

FARM

Food Fads Can Be Costly; Public Caution Is Advised

By MARJORIE WILCOX
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Food quackery and diet fads are rampant! Faddism and nutrition nonsense have created a major public health problem. Each year ten million Americans squander \$500 million on food fads. These people are fooled because they don't know or won't accept scientific facts about foods and nutrition.

The American food supply is unmatched in quality, variety, and abundance. Yet a persistent campaign is being carried on to undermine public confidence in the goodness of our staple foods. By patronizing all departments of a modern food store, all nutritional needs can easily be supplied. Deficiency diseases are almost unknown in our country today; overweight is a more common problem.

It is puzzling that people in all walks of life pay big money for frauds in an era when true miracles have resulted from great advances in surgery and medicine.

Ignorance, indifference, and fear make people easy prey for the quack or promoter of fads. Victims are persuaded that "health foods," "wonder diets," or "super pills" can produce magical results. Accepting the false promises of the quack, they believe they can regain "youth, vigor, and charm," or "lose ugly fat—no counting of calories—no exercise!" or have "nerves soothed" while miraculously being cured of whatever ails them.

So much attention is being paid to diet today that many absurdities are being accepted. Many persons have heard a little about vitamins, minerals, protein, and calories, but they have not had the opportunity or taken the trouble to learn enough to distinguish fact from fiction.

Prominent among current fads is the interest in special liquid diets. "Calories don't count!" diets, honey and vinegar, sea water, and fear of foods grown with fertilizers or sprayed with chemicals. These fads follow a typical pattern of enthusiasm. When they fail to produce the magical results, they are forgotten. Meanwhile, millions of dollars have been spent and millions of books bought by a deluded, misinformed public.

Many books—often best sellers—as well as newspaper and magazine articles or advertisements give misleading or false information. The printed word is very beguiling; people often believe anything they see in print. Charlatans thrive on this public weakness.

Some writers are completely unscrupulous—twisting the

truth, making claims without a shred of scientific evidence, and quoting true scientists out of context. Often they extract pieces of research reported in scientific journals and use them to support their own misleading arguments. Most unfortunate of all is the professional person who uses the written word to promote his private fad and possibly to create a market for a worthless product or a "best-seller" book.

The four simple guides developed by the American Medical Association to help the consumer recognize a health quack: (1) The quack often uses a special or "secret" formula.

(2) He may promise or imply a quick or easy cure, or he may talk about "pepping up" your health.

(3) He advertises, using his "case histories" and testimonials from his patients to impress people.

(4) He refuses to accept the tried and proved methods of medical research and proof. He clamors constantly for "medical investigation" and recognition, but he avoids a test or stops short of giving the data needed for a scientific evaluation.

The County Extension Office has a bulletin on this subject, "Food Facts Versus Fads," free for the asking.

Storage Water 'Saved the Day' For Irrigators

Irrigation water supplies in the Umatilla, Morrow, and Gilliam counties in the 1967 season have been fairly adequate only where stored water supplies were available, according to a report released by A. J. Weber, state conservationist, Soil Conservation Service, Portland.

Elsewhere streamflow held up remarkably, considering the extreme heat and lack of precipitation, but proved inadequate after mid-July or August first in many circumstances.

Stored water supplies "saved the day" for many irrigated acres and may provide some carryover water for users of McKay Reservoir if the 7,000 acre-feet now held is not needed this season. Cold Springs Reservoir is empty as is the case at the end of each season.

Flow of the Umatilla River at Pendleton in the April through September period was 127,500 acre feet according to preliminary figures by the U. S. Geological Survey. This flow is 70 percent of the 15-year average (1948-62). In the same six months of 1966 the flow was only 76,700 acre feet or 42 percent average.

Soil moisture, as measured in the upper watersheds, is nearly record low and about as dry as at this time last year. Fall rainfall has already begun the important re-priming of the watersheds. It is hoped that further storms will add substantially to soil moisture before the freeze-up and the beginning of snow accumulation in the mountains.

The outlook for the 1968 season is satisfactory only if above average winter precipitation and snow accumulation occur.

Thanksgiving Day dinner guests at the home of Mr. and Mrs. Jack VanWinkle and family were his mother, Mrs. Cleo VanWinkle of Hiersche's Nursing Home in Pendleton, and their daughter, Pat, who, along with her roommate, Miss Kim Okano, came from Salem to spend the day.

New Law Requires Emblems on Slow Farm Vehicles

Farm tractors, implements of husbandry and other vehicles designed to travel at speeds under 25 mph will soon be required to display a standard emblem whenever traveling on hard-surfaced public highways.

The new SMV emblem law, which takes effect January 1, is intended "to reduce accidents when cars traveling at highway speeds come upon slow moving farm vehicles too fast... and too late!" according to Vern Hill, Director of the Oregon Department of Motor Vehicles.

The emblem is a pyramid shaped with a fluorescent orange center and outlined in red. It is 14 inches high, 16 inches wide, and should be visible day and night at least 500 feet away. The emblem is available from most implement dealers and hardware stores in either completed or kit form and costs around two dollars.

The SMV emblem should be mounted point upward in the center of the rear of the vehicle, 3 to 5 feet above the ground. If a combination of vehicles is being operated in such a manner as to obscure the emblem mounted on the power unit, an additional emblem must be displayed on the back of the rear-most vehicle.

