

Growers' Cooperative Controls Most United States Lemon Sales

Los Angeles — Even lemons have a headquarters these days.

A large building off the freeway interchange in downtown Los Angeles serves as a communications nerve center for about 77 per cent of all lemons sold in the United States and Canada.

The lemon market, highly sensitive to weather, finds prices fluctuating as the thermometer goes up or down. Hot weather brings on a rush for lemons; cool weather chills the demand.

To adjust supply to demand, a growers' cooperative, Sunkist Growers Inc., operates a teletype system that links the Los Angeles headquarters with sales offices in 55 cities. Another teletype line connects the headquarters building with 18 district exchanges in the producing areas. Thus, nearly instantaneous communication is possible with the entire organization.

Each of the major offices reports weather conditions, supply-demand relationships and opening market prices as early in the morning as possible.

On the Move
Other sales experts plan where the day's shipments are to go. In addition, the experts can divert a shipment of lemons already en route if the market changes suddenly.

The Sunkist cooperative, responsible for about 77 per cent of all lemon sales in North America, is owned and directed by farmers. They grow their crop on much of the 60,000 acres of highly-cultivated lemon grove land in California and Arizona. Two coastal counties of California, Ventura and Santa Barbara account for approximately 60 per cent of all lemon production.

Sunkist serves as the marketing agency for some 130 individual packing houses that ship

X-Ray Clinic Open Thursday Afternoon

The chest x-ray clinic operated at Sacred Heart hospital by the Jackson County Public Health association will be open Thursday, Dec. 19 from 2 to 5 p.m. but will be closed for the next two weeks during the holidays, according to the x-ray committee.

After tomorrow, the next clinic date will be Wednesday, Jan. 8 from 7 to 9 p.m.

X-ray machinery provided for the clinic to find early tuberculosis, lung cancer and heart trouble is made possible by Christmas seal funds and has already saved taxpayers of this county many thousands of dollars through the detection of early tuberculosis, according to Dr. A. E. Merkel, county health officer.

Negro Suspended at Little Rock School

Little Rock, Ark. — One of the "Little Rock nine" who integrated the city's Central High school under the protection of paratroopers last fall was suspended Tuesday for throwing a bowl of chili at a white boy.

The Negro, Minnie Jean Brown, was suspended for three days by School Superintendent Virgil T. Blossom. Blossom said the girl "heaved" the bowl of chili at one boy, hitting him directly and splattering it on another.

The girl, contacted at her home later in the day, said she was "jostled against a chair, which caused me to drop my tray of food."

Christmas Trees To List Safety Data
Portland — About 47,000 Christmas trees sold in the Portland metropolitan area this year will have tags attached to them that list special home safety information, the State Board of Health said today.

The tags, furnished by the board through a grant from the W. K. Kellogg foundation, are being circulated to Christmas tree dealers for the third year in a row.

Dr. Harold M. Erickson, state health officer, said reports to his office during previous years indicate the tags have been "highly effective" in reducing the number of holiday emergency calls by the fire department.

Portland Woman Killed When Struck By Auto
Portland — Maude Franck, 71, Portland, was killed Tuesday afternoon when struck by a car in southeast Portland. Witnesses told police she was jay-walking.

It was the city's 44th traffic death of 1957, surpassing by one the entire 1956 total.

oranges and grapefruit as well as lemons. Most of these packing houses, in turn, are farmer co-operatives. Sunkist owns no groves. Each grower has his packing house pick his fruit. When the fruit reaches the packing house, it is counted carefully and credited to the grower. Then it is mixed with the fruit of other packing house members.

At the packing house, the fruit is graded. Lemons that do not have a marketable appearance are sent to processing plants to be made into frozen lemonade concentrate and a variety of consumer and industrial products.

Wide Distribution
The farmers assess themselves a few cents a carton as the fruit is sold to provide the central Sunkist organization with the money to operate. About two-thirds of the fruit is sold to direct buyers and the rest is sold at auction in eight major market areas: New York, Boston, Cleveland, Detroit, Chicago, St. Louis, Pittsburgh and Philadelphia.

