

SURPLUS IN CROPS IS 1930 FORECAST

Farm Analysis Predicts Status of Poultry and Dairying in Oregon.

Oregon State College, Corvallis, Feb. 11—Reflecting the national outlook report that production of staple farm commodities for 1930 will equal or exceed demand with no further increase, but pointing out particular conditions in this state, the annual Oregon agricultural outlook report has just been released here by the extension service.

The report was prepared by L. R. Breithaupt, extension economist, in consultation with other college specialists, immediately following Breithaupt's return from Washington where he assisted in preparing the national outlook released last Monday. Incidentally, a check-up shows that past national reports have been right in nine cases out of 10 in their predictions.

"Total spendable income from Oregon farm products of 1930 is not likely to be greater and may be less than for 1929," says a general opening statement of the report. "On the other hand, farm expenses may be slightly less so that the average sum available for farm family living may not be much different."

Machinery Prices Steady.

The labor situation is likely to be easier early in 1930 for farmers, with wages likely to rise in the last half of the year, the report predicts. Farm machinery prices are expected to remain about the same and farm taxes in Oregon may show slight reductions as indirect taxes take effect.

Turning first to the dairy situation, the report points out that the total number of milk cows in the United States increased 700,000 head or three per cent in 1929, a rate at least three times too fast under normal demand conditions.

Figures on dairy heifers on hand now indicate an excess of half a million yearlings, and that the number of heifer calves under a year old is proportionately large. Selling off of old and poor producing cows to relieve this situation, is expected to be slow until milk cow prices decline more nearly in line with their value for beef. Dairymen are unlikely to have a more favorable time than now to sell cull cows, says the report.

Western Herds Normal.

"Although there are relatively more dairy heifers in western states than east of the Rockies, the number here is not much in excess of requirements for producing dairy products sufficient for demand in these states," the outlook reads. "The important factors in dairy market outlook are domestic supply and domestic markets. . . Dairymen with good cows in areas where good feed can be produced economically and in localities specializing in high quality products, will have the advantage."

The present situation in poultry is comparable to that of four years ago at the beginning of the period of declining prices, according to the poultry section of the report. There is evidence that Oregon egg producers will have more eggs to sell during 1930-31-32 than in 1929 when carlot shipments from Oregon dropped 12 per cent.

Urge Use Market Outlook.

"While Oregon poultrymen may

find it relatively more profitable to continue to operate on a stabilized basis or even to expand production during periods of declining egg prices rather than turn to other commodities, it seems certain that an advantage would be gained by considering the market outlook when considering changes in production," the report concludes.

"If Oregon poultrymen should have the most eggs to sell when prices are high rather than the least quantity at that time. . . they would make more money in the long run. Large flocks of high producing hens and production of high quality eggs, are also important factors in successful poultry keeping."

Reports on farm crops, horticulture and livestock outlooks will be issued next week. The entire report and separates on the various commodities are being printed and will be available at once free of charge direct from the college or from any county agent.

COLLEGE STATION GROWING.

An ever increasing schedule for KOAC is revealed in the annual report of that station for 1929. Starting in 1925 with a modest 500 watt transmitter operating only three nights per week and averaging slightly more than four hours a week, the radio service of the college has steadily increased to more than four hours a day six days a week. The power is now double what it was at the beginning and the hours of service each week is more than seven times as great as in 1925.

GARDEN HOUR FEATURED.

"Beautification of Highways" is the topic listed for 3:30 February 6 in the home garden program, a feature broadcast from KOAC each Thursday afternoon between 3:30 and 4. The speaker will be Douglas Shelor, manager, Automobile Club of Washington.



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HOW FORD METHODS CUT COST OF DISTRIBUTION

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TWENTY-SEVEN years ago the Ford Motor Company was formed to provide reliable, economical transportation for all the people. That original purpose has never changed. The constant effort in every activity is to find ways to give you greater and greater value without extra cost—frequently at lowered cost. This applies to distribution and similar important factors, as well as manufacture.

For the Ford Motor Company believes that its full duty is not only to make a good automobile at the lowest possible price, but to see that there is no waste, extravagance, or undue profit in any transaction from the time the car leaves the factory until it is delivered to your home. It is obvious that hard-won savings in production will be of little value if they are sacrificed later through excessive selling costs.

EVERY purchaser of a motor car has the right to know how much of the money he pays is for the car itself and how much is taken up by dealer charges. If these charges are too high, one of two things must happen. Either the price of the car must be raised or the quality lowered. There is no other way. The money must come from somewhere.

In the case of the Ford, the low charges for distribution, selling, financing and accessories mean a direct saving of at least \$50 to \$75 to every purchaser in addition to the still greater savings made possible by economies in manufacturing. *Ford charges are not marked up or increased to cover a high trade-in allowance on a used car.*

The profit margin on the Ford car has always



been fair to both the dealer and the public. Within the past three months, it has been possible to effect still further economies. Today, the discount or commission of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from 25% to nearly 50%, comes right off the price you pay for the car.

THE business of the Ford dealer is good because he makes a small profit on a large number of sales instead of a large profit on fewer sales. He knows, too, that the extra dollar-for-dollar value of the car makes it easier to sell and more certain to give satisfactory service after purchase.

Consider also that the Ford car is delivered to the purchaser equipped with a Triplex shatter-proof glass windshield, an extra steel-spoke wheel, and bright, enduring Rustless Steel for many exterior metal parts, in addition to four Houdaille double-acting hydraulic shock absorbers and fully enclosed four-wheel brakes.

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THESE are important points to remember in considering the purchase of a motor car. They show why it is possible to put so much extra quality into the new

Ford and still maintain the low price. They are also the reasons why more than 35% of all cars sold today are Model A Fords.

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