



# FARM and GARDEN NEWS



## New Formula For Parity To Start Jan. 1; Will Find 'Fair' Prices

By OVID A. MARTIN  
Associated Press Farm Reporter

WASHINGTON—(AP)—The government will start using a new standard Jan. 1 for measuring prices of many farm products. The purpose of using the standard is to determine whether, in the language of Congress, those prices are "fair and equitable."

The standard is called "modernized parity," as distinguished from "parity" for the old measuring rule.

The government first started measuring farm prices in 1933. Provision for doing so was made in precedent-breaking crop control legislation enacted by the Roosevelt New Deal administration to revive a bankrupt agriculture. The law authorized use of various measures to pull price up to parity level.

The agricultural adjustment act of 1933 said in effect that farmers were entitled to prices for their products which would give those products the purchasing power, in terms of non-farm goods and services, that they enjoyed in a past favorable period, usually 1909-14. In other words, the law said a dozen eggs should buy as many nails as it did in the base period. Maintaining such relationship, he added, would be "fair and equitable" to all.

The law set up a formula for determining parity prices for various products. Except in a few cases, this formula has been in constant use for nearly 17 years.

Directed by Congress But Congress has directed that the formula be changed the first of the year. It said, in effect, that the old formula is not accurate enough because it does not take into account changes in the demand and in the costs of producing various products since the 1909-14 period.

The new formula will take into account demand conditions and production costs of the immediate



GRAND CHAMPION OF THEM ALL—"Judge Roy Bean," a 1280-pound yearling Hereford, was named grand champion steer at the International Livestock Exposition in Chicago. Members of the Pecan County 4-H Club, Ft. Stockton, Tex., who raised the steer as a club project, are seen celebrating his victory. Will Slaten, 15, right, was the original owner of the prize beef.

ately preceding 10 years.

In general the new formula will set up somewhat higher parity prices for livestock and livestock products and lower ones for crops. These differences reflect in the main the fact that modern machinery has reduced the cost of producing most crops, while higher wage rates have boosted the cost of producing livestock and livestock products.

Where did the idea of a parity measuring standard for farm prices originate?

It's impossible to get an answer acceptable to all farm leaders and agricultural historians. One of those active in efforts to get federal farm-aid legislation

passed in the '20s and vetoed by President Coolidge. Many farm leaders in and out of government contributed to eventual passage of a law setting up the parity standard. They include Peek, former secretary of agriculture Henry A. Wallace, President Edward A. O'Neal of the farm Bureau Federation and several farm leaders in Congress.

Rexford G. Tugwell, a member of the famous "Brain Trust," has been credited with helping to sell the idea to President Roosevelt and to work out details of the parity formula.

## Brannan Farm Program Scored

DENVER. — (AP) — The president of the National Woolgrowers association calls the Brannan farm plan a "mess of pottage." He said it contained a "disguised attempt to take control of their industry."

Howard Vaughn, Dixon, Calif., sheepman, made the statements in a blistering attack during his presidential report at the association's national convention. Vaughn said the association endorsed a production payment plan designed to offset lower federal tariffs on wool and a shrinking of the national wool industry. But he said the Brannan plan, often confused with this according to Vaughn, was far different and unwanted by wool growers.

Vaughn pointed out that in 1942 there were 50,000,000 breeding sheep in this country, supplying 80 percent of the nation's wool needs. Today, he said, that figure has shrunk to 27,000,000, filling only one-third of the requirements.

He cited federal cuts in grazing permits as a fundamental factor in this decline.

Opening the 85th annual association meeting, Colorado Governor Lee Knous urged the growers to support a basic land inventory as a means of settling the dispute over grazing on federal lands.

## Hormone Solution Prevents Holly Shedding Leaves

An easy-to-mix hormone solution used as a dip will prevent leaves from falling off holly boughs shipped for Christmas decorations, reminds R. Ralph Clark, O.S.C. extension horticulture specialist.

Shipping undipped holly is frequently a source of disappointment, the specialist adds, because, more often than not, it will arrive at its destination with leaves separated from the stems.

The hormone, sold as a powder by feed and seed dealers and handlers of commercial nursery materials, is mixed with water to form the dip solution. Recommended dip solution depends upon the brand used. In any event, it will be three times the recommended rate for preventing apple drop.

