

Farm and Garden

Buy Small Eggs, Shoppers Advised by Economists

By MARY PAT LUCY

Your "egg money" goes further now if you shop for small or medium size eggs, advised home economists at the local county extension office.

The smaller size eggs are plentiful because this is the season when pullets begin to lay. New layers start with small eggs, then medium-size eggs, before they produce the large ones.

Throughout this month and into October, small or medium size eggs are likely to offer the best consumer buy. Here's how to tell which kind of eggs are your best buy. Whenever the spread between large and small eggs is 18 to 20 cents a dozen or more, small eggs are the economy buy.

Or, figure the cost per ounce. Oregon law requires a minimum weight on egg sizes. Here are the minimum weights for four egg sizes found on retail markets: Extra large, 26 ounces; large, 23.5 ounces; medium, 21 ounces; and small, 18 ounces. With only a few ounces difference between the sizes, it's easy to figure how much more you pay for those extra ounces.

Small eggs have been recently priced as low as 25 to 35 cents a dozen while large eggs are now retailing for around 65 cents. Whether small or large, eggs have the same excellent food value and flavor — if they've been properly handled.

Eggs are certain to be in plentiful supply. There may be a 10 per cent increase in laying flocks this fall, the U.S. Department of Agriculture reports. Indications are

for more layers both here in Oregon and nationally.

When shopping, remember that egg sizes refer to the weight of the eggs. Grade refers to the quality as defined by government standards. Grade AA and Grade A eggs are top quality. They have a large proportion of thick white which stands up well around a firm yolk, and are delicate in flavor. These high-quality eggs are good for all uses. Their upstanding appearance and fine flavor are especially good for poaching, frying and boiling.

Eggs are one of the family's most complete foods and contain high quality complete protein that is easily converted into body energy.

When small eggs are 35 cents a dozen, a full pound costs but 28 to 32 cents. What cheaper high-quality protein food can you serve your family?

Ditworth First In Sheep Show

Curt Harris of the Phoenix chapter of the Future Farmers of America placed second in beef showmanship in the livestock holding contest in the state fair and Wayne Ditworth placed first in sheep showmanship, according to Jack Dube FFA chapter advisor.

The chapter also entered a team in the livestock judging contest and in dairy judging. The FFA members visited the Oregon State college campus on their return trip which included also a sight-seeing trip over the Willamette Pass.

New Pasture Plan Seen in Use

By Area Farmers

Thirty-five dairy and livestock men toured the Elliott Dairy ranch this week to observe results of a grazing plan being used by Victor and Glen Birdseye, operators of the ranch.

Ninety head of producing dairy cattle are being supported on only 30 acres as a result of the plan, according to Earle Jossy, county extension agent.

The dairymen limit the grazing area for a given day to slightly more than three-fourths of an acre of clover and alfalfa, the agent said. Each day electric fences are moved so new forage is provided, and it is about 24 days before the cattle have completed the circuit and are back on the original plot.

Jossy said that although clover and alfalfa are two of the most serious bloat causing plants, there have been practically no bloat problems. "We can only assume that this is because the cattle are concentrated in such a small area that they have to eat the stems and all," he concluded.

Before the new plan, which was originated in New Zealand, was adopted by the Birdseyes they were only able to support 60 head of cattle on the same amount of acreage, Jossy reported. When the plants are left alone for more than three weeks they are able to grow a lot of food manufacturing leaves and in turn the roots are built up and the plants gain more strength, according to the agent.

--- CHIT CHAT ---

By JOE G. COWLEY
Mail Tribune Farm Editor

Men who promote say advertising educates the man or woman who buys.

If advertising doesn't do anything else it makes people aware of progress of new methods of production. One such ad we saw in the paper the other day urged everybody to buy an old-fashioned milking stool for the living room. This, to us, is a sign of progress.

A number of years ago Grandma kept the milking stool in the barn. It was needed there then. Now it isn't. Why? —New milk production methods. The Dairy Maids may be tops in the Rogue Valley—but only in baseball. The girls this now famous team was named for—women who used to squeeze the milk out of cows while sitting on the three-legged stools—are a thing of the past. Milking machines have taken over in the dairy barn.

