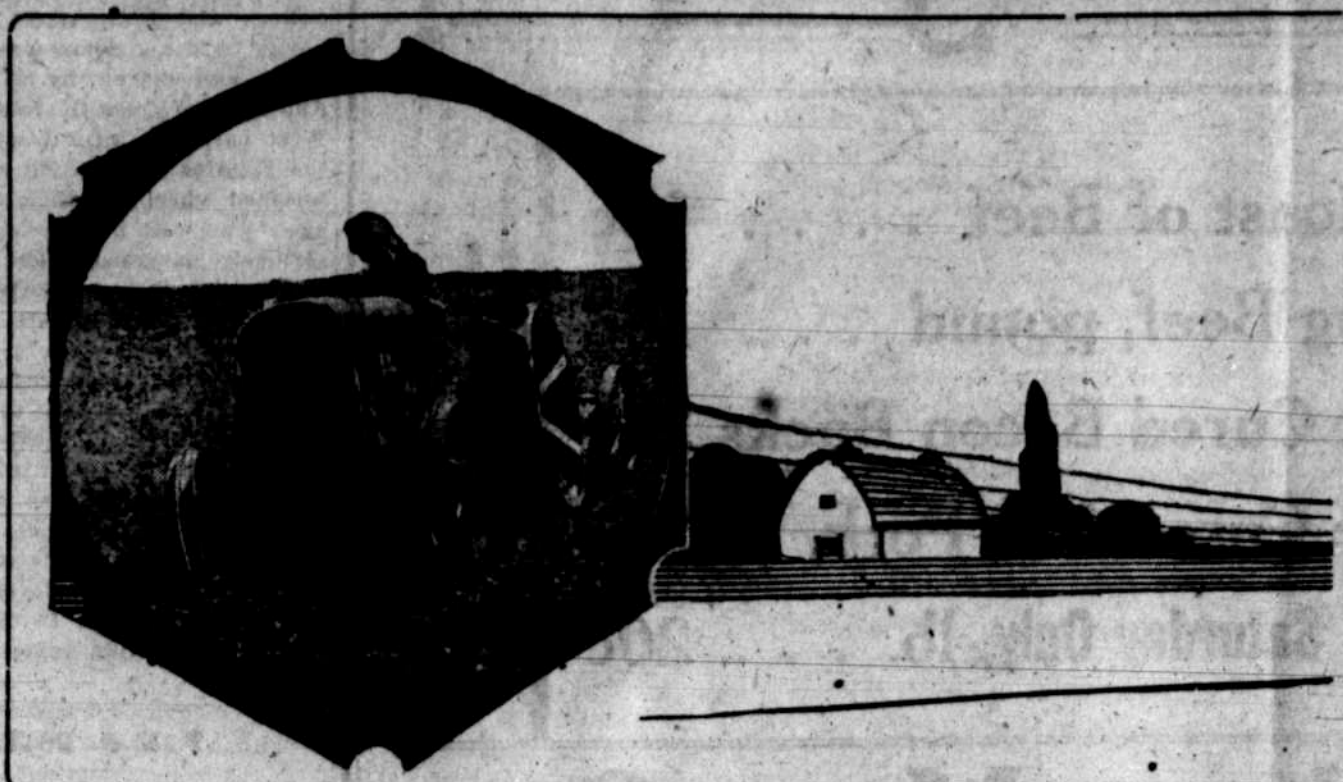




SOMETHING TO THINK ABOUT

You do not need to be told that Agriculture is the most important business in the world. All human beings must be fed and clothed. There will always be a market for farm produce and at profitable prices based on normal values and conditions. Do not forget this.

ONE-THIRD of the people in this United States live on farms. This one-third of the population not only produces the food and clothing necessary for itself but for the two-thirds as well, and a good, round amount for export. The crops raised on United States farms this year were the biggest in the nation's history and represents an immense sum of money to the American farmer and to the American nation, even though the prices that the farmer received for these products was less than he had expected. ¶ The farm is a factory where is produced food for man and animals; it is the factory where is produced the cotton and wool that clothes mankind; it is the factory where is produced hides for shoes. In fact, the necessities of mankind very largely come from the farm. It is very evident that agriculture is the nation's chief business and cannot be neglected.

