

--- CHIT CHAT ---

By JOE COWLEY
Mail Tribune Farm Editor

As June Dairy Month nears an end the dairy farmers hope they have put their message across—that they have started a few more on the "glass-a-milk-a-meal" habit.

After all it is the sale of milk which puts the money in the dairyman's pocket. Not the manufactured milk products such as cottage cheese, ice cream, cheese and sour cream. These are merely the by-products.

Milk has been called the most complete food in the market and the biggest bargain. But the American consumer doesn't always eat what is best for him, drink what is best for him or use what is the biggest food bargain for his money.

For instance, a conversation overheard recently—
"Looks like you lost some weight!"
"Yeah, I eat less, just grab a sandwich for lunch. Another big thing is that I cut out that big glass of milk. Boy, did that put on weight!"

Naturally, he didn't mention high balls slugged down "for a quick one after work," or the case of beer taken along during that fishing trip. Those don't put on weight!

Or this in a local tavern—"Yeah, those dang farmers raised the price of milk down in Portland. Suppose they will be doing it here next. Gad! The cost of living these days." Chomp, chomp. "Gimme some more of those peanuts. And I'll have another beer, Mac. Yeah, as I wuz sayin' c'n hardly afford to give the kids milk these days—specially when I'm drawin' my rockin' chair pay."

Objectives of the 1959 milk promotion program are: To increase milk consumption—more specifically to increase milk drinking among adults and teenagers, to sell milk as a refreshing beverage, to create a more favorable image of milk, to direct major promotional efforts against people who already drink some milk, to concentrate primarily on home consumption, secondarily on restaurant consumption, encourage increased orders for week end consumption, to stage periodic milk merchandising events with the grocer and dealer.

But some people worry about milk making them fat. A dentist friend of ours suggests that those people try non-fat milk with powdered milk mixed in for the needed vitamins. It's good and it's non-weight producing.

The 1-cent increase per quart to consumers affects Salem, Albany, Corvallis, Hood River, The Dalles, Hermiston and Pendleton in Oregon and Vancouver and Walla Walla in Washington. This means, however, only a half cent increase a quart paid to Grade A dairy farmers. Other price raises from a half to a cent a quart are already in effect in Seattle, Spokane and Yakima, Wash.

It's interesting to compare money paid the farmers in various parts of the country for per pound of butter fat. The New England states' average for May was 61 cents per pound. In the Pacific states it was 58.5 cents per pound. In the east north central states which includes the dairy state of Wisconsin the average is 53.0. Wisconsin is paid a 62 cents average per pound of butter fat compared to Oregon's 59 cents. The highest price average paid in the fluid milk market during April, 1959 was \$6.70 per hundred weight in Florida. The lowest average price paid was \$3.40 in Minnesota. Oregon milk producers received an average price in April of \$5.20 per hundredweight. Florida, with its fluid milk price paid farmers \$1.50 higher than Oregon's, pays only 45 cents per 100 pounds more for an average price on all mixed dairy feed.

Oregon farmers paid an average price of \$3.57 for a pair of bib overalls in 1957 and \$3.62, on an average, in 1958. The average price for 1957 in the New England states for the same type of overalls was \$3.74 and \$3.85 in 1958. Florida farmers paid an average price of \$3.71 in 1957 and \$3.83 in 1958. These are USDA figures.

The Oregon dairy farmer and those in northern California and southwestern Washington have been plagued this year with dry pastures which meant earlier fall feeding than usual, higher feed prices and higher labor costs. And too often the dairyman has awakened in the morning, as the chicken rancher in this area did recently, and discovered his hired hand had left during the night.

Coupled with these worries has been the dig dip in milk consumption. American dairy farmers in 1958 produced 126 billion pounds of milk, enough to form a river 40 feet wide and 3 feet deep from Portland to Miami. Yet consumption is dropping.

OSC department of agriculture economics figures probably sum up the situation best. Total Oregon milk production in April 1959 was down about 1 per cent compared with April, 1958. U.S. average milk production during April was practically the same as a year ago.

The estimated average cost of producing Grade A milk in the Willamette valley during May, 1959, was 8 per cent higher than the average May cost during a three year period of 1947 through 1949. May's milk production cost average was also higher than the previous May by almost 10 per cent. Farm wages and protein concentrates were also somewhat higher than a year ago. Alfalfa hay prices for May were up 60 per cent over the same month a year ago in keeping with the general hay price increase.

The May price of all milk in Oregon increased on an average of 10 cents per hundred-weight over the previous May. However, the dealers' buying price of Grade A milk is nearly 6 per cent less than a year ago. The lowered price to producers resulted from increased processing costs due to wage and fringe benefit increases.