Another source of rapid holly leaf loss occurs when fresh cut boughs are stored or displayed near ripening apples or pears. Both fruits, the specialist explains, give off ethylene gas as they ripen, and this gas hastens loosening of the leaves. Complete leaf loss may take place in three or four days when boughs are exposed to even comparatively low ethylene gas concentrations.

Where small quantities of holly are to be treated, dipping can be most easily accomplished using a kitchen sink and drain-board. Treat soon after cutting. Best method, Clark states, is to use a wire basket and a large bucket or tub. Dip the holly laden basket just long enough to wet thoroughly the holly; allow the excess solution to drain off.

Pack holly for shipment while it is still moist. Best results are obtained when moisture-proof cartons sealed with gummed tape are used. Holly keeps longer when stored at a temperature under 40 degrees.

Gas or oil furnace fumes will also affect the rate of holly leaf fall in many homes, Clark warns.

## New Spud Rich In Vitamin C

SEATTLE. — (AP) — A new variety of potato which may increase greatly the nation's supply of vitamin C, was described here.

Dr. Kenneth Beeson, director of the U. S. plant, soil and nutrition laboratory at Ithaca, N. Y., told of its development at the laboratory.

The new spud has not been named. He said in an interview it is suited especially for growing in the northeastern states, but that the same vitamin-producing qualities can be in-bred in potatoes in other regions.

Dr. Beeson said potatoes now provide about one-third of the nation's vitamin C needs. "By doubling the content," he added, "we can make nearly two-thirds of the national requirements available in a form that will insure widespread use."

Radar is a contraction of the term, "radio detecting and ranging," which also describes its purpose in locating unseen objects at a distance.

Tiny green plants grow inside some one-celled animals, using up the waste gas produced by the animals. The plant, in turn, produces oxygen and sugar for the animal.

## Expert To Investigate Disease Of livestock

SEATTLE. — (AP) — Disease among livestock in the Astoria, Ore., area, believed due to a lack of some important mineral element in the soil, will be investigated this week by an eastern expert in that field.

Dr. Kenneth C. Beeson, director of the U. S. plant soil and nutrition laboratory at Ithaca, N. Y., said he had been asked by an Oregon agricultural experiment station to make the investigation.

He is here attending a University of Washington chem-

urgic conference. "Just what is causing the trouble has not been established," Dr. Beeson said. "However, it is believed to be due to a shortage of cobalt in the soil."

Shamrock, national floral emblem of Ireland, is a species of hop clover.

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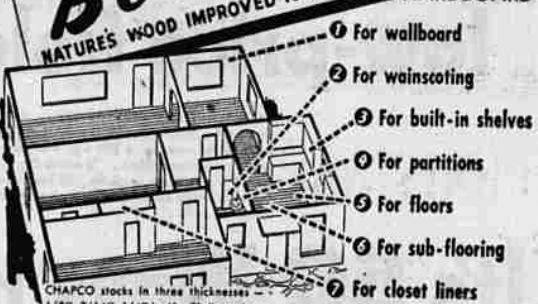
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## THE FEED BAG

PUBLISHED WEEKLY BY THE DOUGLAS COUNTY FLOUR MILL, MAKERS OF UMPQUA CHIEF FLOUR AND UMPQUA BRAND POULTRY & DAIRY FEEDS

Vol. XI, No. 48

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### To Get And To Keep

Getting a great many of the things we want represents considerable of a problem. But it is sometimes easier to get things than to keep them. (Money, for instance.)

What we had in mind is a hatching egg market. Right now, most everybody is out of a market for their hatching eggs. But the few who are still selling and getting the high premium are those who have for years shipped the best quality eggs, produced on a feed that gives the best in fertility, hatchability and livability of chicks.

We look for the demand to pick up shortly after the holiday. And when it does, you want to be in position to furnish the kind of eggs we just described. You want it so that when anybody is cut off from a market, it won't be you. If your stock is good, and you have the right proportion of males and females, your fertility should be good. Fertile eggs must be handled properly to maintain their fertility too.

Hatchability and livability of chicks or poults depend largely on the type feed you give your breeding flock. This applies to turkeys as well as chickens. Probably turkeys need even better feed. But, remember, when we say good feed, we don't mean the highest-priced feed you can get.

UMPQUA BREEDER'S MASH is consistently produced the results we have mentioned. It isn't hard to find out what to put in mash to make it a good Breeder's Mash. It isn't hard to get the ingredients necessary. We have known for years, as results have proved time after time. Except in the war years, we have had the stuff. We have it this year again.