Lemons, unlike oranges, are not picked tree-ripe. They are picked to size and then cured in air-cooled rooms until the right lemon color shows up.

The Sunkist members are mighty optimistic about the lemon business. They've been expanding acreage. At present, 23 per cent of the total acreage of California and Arizona is too young to bear fruit. This acreage will come into production gradually during the next few years, so we'll have plenty of lemons around, no matter what the weather.

Poisoned Silage Fatal To Seven Cows

Albany, Ore. — Seven cows ate poisoned silage and died last week end on a dairy farm north of here, an Albany veterinarian said today.

Dr. Robert Reed said tests showed fodder stored for use as winter feed evidently contained botulism, described as a "rare and deadly food poison which kills slowly."

The veterinarian said it was probably caused by dirt mixed with the silage by accident when it was stored. The botulism organism can usually be found in soil, Dr. Reed said.

He explained that the organism usually spoils silage, but that cows do not object to the taste and eat the fodder anyway. He warned farmers to check silage and destroy any spoiled portions.

Linn County Agent O. E. Mikesell said the poisoning was very rare, and was the first case in 23 years reported in the county.

Fire Leaves Family Of Six Without Home
Battle Ground, Wash. — Fire late Tuesday destroyed a small farm house about seven miles northwest of here, leaving a family of six homeless.

The blaze was blamed on an overheated wood stove.

All the Lester Hill family managed to save was a box containing Christmas presents purchased for the children.



URGES 'CRASH' PROGRAM

Chief of the Army missile program, Maj. Gen. John B. Medaris (above) testifying in Washington before Senate preparedness subcommittee, urged that the U. S. develop on a "crash basis" a rocket with a million pounds of thrust for space weapons of the future.

Youthful Scientist Program Devised

Chicago — What does it take to rear the scientist of tomorrow?

Mrs. Robert Moore of Silver Spring, Md., answered that question in a recent issue of Today's Health, the American Medical Association's health magazine.

Mrs. Moore's son, Bob, 17, recently was named the nation's top young scientist by the Science Talent Search for the Westinghouse Scholarships. Bob is attending Swarthmore College where he plans to major in physics.

Mrs. Moore drew a composite sketch of the ideal environment for producing a youthful scientist. And, as she said, this sketch is so ideal as to be "... downright discouraging, but we parents can comfort ourselves with the thought that hardly any scientist had all these things."

The perfect parents of a scientist, Mrs. Moore wrote, "would somehow be forehanded enough to provide themselves with (1) an inheritance of somewhat above-average intelligence and abilities, (2) good education, (3) wide interests, (4) stimulating friends, and (5) a good variety of books or membership in an excellent library."

"They would be willing and eager to have their sons and daughters follow their individual interests without interference, frustration, or ridicule," she added.

The perfect parents of a young scientist "would know how to teach self-discipline, responsibility, and a finely balanced attitude of independence and non-conformity blended with sufficient warm humanness to produce an integrated, wholly functioning young person."

As for herself and her husband, Mrs. Moore concluded that "... we aren't anywhere near the composite 'ideal'."

Try and Stop Me

By BENNETT CERF

GEORGE OPPENHEIMER, member of the Players' Club, found a letter in his box one evening, tore it open and read it before he discovered it was not addressed to him at all. As a matter of fact, it was meant for one of his good friends—and it came from a tailor pleading for payment of a bill almost a year overdue.

Oppenheimer scarcely had time to deposit the letter in the proper box when his friend burst in, radiating his usual charm and air of opulence. He glanced hastily at the note, tore it into shreds, and remarked in a stage whisper, "Poor silly little girl!"

"I admit," said the waiter, "his eye on an escape route, 'that this is rather a smallish steak, but I think I can guarantee, sir, that it will take you a long time to eat it!'"

Whispered one pretty secretary to another, "That new sales manager may be married, but his right eye isn't!"

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