Hay is going up in price, according to the dire predictions of those who have visited eastern Oregon and California areas. We noticed driving through the valley a lot of haying activity. However, prolonged rains in other western Oregon areas have slowed down silage-making operations and have damaged a lot of cut hay, according to OSC reports. Observers who visited eastern Oregon have reported the crops are behind schedule due to cold weather and lack of moisture. California has been hit by drought conditions as have large portions of central, southern and southeastern Oregon sections, according to reports.

Those farmers following the local auction sales will be interested to know that the week ending June 11 showed that a larger supply of feeder cattle at Ontario met bids of \$27 to \$30 on good and choice 500 to 700 pound steers, \$23.50 to \$29.60 on comparable grades of heifers and \$31 to \$34.50 on similar grades of steer calves. At Klamath Falls, good and choice feeder steers of 600 to 700 pounds made \$26 to \$28. Medium to good 550 to 650 pound feeder heifers sold at \$25 to \$27.

NAME EXPLAINS
Mansfield, O. —(UPI)—Widowville, on a country road east of here, received its name because so many women widowed by the Civil War settled there.

TIME MARCHES ON
Holliston, Mass. —(UPI)—Alexander Macomber, 82, has repaired 12,834 clocks and watches during the past 27 years.

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Research Report With Beef Cattle Set For June 30

Corvallis — Beef cattle feeding experiments designed to help Oregon ranchers get best results with locally-grown feeds will be reviewed at Milton-Freewater June 30, it has been announced by the Oregon State college agricultural experiment station.

The program will start at 1:30 p.m. with a tour of the Milton-Freewater beef feeding yards just south of the Umatilla Canning company's silage pits, reports David C. England, OSC animal husbandry scientist in charge of the research program.

Beef animals on test at the yards for the past year are owned by local ranchers who provided feed and facilities. Norton Taylor, Umatilla county extension agent, supervised the feeding trials.

Research highlights slated for review include use of antibiotics and hormone gain boosters; comparisons of peavine hay, peavine silage, and alfalfa hay for both wintering and fattening steers; most profitable levels of grain feeding; meat-quality studies; and use of new systemic materials for controlling cattle grubs and effects of the treatment on animals' feedlot performance.

England, Taylor, and other DSC staff members will discuss findings during the tour of the feedlots. Further discussion of the college livestock experimental program is scheduled at 2:30 p.m., at the Milton-Freewater city park.

Speakers will include F. E. Price, OSC dean of agriculture; J. C. Miller, dairy and animal husbandry department head; Walter Kennick, meats researcher; and R. L. Goulding, research entomologist.

New chemicals to help weaner calves adjust to feedlot conditions were included in feeds in various combinations. Materials tested included antibiotics, tranquilizers, and dynafac, a chemobiotic similar in action to antibiotics.

Grain feeding experiments compared several trial methods of regulating grain-intake to the animal's body weight throughout the fattening period. Purpose was to compare total grain-intake through the different methods with rate and cost of beef gains and net returns.

Increase Noted in College Enrollment

Ashland — A total of 596 students, a 22 per cent increase over last summer, had enrolled at Southern Oregon college Tuesday, the second day of registration for the summer session, Mrs. Mabel Winston, registrar, has announced.

Of the total, 229 are male students and 367 are women. Last year on a comparable date, 496 had enrolled. Of last year's enrollment on the second day, 183 men had registered and 313 women.

Mrs. Winston said several classes have been added be-

Farm Notes

Washington — (UPI) — The agriculture department reported farm workers in late May totaled 8,112,000, about 3 per cent less than a year ago.

Washington — (UPI) — Spring vegetable and melon production is expected to be 5 per cent less than last year, according to the Agriculture Department's crop reporting board.

Excluding melons, the estimated production of spring vegetables is only 1 per cent below 1958. Melon production is 18 per cent less. Spring crops with substantially less production than last year are tomatoes, cucumbers, snap beans, sweet corn, onions, and green peppers.

Washington — (UPI) — The 1959 wheat crop is likely to be well above average production in spite of disease, insects, and bad weather.

The Agriculture Department yesterday estimated the all wheat crop this year at 1,182,000,000 bushels — nearly 20 per cent less than the record 1958 production, but 10 per cent more than average.

Washington — (UPI) — The House agriculture committee is expected to announce soon that it will open hearings on new general farm bills.

Rep. George S. McGovern (D-S.D.) said he hoped the committee could come up with a new farm bill this year. He is one of several committee members who have been pressing for this all year.

Washington — (UPI) — Spokesmen for rice growers have been conferring with Agriculture Department officials in an effort to work out an agreement on a proposed change in the federal rice program.

Washington — (UPI) — The American Farm Bureau says farmers have a direct interest in the current wage negotiations in the steel industry.

