

OSC Research Shows Herefords Outgain Brahman Crossbreds

Brahman and Hereford crossbred cattle are not recommended for Eastern Oregon beef production. Two year tests by Oregon State college researchers show that cross breeds don't measure up to Herefords in wintering gain or in carcass grade.

Thirty-four Herefords and 34 first generation Hereford and Brahman crossbreds were used in the study. Twenty from each group were tested in 1951, 14 in 1952. The animals were compared as weaners on a winter growing ration and as yearlings on sagebrush-bunchgrass range, plus meadow aftermath feeding, at the Squaw Butte-Harney branch experiment station at Burns. Then they were moved to the Malheur experimental area near Ontario for dry-lot feeding trials.

After that, they were slaughtered and carcass values recorded. Here are the results of the tests: weaners—little difference in winter gain showed up in a mild winter. But in a severe winter, Herefords gained more than crossbreds.

Yearlings—the crossbreds made higher average daily gains while on sagebrush-bunchgrass range and continued to gain slightly more on meadow aftermath than did Herefords the first year. In the second year, crossbred heifers gained more than any other group on the meadow, but crossbred steers gained the least.

Dry-lot feeding—Hereford steers gained more per day than crossbred steers. Feed costs per pound of gain were 2 cents greater for crossbreds. There was no difference between helpers of both groups.

Dressing percentage between the groups was about the same, but a higher percentage of Hereford carcasses grade choice than did crossbred carcasses. There was no difference in percentage of wholesale cuts of meat.

Conducting the research were E. N. Hoffman, superintendent of the Malheur experimental area; W. A. Sawyer, superintendent of the Squaw Butte-Harney cooperative range and livestock branch station; Farris Hubert, formerly assistant animal husbandman at Squaw Butte; Ralph Rogart, OSC professor of animal husbandry; and A. W. Oliver, associate professor of animal husbandry.

Further details are reported in an OSC experiment station bulletin, "A Comparison, Brahman and Herefords." Copies are available from county extension offices and OSC.

Heppner Youth At Inland Music Meet

EASTERN WASHINGTON COLLEGE OF EDUCATION, CHENEY.—One hundred youths will close a two-week Inland Empire music camp on Coeur d'Alene lake Sunday, July 3, with an achievement concert.

Held at Lutherhaven, the camp is affiliated with Eastern Washington College of Education and is directed by Benedict T. Hallgrimson, director of bands at Eastern.

Faculty members include Harold Paul Whelan, director of the Spokane Philharmonic orchestra; Otto Huttenbach, cello; Leo Collins, voice; Wendell Exline, brass, and Arthur O. Blehl, woodwinds—all members of the EWCE music faculty—and Forest Brigham and T. Stewart Smith, Seattle.

Attending from the local area was Jay Sumner, Heppner.

Gazette Times Classifieds Pay

WASHINGTON AND "SMALL BUSINESS" By C. WILSON HARDER

The Federal Communications Commission has long shown the absurdity of setting up control bureaus in government without requiring that at least a part of the members are from the ranks of independent business.

The FCC has complete and utter control over use of nation's airwaves, and presumably is charged with enforcing fairness in their use. Yet, so far, FCC has taken no steps to remedy what is considered a very flagrant abuse of fairness.

On television programs, between programs there are usually placed two 30 second spots. In between there is a short ten second spot known as a station identification spot, or break. Under FCC rules, between programs a station must identify itself in some manner.

So television stations have worked out a method of producing revenue from this identification break. Usually, for about half the cost of a 30 second spot, a sponsor can buy a ten second spot for his product, but the upper one-fourth, or one-third of the area must be taken up by the station's call letters.

However, National Broadcasting Company is owned by RCA which makes televisions and other appliances. A growing chain of stations is also owned by Westinghouse, which also makes a full line of appliances. In addition, Columbia Broadcasting Company also makes and markets CBS TV sets.

So now the practice has started that during these 10 second spots, not only are station call letters given, but it is also identified as Westinghouse, RCA, et al.

Thus, every change of program, free advertising is permitted over the air for the appliances manufactured by these few firms who also own television stations.

This in turn gives them a wide edge over all other competitors, as none of the competition has any way of getting beer, bread, or other advertisers, to pay the cost of flashing their appliance brand name on the television screens of the nation.

In many areas, especially where an NBC and a Westinghouse station practically control the television outlets, this has been found to work a disadvantage to the independent distributors and retailers of all the other brands of television, radio, refrigerators, ranges, and other appliances.

Of course it probably would be unfair to say that FCC members knowingly permit this practice. But as in most bureaucracies, there is lacking in the membership qualified people who would recognize the unfairness of such procedures.

But one thing is sure.

Any independent distributor seeking to sell some other brand of appliances realizes that having the brand name of Westinghouse flashed on the local television screen every half hour, is not at all helpful to him. And as for those who pay for such identification spots which also promote an appliance brand name, it could truly be said that never have so many been soaked so much for the benefit of so few.



C. W. Harder

Hay Tops Silage In Lamb Trials

Good quality hay rated higher than either pea or barley silage or a hay-silage combination as roughage in lamb fattening rations during one-year trials reported by the Oregon State college agricultural experiment station.

Both shorn and woollet lambs fed outside for 90 days last fall at the OSC Eastern Oregon branch experiment station gained about 20 percent faster on hay than on silage. About one-third of the total ration in all cases consisted of wheat and cull peas.

Cecil Pierce, branch station animal husbandman, said it was also 10 percent cheaper to put on a pound of gain with hay at last fall's prices.

Lamb gains were about the same from hay or the 50-50 hay-silage combination, but more feed was required to put on a pound of gain with the combination roughage. Again, the straight hay ration was about 10 percent cheaper per pound of gain.

Pierce attributed poorer gains from silage to its high water content—about 70 percent—which restricted intake of crude protein. In all cases, shorn lambs made faster gains.

Mr. and Mrs. E. E. Gonty and sons Tommy and Doug left Friday for Seattle, returning to Heppner on Tuesday.

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To allow our entire crew an opportunity for vacation, we will be shut down for a two-weeks period. Our office will be open for limited hours to allow customers to pick up garments during our shut down but no cleaning will be done during the two weeks.

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