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MARKETING

Back in 1929 when the farm surpluses began piling up the Hoover administration tried to combat it by improving the marketing of farm products. Cooperatives were aided to market grain and give farmers a medium with which to market their product if they desired.

It didn't work fast enough to offset the decline in prices that came with a world depression although it has reduced the cost of selling wheat a great deal as anyone who sold wheat 30 years ago will attest.

The plan of the Roosevelt administration was to give federal money to everyone. Need for efficiency in producing or marketing was not necessary. The percentage of retail prices the farmer received for the food he produced has grown steadily less.

The government took over the handling of wheat and many other farm products. There is no one now who is interested in selling wheat. The farmer seldom even watches the market. He takes his loan and forgets the grain. What happens to it he considers none of his business. Exporters, millers, feeders buy from the government at prices set by law instead of the market.

Marketing is a lost art. No one is interested in selling wheat, only the government is long on wheat and it does not market it. By marketing, we mean to find new uses, expand old ones, develop outlets for a product.

During the 20 years of this sort of bounty the domestic use of wheat has steadily declined. People eat less of it. The government gives it away overseas or sells it at a bargain to foreign nations. It has nothing to build up domestic uses or markets for wheat.

The wheat crop this year is under 1,200,000,000 bushels. We can use normally about 700,000,000 bushels. It is not likely that the reduction program will reduce the crop much for 1954, but plentiful rains and high production thereby will fail eventually and crops will be smaller.

An American manufacturer, finding himself with a surplus of his product would sell it. Cut the prices, find new uses, change the model; sell it. It is not beyond the realm of possibility that the normal production of wheat (just under a billion bushels) could be sold if everyone tried to sell it.

If farmers tried to use it, grain dealers searched for places to get rid of some of it, exporters looked for markets, they would find it possible to reduce the supply greatly. Now the government holds the surplus so nobody tries to reduce it; nobody cares. Government gets no sympathy and no help. And government is incapable of doing the job of moving surpluses except by gift or practical gift.

If the farm program is to be changed—and we consider that certain—it should give back to the farmer and the grain trade some, or complete, responsibility about marketing so that American salesmanship and ingenuity can get to work on the surplus.

ASSESSMENTS

There is a legislative interim committee that is charged with the duty of equalizing assessments throughout the state. It has quite a job but no lack of something to work on.

Take personal property for instance. Take sheep and goats which we'd guess are worth \$5.17 in Oregon and Grant county has the best sheep, that animal being valued at \$8.37 in the John Day country. A Curry county sheep is worth \$3.40 and a Jefferson county sheep a mere four-bits.

In Lake county sheep are worth Sunbeam Coffeemaster, \$37.50, Barney's, Grass Valley

Ceresan - Copper Seed Treatment
Baumgartner Hdwe & Elec
Grass Valley, Oregon

\$7.81 while across the line in Klamath county a sheep is worth \$3.60. Think how much money a man could make by driving them across.

Well, take hogs. An average hog is worth \$9.27, but don't try to buy one for that; it is merely the assessed value which seldom has any relation ship to the true value. A Marion county hog is worth \$17.00 on the assessor's books. Just across the river in Polk a hog is worth \$8.10 and in Yamhill county he is worth \$3.58.

How would you like to be a tax equalizer?

There's poultry which has an average valuation of 61 cents in Oregon, a fair medium between the \$1.21 chickens in Clackamas and the 30 cents chickens in Coos. A Columbia county chicken is worth 65 cents while across the line in Clatsop a chicken drops to 30 cents.

There's timber. Timber land in Union county is valued at \$1.76 slightly under the valuation put on untillable land which is \$1.95. Josephine county timber is worth \$1.94 per acre that is, while across the line in Curry it is valued at \$14.50. Up the shore into Coos

It is worth \$25.10, while across in Douglas it drops to \$12.95.

Dizzy? Sure, it's dizzy and anyone who tries to equalize it gets dizzy. The tax commission tries to equalize it between counties, but, of course, can't. It is about as bad within counties, some counties any way. If a grocer charged one family 30 cents for bread and another 15 there'd be a howl, you bet—and a new grocer.

WANT ADS

FOR SALE: Two butcher hogs. Marcus Esslinger, Grass Valley, Phone 425. 50c

WANTED: Old marble top table. Write E. H. Howell, Canyon City. 50-1c

STRAYED: one white faced cow and calf. Cow branded S-S or S on right hip, calf branded S-S on right hip, no ear mark on either. Carroll Says, Phone 843, Moro. 50-2p

YOUR MONEY CAN WORK HARDER, and safely, to keep pace with today's high living costs and taxes. Wisely selected stocks, preferred stocks, bonds or mutual funds can play an important part in your financial security for the future, and give you a liberal income return at the same time. Up to 6% in telephone, electric utility, and industry issues operated profitably through war, peace or recession. JOSEPH W. DODD, Eastern Oregon Mgr. Wm. J. Collins & Co. Investment Stocks & Bonds. TYGH VALLEY, ORE. Phone Tygh Valley 13F2, Portland Beacon 2151-2152. 48-1fn

WANTED: Housewives - Address advertising postcards. Must have good handwriting. Write National Engraving, Watertown, Massachusetts. 48-52p

CUSTOM SLAUGHTERING — Meat cutting, wrapping, sharp freeze. C & C Food Store, Grass Valley, Oregon. 47fn

FOR SALE: 4 bedroom house, 3 lots, garage, 40' x 20' shop, electric heater & range, oil heater & 265 gal. fuel tank, all goes for \$4750.00. Ivan Kirkelle, Moro, Oregon. 26fn

FOR SALE: Juniper corner, coral and gate posts. Priced reasonably. On good gravel road. Homer E. Davis, Lonerock, Oregon. 45-51c