Modern methods have taken over in other phases of the dairy industry also. But not as much as they should. And we are speaking from the standpoint of the milk producer. Producers in other phases of agriculture are playing an important part in the advertising, merchandising and promotion of their products. Well, why not the dairymen? Well, why not? Because he has planted his good, honest solid rump on that old-fashioned milking stool, figuratively speaking, and really never gotten off it.

Locally, we think the Grade A producers are making a good honest attempt. But dairymen are dairymen and advertising men are advertising men. The two will never meet until the dairymen get somebody who knows how to teach them how to promote their product. A good, hard continuing study of merchandising promotions would get the effort off the ground.

A well-known teacher of modern advertising methods has written that to sell a steak you must sell its sizzle. Dairymen must do something similar—sell the gurgle and the creamy foam of the milk, the velvety richness of ice cream and the rich yellow melting blob of butter on baked potatoes. That's advertising and that's promotion.

The Milk Producers league has appointed a new chairman of its public relations committee. We hear he is a pretty good salesman so we may see something.

Personally, we are sold on the value of drinking milk. And, after a little persuasion the wife is a good milk drinker, too. And we have a brand new offspring who is also a good hearty milk drinker. In fact she wakes up in the middle of the night and in the wee hours of the morning demanding her milk.

This problem of promoting the sale of dairy products must be a national one. A letter to the editor in the current issue of Hoard's Dairyman proves it.

"A. D. A. (American Dairy Association) has been doing a good job of advertising, but who has benefited most? I think the processor. Why don't we dairymen take the bull by the horns and lick the problems confronting us and get more of the consumer's dollar? It can be done."

But this Ohio dairymen goes even further. He proposes a co-op.

"Why not make it the American Dairy Co-op association? We have the A.D.A. We already have 95 per cent of the investment of getting the milk to the consumer. Why not own the other 5 per cent and double our profits?"

But let's study the cooperative program closer to home—in this state. A recent survey shows the numbers operating now are down in numbers. Of those remaining—some are strong, some are weak. Attempts to consolidate to get greater strength have, in most cases, failed, according to OSC economists.

Dairy cooperatives listed include the Dairy Cooperative association, Farmers Creamery of McMinnville, Farmers Dairy association, Portland; Eugene Farmers Cooperative creamery; Lower Columbia Dairymen's association, Astoria; Coquille Valley Dairy Coop, Bandon; Coos Bay Mutual; Pine Eagle Cooperative Creamery, Baker county; Union cooperative, Union county; Wallowa Cooperative Creamery, Wallowa county; Mt. Angel Cooperative creamery, Mt. Angel; and Tillamook County Creamery association, which is a federation.

In addition, like the local Milk Producers, many producer market pools are operating in various sections of the state that are merely in the business of selling fluid milk produced by their members but in most instances are organized as cooperatives.

What can promotion do? How long has it been, if ever, since this community has had a celebration to promote the consumption of dairy products? The recent second annual Brouler Festival in Springfield, Ore., drew an estimated 15,000 people.

Events included a "Miss Slick Chick" contest, competition for which was held during the festival. Other highlights of the day included a parade, swim meet, tennis tourney, skin-diving exhibition, a softball exhibition, the Cascade Timberland, the Cascade Chorus, the Highlander's Bag Pipe Band and the yearly convention of the Oregon Square Dancers association held on nearly an acre of plywood setup for the event.

An estimated over 8,000 servings of barbecued chicken were made.

A good example of a commodity promotion is the recent first summer barbecued chicken promotion. We include some of the highlights.

Betty Davis of KOIN-TV and the Oregon Fryer commission were hosts to 80 merchants and food buyers during an outside chicken barbecue held in the television station studios. Over 100 halves of Oregon-grown fryers were barbecued "on camera" and served to the management and buying personnel of Portland food merchants.

Fifty billboards were leased from Oregon companies for almost two months. One of the colorful advertising displays appeared in Medford.

Big eight column wide and 10-inch high ads appeared in all Oregon daily newspapers. Food page editorial matter was provided the newspapers also.

Guest appearances were made on TV. Other TV promotions were one minute spots on homemakers programs and special interest shows. More are planned.

A total of 835 meat dealers, at their request, were given tie-in material such as newspaper mats, in-store banners, scratch pads and price channel recipe cards.

