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**PLAYS OF
 THE WEEK**

**OLD VESUVIUS IN WRATH
 AS PICTURE IS SCREENED**

Members of "The Man From Home" Company Thrilled on Italian Tour

Grand old Vesuvius showed its wrath when George Fitzmaurice, producer, and members of "The Man From Home" company began filming scenes of the big Paramount picture which will be shown at the Liberty theatre, Sunday, May 25.

During the company's stay at Sorrento, a good deal of excitement was caused one night by Vesuvius exhibiting symptoms of an eruption. The smoky rumblings of the mountain, combined with some remarkably striking lightning effects, roused members of the company from their well-earned slumbers.

James Kirkwood is the featured player in this forceful adaptation of "The Man From Home," the famous novel, with other popular members of the cast are Anna Q. Nilsson, Norman Kerry, Dorothy Cumming and John Harrington.

STATE MARKET NEWS

(By C. E. Swann, Market Agent)

When it comes to market products through a co-operative organization then through the present marketing system that organization will never get very far. There are many of them in that condition. They have their organizations, their offices, warehouses and officials, but when it comes to the marketed products come in they are no better, more often less, than could have been marketed by marketing through the regular commission houses.

Co-operative organizations are not going to be very successful until they are able to take over profits before the grower and eater. Because those in the field for real co-operative results. Collective selling to the same old agencies doesn't get the farmer anywhere. It simply makes it better and easier for the agencies.

These organizations have got to have entered in their program the wholesaling end, the commission end, the distributing end. They have got to find their own markets and handle their products all the way through to those markets. When the grower gets but five cents for his produce and they are retailed in the Willamette Valley, almost in sight of the orchards where they are grown, for 27 cents, it is time to go further with marketing associations. It is time to do business direct with the heads of the great chain stores and other big concerns and lop off this almost 500 per cent, between the grower and the kitchen. And this great "spread" applies to almost every product of the farm.

This change cannot be brought about in a day, but if organizations would make the selling end of equal importance with growers' contracts, results would come quicker. A manufacturing concern knows where it is going to sell its goods before it builds its factory, and it knows it is going to have a profit on the output. Representatives of a co-operative

association recently met with the state market agent to discuss why their organization was not getting results. The statement was made that the growers had lost money on every shipment made during the year, yet their sales agent was paid \$500 per month for running them in debt. The committee stated the growers would be far better off if they had no organization, and were free to sell where they might.

This organization has much capital invested in buildings and equipment, and it is under heavy overhead expenses. And it sells very largely through the same channels that the individuals sold through before the organization was started. In this case the growers simply added the overhead expenses onto themselves without any benefit in selling prices. The grower who was not a member was better off. The sales agent and the other employees were the only ones who were well off.

If this high priced manager, the general manager and all others who draw good salaries regardless of results, received pay in proportion to the profit showing of the business, perhaps the year's output would not have been sold at less than the production cost. If a sales manager has not enough ability to have his salary based on results, then he is not the man for the place. It does not require a \$5,000-a-year man to give away goods.

Co-operation is bound to work when it is worked out right. It must start on a solid foundation. Too many start out with high salaries and expenses first.

It will take more than a lot of producers signing up contracts to bring all their products to one place, to make collective selling pay. It will take men to break into the middle-profit combinations and get these profits for the co-operators. It will take men with good, sound sense to start the organization right; keep the costs in proportion to the profits on the business, invade the middle men's field, and gradually and safely find profitable markets.

FARM POINTERS

(From Department of Industrial Journalism Oregon Agricultural College.)

Cabbage plants recently transplanted are likely to be injured by the attacks of green worms and aphids. A lead arsenate nicotine dust applied soon after transplanting is regarded by the experiment station as the best preparation for the control of these insects.

Sheep dip in a 2 per cent solution is a good disinfectant for the incubator before storing it away until next year. Thoroughly cleaning and disinfecting the inside of the machine, and washing up the trays is time well spent. Draining the water from the pipes prevents rusting, and should be roughly treated.

Broody hens will come back into production more quickly if well fed and handled humanely than if abused. Flea beetles and 12 spotted bean beetles will soon be attacking the leaves of the egg plant. Oregon

vegetable growers will profit by dusting with lead arsenate after the plants are set out, says the experiment station. Bush and pole limas are likewise chewed by the 12 spotted beetles. The station finds that lead arsenate dust applied soon after the first two leaves appear will repel the insect and keep the leaves from being injured.

Current and gooseberry growers in Oregon whose bushes are affected with leaf spot disease or anthracnose spray immediately after the crop is harvested. The experiment station recommends spraying with Bordeaux mixture 4-4-50.

**HIGHER DEMANDS
 FOR FORD PRODUCTS**

Detroit, Mich.—May has opened with a bigger demand for Ford Products than any month so far this year, the Ford Motor Company announced here today, and Ford retail sales in the United States during the first 10 days of May averages 8,385 daily, exceeding the last 10 day period of the record breaking sales month of April and indicating the continued upward trend of the market. Figures just compiled show a total of 257,023 Ford units retailed to customers from January 1st to and including May 10th, of which Ford car and truck deliveries alone show a gain a 192,153 over the same period a year ago. With the increases already attained this month and with the present outlook for business, the company anticipates a new high sales figure in May.

IDLE LAND AND COSTLY TIMBER

This is a new circular by Col. W. B. Greeley, Chief Forester, copies of which have just been received by District Forester Geo. H. Ceell at Portland.

"Already it pays to grow forests in various regions of the United States. The spread of timber growing must be accelerated by public action or

the remedy will come too late to meet the public needs," Col. Greeley states in the circular.

Other high lights of the bulletin are that a real timber shortage already exists in the United States. It is due to idle forest lands. Full use of their growing power is the only way to make ends meet, on a basis of sufficient timber supplies.

Idle forest lands are in themselves harmful, since they mean lowered wealth production; and the depressing effect of this falls most heavily on the rural communities where such lands abound.

Intensive forest culture applied to the equivalent of our entire present forest area is essential to meet the country's permanent timber requirements. Agricultural demands will not require the cutting down of this area for cultivation.

The urgent first steps called for are the protection of all forest lands against fire, other tax laws applicable to growing forests, more publicily owned forests, public aid to tree planting, nation-wide education in forestry, and research to develop improved methods of growing and using timber.

The Chief Forester sums up the action necessary in these words:

"Idle land and costly lumber—these are not vague or illusory glimpses into the future. They are here. The United States is suffering from them today. It will suffer more acutely as time goes on. They present very tangible and concrete problems which the present generation of Americans must solve. Their solution is bound to be a long, hard pull.

We may not all agree on every step that should be taken before it is complete. But that is small reason for delay or hesitation in getting at the obvious things that must be done now."

The new circular is Farmers' Bulletin No. 1417, and copies may be secured from any Forest Service District Forester, Portland, Oregon, or from the Forest Service, Washington, D. C.

WE REPAIR



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FEATURE AT THE LIBERTY THEATRE WEDNESDAY, MAY 25

FEATURE AT THE LIBERTY THEATRE SUNDAY, MAY 23



**GEORGE FITZMAURICE
 PRODUCTION**
"The Man From Home"
 WITH JAMES KIRKWOOD



Pauline Starke and House Peters, in "Lost and Found", on a South Sea Island, a Goldwyn picture of love and adventure. Miss Starke is Lorna Blackbird, kidnapped daughter of Captain Blackbird (House Peters). In this picture he is reunited with the daughter he has not seen since she was a little girl.