



**BLESSED ARE THE ASKERS**

When I was younger I used to look at the Giant Corporations of the country with awe. I thought: "How wonderful to be president of such a world-wide business. Millions of capital and surplus in the treasury; great plants which are turning out a stream of products; the highest priced experts in every line to do the work! All the president has to do is to sit in a nice big office and watch the wheels go round."

When I came closer to those Giant Corporations I promptly revised my ideas.

For instance:

I happened to be in the office of the chairman of the board of one of the biggest businesses of its kind. The telephone rang. On the other end of the wire was the president of a railroad.

Said the railroad man to his friend the manufacturer: "You have a subsidiary company in our territory. Its total freight bill is only a few thousands of dollars a year, but we want that business. Can we have it?"

A few days later I called on a manufacturer of building materials. The president's secretary said: "The

boss wants to see you, but he had to go out suddenly. He has just heard that So and So (naming a banker) is going to build a new house, so he jumped in his car and went down to see if he could get the order.

I called at his bank. The president was not in his office. His assistant reported that he had gone out—to solicit a new account.

A friend of mine who is in a tough business has had a very good year in spite of the depression. A competitor asked him: "How in the world do you get so many orders?" To which my friend replied simply: "By going out and asking for them."

"Whether a business be big or small, local or international, makes little difference. If it is to keep going it must have orders. And there isn't any president or chairman of the board so famous or so rich that he isn't after orders every single day!"

Conditions have been subnormal now for a long time, not only here but all over the world. Many predictions have been uttered: many remedies proposed.

My own suggestion for improving things is very simple: Let's all quit talking about how bad times are. Let's go out and ask for orders. Blessed are the askers!

**McKELVIE LETTER EXPLAINS SURPLUS**

(Continued from First Page.)

They are particularly exposed to competition of Australian wheat in Europe and the Orient, and of low-grade Canadian wheat in the Orient. Growers there stand to gain, however, through any improvement in world prices that may be brought about by reduction of our export surplus in the country at large, and in the export surplus of that area, with its special types of wheat, in particular. So long as they produce a considerable export surplus in that territory, they cannot expect to enjoy much benefit from tariff protection on wheat, even if the rest of the country should get onto a domestic basis. Their problem is the more difficult because extensive diversion of wheat lands to other uses does not seem to afford adequate relief.

The so-called "claim that our surplus wheat cannot be sold abroad at world prices" may mean one of three things. In the past our surplus wheat has been sold abroad at world prices; it can no doubt be thus sold in future. The Farm Board has pointed out, however, that the prospects are that during the next few years our substantial surplus of wheat cannot be expected to sell abroad at prices satisfactory to farmers. The editor, however, evidently wishes to argue that the surplus wheat can be sold at world prices and the growers assured a higher price on the wheat consumed at home, with the result that the average price received would be satisfactory to growers.

This argument raises several questions. One is the probable reaction of foreign governments to such a policy on our part. It is true that Great Britain, Holland, Belgium, and China admit wheat duty free, and Japan gives a drawback on flour exports compensating for the duty on wheat imported. It is also true that none of these countries would be certain to impose anti-bounty or anti-dumping duties on wheat. What their reaction to a policy of differential prices on export bounty cannot safely be predicted. With cheap wheat in prospect, with abundant supplies available in other exporting countries, the possibility of discriminatory action would be much greater than if wheat were scarce and dear. In the case of Great Britain, it is less difficult to conceive of adverse measures because Canada and Australia are large exporters of wheat and would consider their interests hurt by a dumping policy on the part of the United States, and because Argentina, an important market for British goods, would feel the same. India might also feel hurt. Apart from embargoes or discriminatory duties against our wheat exports, other means (such as an import quota system, already much discussed in England) could be employed to defeat a dumping policy on our part. No country with a huge surplus of wheat such as ours, has ever adopted an export-bounty or export-dumping system. In extent, if not in kind, the policy would be new.