See, dairymen? That's how it's done. So let's get off that old-fashioned milking stool.

An important date to remember is the Farm Bureau picnic in Grants Pass city park Sept. 21, at 1:30 p.m., Russell D. Richards, dairy specialist, Berkeley, Calif., will give the long range outlook for dairy marketing on the Pacific Coast.

Market reports from Corvallis state the Oregon peach harvest is just about complete. Some growers in the Willamette valley have applied their fall sprays already. Plans are being made for next year. The peach harvest for the Medford area should be completed this week or early next week, local sources state.

The apple harvest on early fall varieties is in full swing, but the red delicious harvest will be delayed until the apples commence to show more color. High temperatures and dry weather have been retarding the proper coloring of the fruit. A few cold nights should change this, however.

Taylor Elected Head Of County Farm Bureau

E. H. Taylor, Central Point, was elected president of the Jackson County Farm Bureau during its annual meeting and county picnic in upper Lithia Park, Ashland, Aug. 30.

Other officers elected were Dewey Penrod, Talent, vice president; Gilbert Hill, Talent, county representative and Maurice Davies, Eagle Point, organization director. Davies is also the outgoing president.

Per Acre Income Said Guaranteed In Reserve Plan

The 1959 conservation reserve program may prove advantageous to Jackson county farmers, suggested Gene Winters, Jackson county extension agent.

The reserve will guarantee an annual per acre income for the period of the contract regardless of weather or crop conditions. Crop land not now needed for production could be rested and have in a fertility build-up. Or the land value increased through the planting of trees or doing other conservation measures, the county agent said.

A farmer unable to do farm work or finding it difficult to secure a tenant or hired help may want to consider placing his farm in the conservation reserve, yet still own the farm and live on it, Winters suggested. This same advantage is also available to farmers considering off-farm employment, Winters reminded.

One Jackson county farmer told the county agent that he was planning to place his farm in the 1959 reserve to clean up his fields infested with star thistle. He said he will seed down the fields with grass and spray the weeds with chemicals.

Since payments will vary from farm to farm, Winters suggested interested farmers contact the county ASC office for individual farm payments and other particulars. Farmers should bring information as to acreage, crops and production when visiting the office.

Should the net income from land in the reserve be reduced, farmers might still be willing to give up this difference in order to reduce the work load or risks, help reduce surpluses, take more part in community affairs or like activities, the extension agent pointed out.

Frozen Semen Ready For Area Breeders

Final changeover from liquid to frozen semen will be completed for many inseminators in Oregon by Sept. 1, a manager of one company said.

This firm is the nation's largest wholesaler of livestock semen, specializing in the breeding of strains of dairy cattle from the service of proved sires.

New frozen semen refrigerators will be delivered to Oregon inseminators at a meeting in Eugene on August 31, he said. Semen will then be delivered to Oregon inseminators through regular truck deliveries from Palo Alto, Calif. The trucks will carry 42,000 units of frozen semen from proved sires of six breeds.

"It took just six years from the time the first cow was bred to frozen semen in the United States to our complete conversion to a practical system for its usage," the manager said. "The problem of developing a refrigerator that would keep semen at 300 degrees below zero for from two to three weeks of field transportation was completely licked in the laboratories. After exhaustive field trials we now have an efficient system that results in a high conception rate wherever used," he claimed.

Frozen semen makes better bulls available because there can be wider usage of bulls with production proofs based on daughters from artificial breeding, the breeder said. This could not be done before, because most bulls are dead before their artificial breeding proofs are available. Through frozen semen, in theory, lives after he is dead.

Semen quality is better when frozen semen service is offered. First, better quality control is possible at the stud with frozen semen, exponents claim. And, it is kept at lower temperatures in the field until the instant of insemination.

Oregon distributors of frozen semen are: Dr. C. L. Gansberg, and Dr. Fred Wedam, Klamath Falls; Clarence

The new officers take office during the October meeting. Scott Lamb, director of information and editor of "Oregon Agriculture" spoke on the change in agriculture through government supports.

The farmer has been told for many years he is going broke and needs government help, Scott said. He feels that overall, the help through government programs have been more harmful than helpful. This, he said, applies to cotton, tobacco raising and grain and cattle.