To lengthen the usable life of the emblem, Hill recommends that the SMV emblem be removed from vehicles which are used only occasionally and stored away from the sunlight and weather elements when vehicles are not in use.

He said that the SMV emblem does not replace existing tail lights or warning flags as required by Oregon laws. Hill added that the SMV emblem law also applies to horse-drawn vehicles traveling less than 25 mph on hard-surfaced highways.

Although use of the emblem is not required on unpaved roads, Hill urges farmers to use the SMV emblem on these roads, too. "Last year 44 accidents with farm vehicles occurred on Oregon's highways, and two persons lost their lives. This is good reason for a farmer to protect himself from rear-end collisions by use of the SMV emblem, whether traveling paved or unpaved public roads," said Hill.

League to Honor Conservation Man

The seven county winners in the Oregon Wheat Growers League Conservation Man of the Year Contest will be honored during the banquet Friday, December 1 at the League's state meeting.

Each will be presented a plaque given by John Deere Company, with the winner to receive a rotating plaque. A brief description of each one's conservation practices will be given by Charles Porman, Jefferson county, who is chairman of the state conservation committee.

County winners to be honored are: Morris Wilson, Gilliam county; Lewis Fine, Jefferson county; Louis Carlson, Morrow county; Kenneth and Irving Hart, Sherman county; Dave Home, Umatilla county; Harold Umpleby, Union county; and Glen Christensen of the Willamette Valley.

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Polled Hereford Sale Wednesday

Joint Polled Hereford production sale of Herbert Ekstrom and Sons and Kirk and Robinson ranches will be in the indoor arena at the Morrow county fairgrounds here on Wednesday, December 6.

The sale will start at 12:30 p.m. and lunch will be served. St. Williams will be auctioneer.

Fifty-seven head will be on sale, including 24 bred and open heifers and 33 range bulls and herd bull prospects. Catalogs may be obtained from the Ekstroms at home (Ph. 422-7430) or from Kirk and Robinson (Ph. 676-9761).

Bull sale at the Frank Anderson ranch was Wednesday, November 29.

County Children Get Diagnostic Help on Hearing

A diagnostic Otolaryngology Clinic for Umatilla-Morrow county school children was held at the Umatilla County Health Department, Pendleton on Thursday, October 26, according to Mrs. Lowell Chally, R. N., Morrow County Health Department.

Thirteen children from Morrow county schools attended the clinic as a follow-up of the recent audiometric testing done in the schools of kindergarten, first, third, fifth, and seventh grades and including referrals from other grades. Appointments were arranged by Mrs. Chally.

The clinic provided diagnostic service only. Any child felt to benefit from further medical care was referred to the private physician for further treatment.

Dr. Alexander Schlueping, Portland otolaryngologist, was the examining specialist, and Dr. Duane Anderson of the Hearing Conservation Section, Oregon State Board of Health, did the audiometric rechecking of the children.

Dates Scheduled For State Fair

The 1968 Oregon State Fair will run Saturday, August 24 through Labor Day, September 2, according to a decision by the Oregon State Fair Commission.

The opening date of the 10-day event is believed to be the earliest in the fair's 102 year history. Ezra Koch, fair commission chairman, said the fair will be held at the same time as 1967 but Leap Year calendar changes resulted in the earlier dates.

The commission also announced plans to construct new exhibit buildings for the 1969 State Fair, necessitating the use of "big tops" for next year. Koch emphasized that the tents would be placed over blacktop with excellent accommodations for exhibitors and public as well.

Visiting at the home of Mr. and Mrs. Stanley Cox and family over the Thanksgiving weekend were Mrs. Cox's brother-in-law and sister, Mr. and Mrs. Joe Mellor, and family, of Dayton.

OREGON FARM CALENDAR

*Indicates New Dates

NOVEMBER

29-12/1 Oregon Horticultural Society Annual Meeting, OSU.
30-12/1 Agricultural Cooperative Council of Oregon Annual Meeting, Marion Hotel, Salem.

DECEMBER

*1 Purebred Dairy Cattle Association Meeting, OSU campus.
*1 Oregon Turkey Improvement Association: Fall Outlook Meeting, Marion Hotel, Salem, 6:00 p.m.
*2 Holstein, Guernsey, Jersey, Swiss Breed Associations will meet separately on the OSU campus.
2 OSU Swine Day, Withycombe Hall, 10:00 a.m.
4-6 Oregon Seed Growers League, Marion Hotel, Salem.
*7-9 Oregon Wool Growers Association Convention, Imperial Hotel, Portland.
8 Nut Growers Society Meeting, Motor Hotel, Salem.

JANUARY

4-5 Oregon Essential Oil Growers League Annual Meeting, Withycombe Hall, OSU.
*25 Oregon Ryegrass Growers Association, Linn County Fairgrounds, Albany.

FEBRUARY

*25-27 Oregon Dairymen's Association meeting in Gearhart.
*5-7 Ornamental Short Course, OSU campus.

Visitors at the home of Mr. and Mrs. Ed Gonty and family for the Thanksgiving week-end were their son and daughter-in-law, Mr. and Mrs. Ray Gonty and family of Seattle and their daughter, Mrs. Terry Blevins and girls of Ukiah.

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