Farmers Are Pessimistic Right Now

THE PRESENT CONDITION OF THE MARKET ON THE FARMER'S PRODUCTS OF FOOD FOR MEN, FEED FOR ANIMALS, MATERIALS FOR CLOTHING, MAKES THE FARMER A PESSIMIST. HE THINKS THAT THE WHOLE WORLD IS AGAINST HIM; HE IS OVERLOOKING THE REAL SITUATION. IF HE WILL STOP TO THINK, HE KNOWS THAT AMERICA FOR SEVERAL YEARS PAST HAS BEEN THE LEADING CREDITOR NATION. ALL THE NATIONS OF THE WORLD OWE US MONEY; IF THEY WERE TO PAY UP THERE WOULD BE MONEY IN THE BANKS OF AMERICA PLENTY AND TO SPARE TO FINANCE ALL THE BUSINESS OF AMERICA AND AN AMPLE SURPLUS TO LOAN ABROAD. THIS IS ONE FACTOR IN THE INABILITY OF THE BANKS AT THE PRESENT TIME TO ADVANCE MONEY ON CROPS AND BUSINESS ENTERPRISES IN THE DEGREE THAT SEEMS TO BE NEEDED. HOWEVER, THE FACT REMAINS THAT THE LOANS AT THE PRESENT TIME BY THE BANKS OF AMERICA ON BUSINESS AND TO FARMERS IS IN EXCESS OF ANY PREVIOUS PERIOD.

THE FARMER ALSO THINKS RIGHT NOW THAT FARM PRODUCTS ARE BEING SOLD AT PRICES OUT OF LINE WITH OTHER PRODUCTS. IF HE WILL STOP TO CONSIDER, HE KNOWS THAT IN THE FALL OF EVERY YEAR THE PRICES ON HIS PRODUCTS ARE USUALLY THE LOWEST OF ANY PERIOD OF THE YEAR. THIS IS BUT NATURAL, BECAUSE AT THAT TIME THE VERY LARGE PRODUCTION OF THE YEAR IS READY FOR THE MARKET AT PRACTICALLY ONE TIME.