If the United States as a whole were on a domestic basis as to wheat, and the country outside the Pacific Northwest a net-importing region, the case of the Pacific Northwest would be closely analogous to that of eastern Germany, where an import certificate or export debenture system was devised to meet such a situation. As it is, the cases are not parallel, for the

United States is a net-exporting area outside the Pacific Northwest. The import certificate plan was devised in Europe to apply to commodities of which the country was a net importer on the whole. The theory was that the exports would be more than offset by imports, and that the cost to the treasury would be nil, because whatever wheat was exported would be replaced by wheat imports. In Germany, however, rye became a net-export crop while the system was in operation, and the system yielded a real export surplus on rye. In Poland this year there is a surplus of wheat as well as rye, and the system virtually gives an export bounty on both. Hungary last July adopted an export bounty device.

Whether Poland and Hungary will find the system effective for their farmers and tolerable for their treasuries, it is too early to say. But it is significant that Germany, during the past year of extreme agricultural depression, found it necessary to suspend her import certificate system. It was proving too heavy a burden on the treasury; and in the case of rye, of which she had an export surplus, it was resulting not in raising domestic prices, but in depressing rye prices in her export markets.

The price of domestic wheat has been held up in Germany this year, not by the application of this system, but by a combination of an extremely high tariff, \$1.52 a bushel since October 28, 1930, milling regulations requiring a high minimum year, was 630 million bushels. This percentage of domestic wheat, and other regulations. Even so, prices of domestic wheat have been far below duty-paid prices of foreign wheat. Germany's wheat export regions have gained less than her deficit regions under this year's system.

The suggestion that the Federal Farm Board buy domestic wheat at prices above the world level, sell the export surplus for what it would bring, and sell the balance at home for enough profit to offset the loss on export sales, is not new. Whether it is a straightforward, affirmative policy that would work to the advantage of wheat growers, could probably not be conclusively answered until it was tried. Some reasons for believing that it would work badly can be stated.

It would involve a government monopoly of the grain business, domestic and export, and very substantial restrictions on the buying

operations of our own millers. It would necessitate fixing prices and price differentials in all sections for all types and grades of wheat. It would mean buying at government risk. It is hardly conceivable that the task could be executed with satisfaction to wheat growers, many of whom believe they were dealt with unfairly when the wheat price during the war was fixed at \$2.25 a bushel Chicago. It would be impossible, without considerable tariff increase, to maintain prices 42 cents a bushel above Winnipeg or Vancouver prices, since Canadian wheat is worth more to millers than the great bulk of our wheats. With an export surplus of 200 million bushels (a conservative figure with our present production since feed use would presumably be curtailed and production expanded), it would require a profit of 12 cents a bushel on 500 million bushels, to cover export losses of 30 cents a bushel on wheat exported. Moreover, the policy would almost certainly tend to increase our export surplus, for there are important areas in which an assured advance of anything like 32 cents a bushel over an export basis would be stimulating to expansion of acreage. Such expansion would tend to hold world prices down or to force world prices still lower.

Wheat farmers everywhere are taking disastrously low prices and the situation is getting worse instead of better. The world visible supply of wheat on March 1, this year, was 630 million bushels. This is 28 million bushels higher than on February 1, this year; 79 million bushels higher than on March 1, last year, and the largest on record for all time. Both the United States and Australian visibles are at new record levels.

It would be stretching the imagination a good deal to assume that other countries are less jealous of the welfare of their farmers than we are of ours. We will not permit dumping of agricultural products into this country, and I cannot see how other countries could be expected to permit dumping of our surpluses against the interests of their farmers. Even though embargoes may not exist at the present time in the countries you mention, it does not take long to erect such barriers when the occasion arises. Speaking of fair play, it seems to me that should be the spirit of our relations with other countries in the disposition of ex-

portable surpluses, like wheat. If that is to be the spirit there certainly is no excuse on our part for dumping.