In addition, UMPQUA BREEDER'S MASH will be further improved this year. We are now including in the formula the new A. P. F. about which you have been reading so much. Already it has been proved to better the best mash heretofore produced. In case you HAVEN'T read about it, AFF stands for Animal Protein Factor, and is about the newest thing in the field of nutrition.)

If you feed UMPQUA MASH with the new improved formula, making it better than ever, you can be sure of giving your hatching egg customer full value, and feel sure that you can sell eggs when others can't. As to the price—time after time we have proved that you can pay more but you can't buy better feed. UMPQUA BREEDER'S MASH will cost you \$4.40!

### Uncle Hank Says

AIN'T IT FUNNY HOW THE SIZE OF SOME FOLK'S VESTS DEPENDS ON HOW MUCH THEY'VE GOT IN THEIR POCKET.



### Dairymen, Look!

Many dairymen breed their cows to freshen at this season of the year, and it is good business too. They give lots of milk during the winter just because they ARE fresh, and start all over again when the grass gets green in spring.

But with dairy products high priced at this season, it is hard to spare enough whole milk to give your helper or veal calves to grow them properly. We have the answer for you here at the Flour Mill. The answer is "KAF-KIT."

KAF-KIT is not a milk substitute. It is a "milk replacement." A bit of a difference, and here's why. KAF-KIT contains 98% of the milk serum solids, plus guar need available amounts of Vitamins A, D, and Riboflavin, and needed by your growing calf.

One 42 lb. kit replaces 336 lbs. of milk, which gives you 4 10-gallon cans of whole milk to sell at high prices. Yet, KAF-KIT contains all the vitamins and growth factors needed by your calves. Sell this extra milk and still sell or raise "milk-fed" calves.

One kit raises a calf to where you would ordinarily wean it. And at half the cost of milk. Come in and ask the boys about it. You can't afford to raise your calves, and won't want to raise them any other way, once you try KAF-KIT. It has been thoroughly proven by PEEBLES, on thousands of calves.

### Gold In Them Thar Hills

Last spring during the poultry season everybody who thought he knew anything about the turkey business was keeping his fingers crossed. We admit we did a bit of both. It looked like too many turkeys would be produced, and that feed wouldn't drop enough to make up for it. There was a big crop raised.

Prices for turkeys dropped sharply. Feed was somewhat lower than in 1948. Many growers expected to lose the proverbial shirt. But much to the surprise of everybody, turkeys made a little money for many growers. We have heard of a few growers who had heavy mortality, and a few who used some of that turkey feed which was dated with 14 carat gold that actually lost money.

But strange to say, those who bought a good turkey feed at a moderate cost, made about double as much as expected. We told you last week about one grower who cleared \$2,500. (He corrected us, and says it was really \$2,511) above feed and poult cost.

Now Gene Fisher, well known all over the county has given us some very interesting figures. In spite of a serious outbreak of hexamitis when his birds were about 8 weeks old, and had already consumed considerable feed, he obtained a pound of dressed turkey for each 5 lbs. of UMPQUA TURKEY FEED fed. He arrives at this figure by a slight calculation.

He sold his turkey hens for breeders live weight. At approximately 6 months old they averaged a strong 17 lbs. So he calculated that they would have averaged 15 lbs. dressed. (We hope to snort they would!) The hens only went around 25 lbs at 7 months, but they were cannibalized with CAPETTES, which fattened them up, but may have stopped their growth earlier.

Anyway, since UMPQUA TURKEY FEEDS averaged a cost of approximately 44¢ a pound, Gene's feed cost, in spite of the hexamitis, was about 21¢ per lb. dressed weight. Add to that poult cost and brooding cost, and it's still evident that turkeys can be raised in Douglas County on UMPQUA TURKEY FEEDS at a profit. This flock ate an average of 112 lbs. of total feed per bird, including what Gene raised. Considering the hexamitis and resulting mortality, a setback which had to be overcome, we consider these results remarkable, and wish to thank Mr. Fisher for his figures.

We also feel safe in advising anybody interested in the turkey business to go ahead for the coming year. Indications are for a smaller crop, and that feed may be even lower than this year. We KNOW that UMPQUA FEEDS will be even better. The breeding flock will be small in Douglas. We urge that you place your order quick. Don't let all our good poult go back east. You can make good money raising them at home.

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