"The last vestige of free enterprise is in the farmer's hands and when he depends entirely on the government, we are licked," the Farm Bureau editor said.

Citizenship committees are most important, Scott added. Part of the state-wide and nation-wide Farm Bureau citizenship programs offers young people from 18 to 28 years of age an opportunity to speak out on changes in agriculture as they affect their future. Special prizes will be given and the top winner will be given a trip to Boston in December, he concluded.

District FFA Meeting Planned

Central Point — Future Farmer of America chapter representatives from nine high schools will attend the district leadership and business meeting planned for Crater high school at Central Point starting at 10 a.m., Saturday, Sept. 13, according to Ed Griggs, Crater chapter advisor.

Schools planning to send representatives to the Rogue Umpqua district meeting are Pacific (Port Orford), Marshfield (Coos Bay), Myrtle Point, Roseburg, Grants Pass, Illinois Valley, Eagle Point, Phoenix and Crater.

Allen Barnes, of Crater high school and district president, will preside over the meeting.

A short business meeting will be held and training sessions for officers of the various chapters.

Guest speakers will include Ed Manary, Sheridan, state president of the FFA, Ralph Morgan, Salem, state FFA advisor and four other state officers.

Morgan and other state officers will serve as counselors in the training sessions to follow. The state officers coming to this area will spend Saturday night with Eagle Point, Phoenix and Crater chapter members.

Mongold Herd Gets Eight Awards

An eighth gold star herd award has been made to W. D. Mongold, owner of La Pine Jersey farm, route 1, Eagle Point, on his herd of registered Jerseys, the American Jersey Cattle club announced.

The La Pine Jersey farm herd won the award after having completed another year on official herd improvement registry testing. The gold star recognition is for unusually high production over a four-year period.

Last year Mongold's 24 cows had an average production of 8,869 pounds of milk containing 510 pounds butterfat. Over the past four years Mongold has had an average of 21 cows in his herd producing 9,229 pounds of milk containing 529 pounds butterfat apiece. All tests on the herd were checked by Oregon State college and the American Jersey Cattle club. The Mongold herd average is more than two times that of the "average" dairy cow in the United States.

The herd improvement registry work is another of the programs carried on by the American Jersey Cattle club to aid the continuous improvement of the Jersey breed. The club's national headquarters is in Columbus, Ohio.

Veterinary And Farm Mechanics Courses Offered

Central Point — Plans for two fall adult evening classes were outlined at a meeting of the Crater vocational agriculture adult advisory council recently.

A veterinary skills course will be held Monday nights at Crater high school with registration scheduled for Oct. 13, at 8 p.m. The series of 10 classes will be instructed by a local veterinarian and Ed Griggs, vocational agriculture instructor at Crater high school.

First class of a farm mechanics course will start at 7:30 p.m., on Oct. 16 in the Crater agriculture shop. The course will cover adjustment of carburetors, tuning of an engine, compression checks, and trouble-shooting of gasoline engines. Instructor will be Mel Bennett of Mel's garage in Central Point. The course is limited to the first 15 men who register, it was announced.

The veterinary skills course will include care and use of veterinary tools, infectious and non-infectious livestock diseases, vaccination practices, veterinary medicines and livestock breeding problems.

"Both classes are planned to be highly instructive and have been designed for agriculture practices in Jackson county," said Ed Griggs, Crater high school vocational agriculture instructor.

Members of the Crater vocational agriculture adult advisory council which set up the course are Don Bohner, chairman; Bill Ahorn, Ray Vogel, Elwood Abbott, John Morris, Bert Caster and Claude Ullom.

Filing Date Set For Conservation Reserve Program

Jackson county farmers may now file applications for 1959 conservation reserve with the Jackson county Agriculture Stabilization and Conservation committee, according to Harry Martin, local ASC office manager.

One of the high lights for the 1959 soil bank program, according to the office manager, is that annual rental payments for average productive land in Jackson county have been increased to \$15 per acre. More productive land can bring a return up to \$22.50 per acre.

Land eligible to be placed in the reserve is cropland from which a crop was harvested in 1958 or which was in regular crop rotation. Land from which time hay was cut for hay or silage in either 1957 or 1958 is also eligible, Martin said.