In the light of these facts and many others that may be adduced, it seems to us a serious mistake to

lead farmers to believe that they can continue to produce the present exportable surplus or anything like it without suffering the baneful effects of taking world prices. Hence our justification for urging farmers to reduce their acreage of wheat



**PARACHUTES**

The tragic death of Knute Rockne, the world's most famous football coach, in an airplane accident, brings sharply to the front the question of the safety of passengers in commercial air navigation.

The Federal laws requiring every passenger-carrying ship or boat to provide life preservers for every passenger are rigidly enforced. There is just as sound reason for compulsory legislation requiring a parachute for every passenger on an interstate airplane. Doubtless the transportation companies will protest at the suggestion of carrying more weight. Commercial enterprises are prone to put profits ahead of human lives. But if they kill a few more Rocknes, whose lives could have been saved by parachutes, as seems to be true in this case, they will have neither passengers nor profits.

**MICHELSON**

"My last great experiment" is what Prof. Albert A. Michelson called his latest effort at accurate measurement of the speed of light, when he left his laboratory, ill, at the age of 79. The world's greatest experimental scientist was past 70 when he devised the method of setting up revolving mirrors on top of two California mountains, 22 miles apart, and by means of very delicate electrical devices measured the time that it took a beam of light to travel from one mirror to the other. The figure which he arrived at, 186,213 miles a second, has been accepted by men of science everywhere.

Practically all that has been learned of the physical properties of matter in the past thirty years has been the result of Michelson's research and that of men who got their early training under him. A thousand years from now Michelson's name will be one of the two or three names of men of this era which will be remembered.

**PROFITS**

The Ford Motor Company's profits for 1930 were \$55,000,000, and the company has \$300,000,000 in cash resources. The General Motors Corporation earned a profit of \$176,922,650 in 1930 and has cash resources of \$394,000,000.

The General Motors Corporation paid \$9,538,660 in dividends to stockholders, and over \$10,000,000 to its employees in bonuses and special stock dividends. Ford paid a higher average scale of wages and no bonuses. All the stock in the Ford Company of America is owned by the Ford family. Mr. Ford bought out all the others so he would not have to consult a board of directors when he wants to make an experiment costing millions of dollars.

He was the pioneer in the industrial policy of steadily reducing the price of the product as the market broadened, and the success of General Motors has been largely based upon following the path first marked out by Henry Ford. He was the first to establish the eight hour day and the five day week in industry, and is now working on a plan for a ten month year for industrial workers, at the same annual rate of pay that they now earn in twelve months.

**RADIO**

Nearly thirty years ago I was with Marconi when he first successfully established wireless communication across the Atlantic. At that time, the only wave length used was 3,000 meters.

Ten years ago Marconi began to experiment with waves as short as 25 meters and found that they were remarkably free from interference,

"fading" and static, and could be directed almost as accurately as a beam of light. He predicted to me in 1927 that the great future development of radio communications would be with short waves.

Now the International Telegraph and Telephone Company announces that, with a transmitter which one can hold in his hand, they have established communication over long distances, with a wave length of only seven meters, which is entirely free from fading and static disturbances. This may prove to be the long heralded achievement which will make radio communication as accurate and reliable as communication by wire.

**SMELL**

Scientific research has developed the mechanical eye, the mechanical ear and the mechanical sensitiveness to touch. There are electrical and chemical devices which can discriminate between the tastes of different substances. The only one of the five senses which hasn't been reproduced in the laboratories is the sense of smell. Nobody has yet invented a mechanical nose.

Smelling involves a very delicate chemical operation. The nose detects minute traces of chemical substances whose presence cannot be discovered by any other means. There is no odor which cannot be reproduced chemically, but so far science has been baffled in every effort to detect odors by means of any kind of machine or chemical process.

That is not to say that the mechanical nose is an impossibility. As yet, there is no apparent necessity for such a device. Once the necessity arises, and it is better than an even chance that some chemist or electrical engineer will find a way to do the job.