In a letter going to top spokesmen for both labor and industry, the bureau said agriculture uses more steel than any other industry. It also said farmers are interested because of the effect a steel wage agreement may have on inflation.

Washington — (UPI) — The agriculture department reported today that half of the counties in the United States and its possessions are now modified — certified free of brucellosis.

On June 4, Eagle county, Colo., was given that rating to bring to 1,576 the number of counties in this class. Another 546 counties are expected to be certified soon.

Washington — (UPI) — The agriculture department has accused Swift & Co., one of the nation's top meat packers, of unfair trade practices in sales by a Swift subsidiary, Neuhoff Packing Co., of Nashville, Tenn.

The department said in a formal complaint Monday that Neuhoff violated the Federal cause of the increased enrollment, and some classes have been sectioned. This year's enrollment is a summer session record for the second day

MAIL TRIBUNE, Medford, Or.
Thursday, June 18, 1959

Lung Cancer Tie With Smoking Gets Challenge

Rochester, Minn. (Science Service)—The statistical studies that link smoking with eventual lung cancer have been challenged by a doctor here.

Two of the most famous of these studies, that of Doll and Hill in England and Hammond and Horn in the United States, are the subject of his discussion of the validity of the conclusion that smoking causes lung cancer.

Dr. Joseph Berkson, section of biometry and medical statistics, Mayo Clinic, here, explained that the studies revealed more than the alleged smoking-cancer link.

For instance, the Hammond-Horn studies supervised by the American Cancer Society, show that persons who smoked died of other diseases too. In fact, only 13.5 per cent of the deaths were due to lung cancer, their second study showed. The remainder died of causes other than lung cancer.

Another 13.5 per cent of the deaths were due to other types of cancer. The largest proportion of deaths was attributed to coronary heart disease, Dr. Berkson pointed out.

The death rate from cancer of the lung among smokers was larger than among non-smokers in the sample population, but lower than the death rate from cancer of the lung among the general population. The general and specific death rates in both groups' studies were low compared with corresponding death rates for the general population.

The theory that smoking causes lung cancer is derived from statistical studies, the researcher said. But the question of the cause of cancer is basically a biologic, not a statistical problem. The reports contained no substantial clinical, pathologic or other independent direct evidence that smoking was the cause of lung cancer, he emphasized.

Irrigation Tips Given By Horticultural Agent

By C. B. CORDY
Jackson County Horticultural Agent

With the coming of hot weather it is going to be very important to maintain the soil moisture in our orchard soils at very desirable levels.

This can not be determined by digging at the surface of the soil with the toe or even with a shovel. It's necessary to get down at least a foot deep and preferably two feet deep and several holes should be dug as the soil moisture will vary from one place to another.

For large orchards this can best be done with a power driven auger. Small orchardists may wish to use a 1½ inch soil auger.

Approximately one-half of the moisture that a soil will hold cannot be used by the tree as the soil holds it tighter than the pull the tree can exert on it. The half that the tree can use is called the available moisture. It must also be remembered that in hot weather trees will suffer and the rate of fruit growth will slow down when the soil moisture falls below 50 per cent of the part which is available.

This makes it particularly important in late season when we have hot weather and the fruit is growing rapidly to maintain good soil moisture conditions.

It is equally important not to apply an excess of water. If more water is applied than the soil can permanently hold it replaces all of the oxygen in the soil and the tree roots

Livestock Brands Must Be Re-recorded

Salem — Owners of about 14,000 livestock brands recorded in Oregon will be called upon to renew their rights to the brand beginning July 1. Each five year's brands must be re-recorded with the state department of agriculture at Salem to keep them current.

The re-recording period now coming up will last for six months and applications filed now will continue legal ownership through Dec. 31, 1964.

Virginia extends farther to the west than parts of West Virginia.

Pooled Shipment Of Lambs Set

A pooled shipment of lambs is planned for June 27 or June 28 if enough lambs are available, according to Earle Jossy, Jackson county extension agent.

Jossy said 300 lambs are needed to make a truckload. If the lamb pool receives less than 300 lambs they will be hauled by truck to Klamath Falls.

Jackson county lamb growers shipped out 236 head of lambs Wednesday, June 17, Jossy reported. A total of 120 from Klamath Falls were added to the shipment. The lambs brought an average price of \$21.50 per hundredweight. A charge of 25 cents per hundredweight was made for yardage and shipping. The lambs were shipped out under auspices of the Jackson County Farm Bureau Shipping committee.

Those shipping lambs were J. S. Lydiard, Medford; A. E. Mallroy, Eagle Point; Lloyd Livingston, Central Point; Don Niedermeyer and John Niedermeyer, both of Medford; Don Bohmert, Central Point; Ray Vogel, Central Point; Don Nichols, Ashland.

The lambs were purchased by the Dixon, California Valley Livestock company.

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