In addition to annual payments participating farmers receive cost-sharing for establishing conservation practices on the land they put in the reserve. Participating farmers may select from a list of approved soil, water, forestry and wildlife practices those they wish to carry out on their own land.

Sign up periods are usually for 5 or 10 years, but may, under certain conditions, be for three years.

The application filing period closes October 3. Contracts will be offered by the A.S.C. committee after that date.

Individual farm payments will vary according to productivity. To find payments interested farmers should ask the ASC committee for an application and productivity rating for the farm. After the productivity rating is figured the farmer will be advised how much he will be paid for putting his land in the conservation reserve.

Martin suggests that farmers bring with them crop acreages and yields information when visiting the office about the conservation reserve.

The Jackson County ASC office is in the new wing of the courthouse on the third floor. The office is open from 8 a.m. to 5 p.m. Monday through Friday.

Animal Diseases Listed in Report

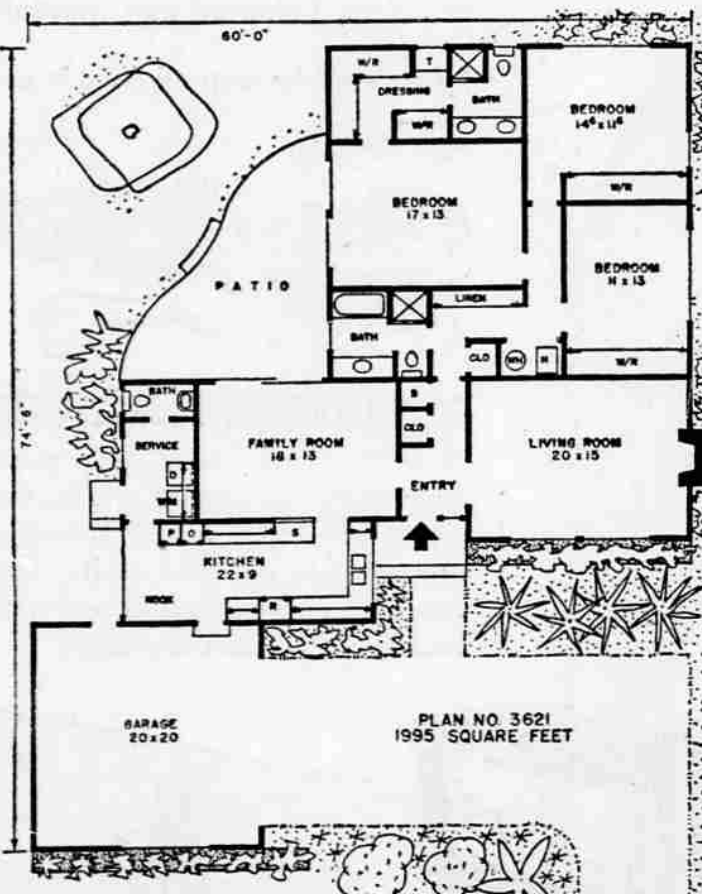
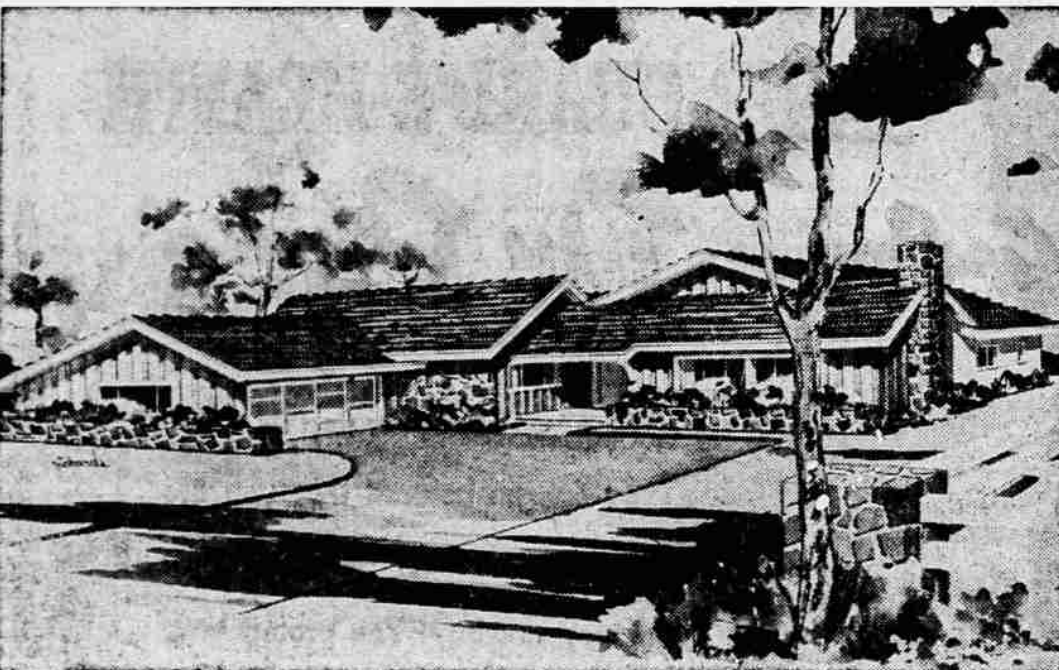
Salem—The state July animal disease report shows that anaplasmosis, hemorrhagic septicemia, infectious keratitis, leptospirosis and brucellosis again were the most common diseases found in Oregon cattle, according to the state department of agriculture.