FOR SALE: House and 3 lots in Grass Valley. W. T. Ellis, Box 64, Arlington, Ore., or see Mrs. Marie Brady, Grass Valley, 47-50p

WANTED: Operate your own business with the help of The J. R. Watkins Company in Sherman county. No investment

needed except car. Products well known for 85 years and now Nationally Advertised. Write J. R. Watkins Company, 137 Dexter Avenue, Seattle 9, Washington. 46-51c

NEED AN ALL-PURPOSE CAR? Then see the Willys Station Wagon on display at WILLIS MOTOR CO. All-steel body, overdrive, plenty of carrying capacity means safety, economy and practical transportation. Also New Four wheel Drive JEEPS, PICK-UPS, and STATION WAGONS. Contact WILLIS MOTOR for Willys-Overland Sales, Service, Parts and Accessories. West Columbia River Highway, The Dalles, Oregon. 23-1fc

STATE WIDE PAINT CO. complete painting and decorating service, spray or brush. Phone 3977 or 5293, 1205 E. 12th St. Vern Campbell and Jack Null, The Dalles, Oregon. 38fn

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\$2.65 pint
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Optometrist

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LEGAL NOTICES

NOTICE OF FINAL ACCOUNT

NOTICE is hereby given that the undersigned has filed in the County Court of the State of Oregon for Sherman County his Final Account as the executor of the Estate of Sarah E. Landry, deceased, and that Wednesday, the 4th day of November, 1953, at the hour of 10:00 A. M. of said day, in the courtroom of the court house in Moro, Sherman County, Oregon, have been fixed by the Court as the time and place for hearing objections to said Final Account and for the settlement of said estate.

Jesse N. Landry
T. Lester Johnson
Attorney for executor 48-51c

To the Weaver, the Baker, the Beauty Maker



Rub-A-Dub-Dub, want a suit you can scrub, face cream, or a well-protected loaf? Then we can help you, for Standard Oil Company of California has put oil to work for the weaver, the baker, the beauty aid maker.

This being Oil Progress Week, it's a good time to point out that oil men help provide thousands of things you don't buy in a service station.

Suits, for instance! That wrinkle-resistant model you may be wearing was woven from an oil-born ingredient developed in our research laboratories.

Bread, too! Millions of loaves were wrapped last year in paper coated with Standard wax. Whenever you light a candle, polish a shoe, or empty a milk carton, you may be using wax turned out by Standard Oils.

And when your wife creams her face we're involved, too. Each year we supply 1/4 million gallons of highly-refined oils to cosmetic makers—enough for 10 million jars of face cream.

These examples of oil's place in modern living emphasize one important point. The oil industry has moved from kerosene to synthetic fabrics in one short generation—and so have you. Oil progress is your progress.



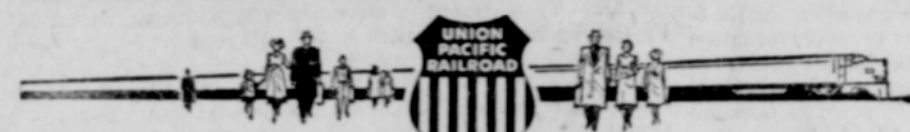
What comes from a drum of oil? Tires, medicines, nylons, detergents, plastics, paints, insecticides — and thousands of other products. And that's because oil companies like Standard invest millions each year to find new ways to make oil serve you better. Questions or comments about our Company or industry are welcome. Write to Standard Oil Company of California, P. O. Box 3495-E, San Francisco, California.

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Buying and building the facilities needed to put new telephones to work now costs more than double what it did in the prewar period.

YOUR TELEPHONE'S NUMBER ONE ENEMY

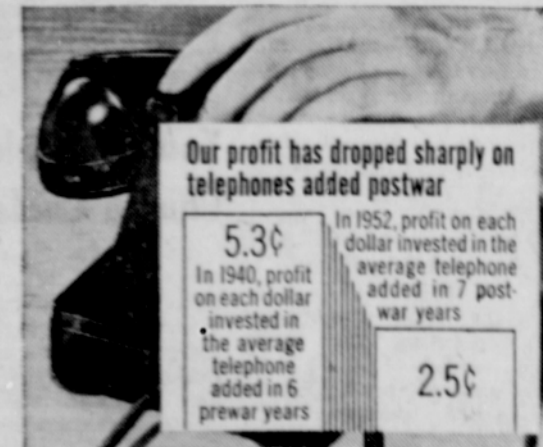
How rising costs put a real burden on good service

Surprisingly, it isn't fire or storm or earthquake... your telephone's biggest problem today is the rising costs of the things we buy to provide telephone service—coupled with low telephone rates which have increased much less than the cost of the things we buy to run the system. New techniques and improved equipment have helped greatly to cut operating costs. But the pressure of high prices is unrelenting. And, since a financially healthy telephone system is so important to good service for you, we believe you'd like to be brought up-to-date on your telephone's biggest problem.



Up sharply are our costs of keeping the system running. Operating taxes, for example, have almost doubled—from \$10 per telephone in 1940 to nearly \$20 in 1952. Average wage rates of telephone people are more than double what they were in 1940. In fact, nearly everything we must buy to keep your telephone on the job costs about twice what it did prewar.

Despite our higher costs of building and running the telephone system, the economies we've made have helped keep your telephone a bargain. It carries your messages for just pennies a call.



With our costs up so much more than our prices, the profit on the investment in facilities for each new telephone has been cut in half. And this is important to your service because it takes profits to attract investors' savings into the business to pay for new facilities needed to meet the continuing telephone demands of the growing Pacific West.

Pacific Telephone