**The Kilowatt Kiddies**  
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Jack and Jill went up the hill  
To fetch a pail of water—

BUT The Kilowatt Kiddies have not even hills to climb to bring you Hot Water—ELECTRICALLY. Invisible as they are, Charlie and Clara Kilowatt keep your tank brimfull of abundant hot water. It's always just the right temperature for the Monday morning washing, the morning shave—the hundred-and-one household jobs that are made easy with a dependably constant Hot Water supply.

The Kilowatt Kiddies—invisible symbols of service they stay on guard to give you hot water the instant you touch the tap. Charlie and Clara Kilowatt never sleep... they are yours to command every minute, day or night, with never-varying precision.

The Kilowatt Kiddies would like to serve YOU with ELECTRIC Hot Water. Learn all about its economy, dependability and convenience from their sponsors, the

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"Always at Your Service"

**FORD RELIABILITY**

THE FORD TUDOR SEDAN

**Long, hard use shows the value of good materials and simplicity of design**

EVERYWHERE you go you hear reports of the good performance and reliability of the Ford. One owner writes—"The Ford Tudor Sedan I am driving has covered 59,300 miles through all kinds of weather. It is still giving perfect satisfaction." Another owner describes a trip of 3217 miles in 95 hours over bad roads and through heavy rain and sleet in the mountains. "Throughout the entire trip," he writes, "the Ford performed excellently and no mechanical trouble of any kind was experienced. The shatter-proof glass undoubtedly saved us from serious injury when a prairie chicken struck the windshield while we were traveling at 65 miles an hour."

See the nearest dealer and have him give you a demonstration ride in the Ford. Then, from your own personal experience, you will know that it brings you everything you want or need in a motor car at an unusually low price.

**LOW FORD PRICES \$430 to \$630**

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**Ford**

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IN thrifty homes throughout the country, you'll find overwhelming proof of the expense-free performance of General Electric Refrigerators. Now—with price reductions—General Electric announces a 3-Year Guarantee. Every new General Electric Refrigerator is warranted free from service expense for three long years.

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Eat more fresh fruits and vegetables—NOW! They are doubly essential in the Spring of the year. They tone up your appetite—make you feel more energetic, more alive. You will find the greatest variety of these fancy Spring fruits and vegetables abundantly displayed in our stands, and priced lower than they have been for years. Quality and economy have made our stores "famous for fruits and vegetables."

**Saturday & Monday Specials**

<b>MILK</b> Darigold Brand, a Western product. <b>PER TALL TIN 8c</b>	<b>SHORTENING</b> White and Fluffy—note the saving. <b>4 LBS. 49c</b>
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**COCOA FRESH STOCK. Note the price. 4 LBS. 29c**

**COFFEE**

Only 3 more days left of the Big Coffee Sale. We actually sold 301 pounds of bulk coffee in Heppner alone last Saturday, eclipsing all former records. We announce that we take pride in selling goods of such superior quality as our bulk coffees. **FRIDAY, SATURDAY, MONDAY, ONLY.**

**MacMarr Coffee, 3 lbs. 85c | Economy, 3 lbs. 55c**

**PAR** HAS NO RIVAL—Is absolutely the finest and best soap powder on the market. **2 Lge. Pkgs. 85c**

<b>MACARONI</b> Fresh stock, just arrived. Note the saving. <b>5 LBS. 29c</b>	<b>PANCAKE FLOUR</b> The wonderful MacMarr. Large Pkg. 19c No. 10 Sack 59c
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**BACON** Fancy side, well streaked Swift's bacon. **Per Lb. 27c**

<b>CHEESE</b> Fancy full cream Oregon loaf. <b>5-LB. LOAF \$1.15</b>	<b>VEGETABLES</b> Everything you need in fresh fruits and vegetables you will find here. Everything fresh and the price right.	<b>BEANS</b> Mexican Reds. Note the price. 10 LBS. <b>44c</b>
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