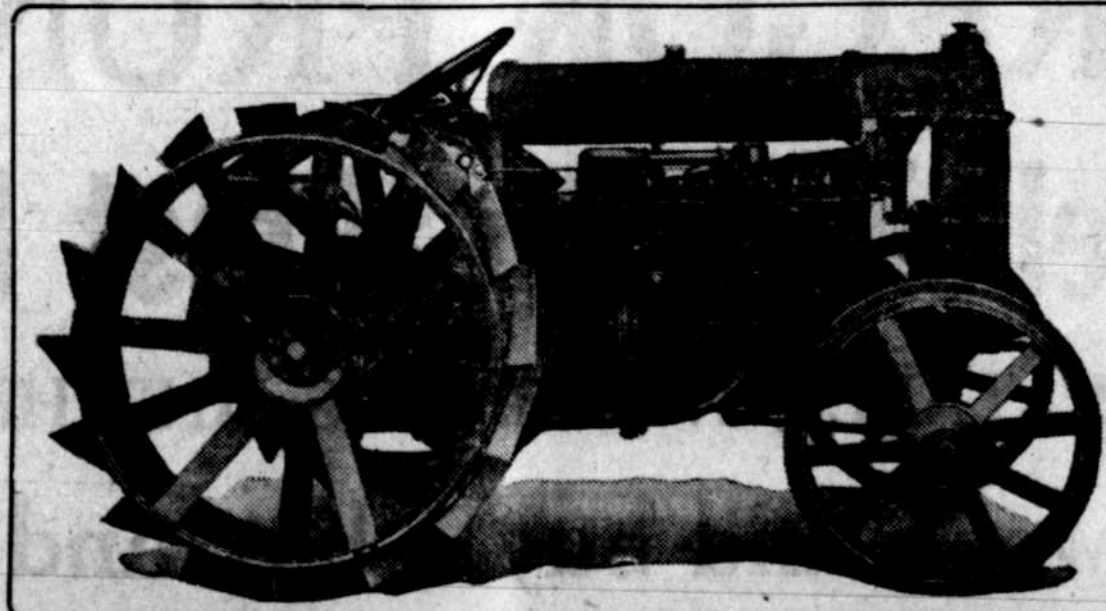
Cost of Producing Farm Goods Must Drop

DURING THE WAR THERE WAS A WIDE MARKET FOR FARM PRODUCE OF ALL KINDS; ALMOST ANY PRICE WAS PAID WILLINGLY. AMERICA'S SURPLUS PRODUCTION FOUND AMPLE MARKET IN EUROPE AND OTHER PARTS OF THE WORLD. NOW FARMERS IN EUROPE ARE GETTING BACK TO PROFITABLE PRODUCTION, AND THE AMERICAN FARMER WHOSE ONLY MARKET FOR HIS SURPLUS PRODUCTS IS AMONG THE OTHER NATIONS MUST PRODUCE AT PRICES THAT WILL PERMIT HIM TO SELL IN COMPETITION WITH THE OTHER NATIONS OF THE GLOBE.

NOW, THE FARMER HAS A LARGE INVESTMENT IN LAND, BUILDINGS AND EQUIPMENT; HE MUST MAKE THIS INVESTMENT PROFITABLE. HOW? HE MUST INCREASE HIS PRODUCTION BY BETTER METHODS OF TILLING, BY PROPER ROTATION OF CROPS, BY INCREASED EFFICIENCY OF HIS OWN LABOR AND ANIMAL LABOR, BY THE USE OF FARM MACHINERY, THOROUGHLY UP-TO-DATE. IN FACT, THE FARMER MUST EQUIP HIMSELF WITH MODERN, UP-TO-DATE, LABOR-SAVING MACHINERY AND UNDERTAKE TO GET A GREATER PRODUCTION AT A LESS COST. IT IS THIS INCREASED PRODUCTION THAT WILL MEAN PROFIT AND PROSPERITY TO HIM. IN OTHER WORDS, THE FARM, WHICH WE CALLED A FACTORY, MUST BE MORE EFFICIENTLY CONDUCTED. THE AMERICAN FARMER IS NOW IN COMPETITION WITH THE FARMERS OF THE WORLD; HE CANNOT FARM CARELESSLY; HE CANNOT EXPECT MORE THAN A REASONABLE MARGIN OF PROFIT FROM HIS EFFORTS; HE MUST INCREASE IN EFFICIENCY IN EVERY WAY POSSIBLE.

HENRY FORD SAYS

There is no change in the present Ford car and truck prices, which are already at the lowest possible figure and now with Rock Bottom reached on the tractors price; a further reduction on either the car, truck or tractor is out of the question. In fact the big price cuts have been made in anticipation of continued maximum production and INCREASES may be necessary before long if a larger volume of new business is not obtained. Therefore present prices of Ford products cannot be guaranteed against possible increases.



FORDSON FARM TRACTOR \$725.35

What You Pay for Fordson Equipment

Tractor F. O. B. Newberg	\$725.35
No. 7 Oliver 14-in. gang plow chilled or steel	144.60
No. 773 Oliver gang orchard and hog yard plow	248.20
No. 3 Oliver gang sulky tractor plow 16-in.	128.55
Roderick Lean 7 ft. 18 in. tractor gang disc	181.50
Roderick Lean 7 ft. 16-in. tractor gang disc	168.80
Roderick Lean 6 ft. 16-in. tractor gang disc	155.90
Roderick Lean 6 ft. 18-in. tractor gang disc	168.10
Roderick Lean 5 ft. 18-in. tractor gang disc	151.81
Roderick Lean 5 ft. 16-in. tractor gang disc	143.00
8 ft. Cultipacker	134.00
7 ft. Cultipacker	125.50
8 ft. Amsco grain drill	256.75
10 ft. Amsco grain drill	284.50

These implements are controlled from the seat of the tractor by the operator.

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Sales and Service at
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Users Have Growing
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