In addition, practicing veterinarians reported five cases of bacterial hemoglobinuria diagnosed in Oregon cattle during July.

An average number of encephalitis and erysipelas cases were reported in swine throughout the state. Five cases of encephalomyelitis were found in horses.

Infectious keratitis and ovine ecthyma were the two leading sheep diseases. As is usual, according to Dr. K. J. Peterson, state veterinarian.

This Week's Home For Living



By HIAWATHA ESTES

Soft-hued stone enriches the interesting lines of this modern ranch-style home. The eaves of the shake roof are boxed for a neat, finished effect, and box frames enclose the aluminum casement windows. Stone planters and veneer make a natural foil for bulbs and greenery.

A panel of fluted glass beside the slab door lights the entrance hall. The living room, with its big stone fireplace is set apart a spacious room for adult entertaining, away from the work and activity zone.

The huge family room is partially open to the kitchen. The double glass doors that form the patio wall slide open for easy transition between indoor and outdoor living areas.

Appealing to any housewife, an exceptional amount of cupboard space and work surfaces add efficiency to the kitchen. Appliances are built in and the roomy dining room is lighted by a wide casement window. A door leads directly into the kitchen from the garage.

The service area has space for the home laundry equipment, freezer and sewing area or desk. The half-bath is convenient to the work area, garden and play yard.

All bedrooms are unusually spacious, with full-width sliding panel wardrobes. The master bedroom has a big dressing room with built-in table and more than ample wardrobe space. The adjoining bath features twin pullman lavatories. The family bath has both a tub and stall shower. A centrally located water

heater assures a constant supply of hot water throughout the house.

A large linen closet and three other hall closets provide inside storage space and a storage rack extends across the rear of the double garage.

For a fairly narrow lot the garage could be moved to the right to reduce the overall dimensions of this home. On a larger site, it could be moved further left or attached at the side with a breezeway.

Complete working drawing of the above plan can be obtained at a cost of \$7.50 for the first set and \$3 for each additional set, when ordered at the same time. This plan will be available for a period of four months from this date. Please allow two weeks for delivery. If the above home does not entirely meet with your satisfaction, a new home plan book, "Homes for Living," may be purchased for \$1. Send all orders for either plans or books to Hiawatha Estes, P. O. Box 407-7, Northridge, Calif.

REPOSSESSED EQUIPMENT FOR SALE

- Mack Diesel Log Truck — Fruehauf 1952 Trailer
- Diesel Electric Generator — G.M.C. 6 cyl. with G.E. 60k.w.
- 1952 Ford Log. Truck — 1953 Pierce Trailer
- 1951 Ford Log. Truck — 1939 Stand. Trailer
- 1948 White Front Rear Drive — Trailer

BANK OF ILLINOIS VALLEY
Cave Junction, Oregon
PHONE 2401



Daily's U-Drive
Medford Airport