

Farm and Garden

--- CHIT CHAT ---

By JOE COWLEY
Mail Tribune Farm Editor

Best agricultural public relations should be established through the little people.

By little people we mean those who aren't the big operators as compared to the wheat farmers with thousands of acres of land or the beef ranchers with extensive holdings. An example of the little farmer is the white-haired, blue eyed veteran with tanned face who is an upright citizen in his community. You'll find him ushering in a local church every Sunday, a firm, uncompromising member of the school board, or of the irrigation district board of directors. He may own a few acres of pear orchard, a small herd of milking cows, perhaps some beef, too.

He's not wealthy, but he has learned how to live well within his limited means which seems to be a lost art these days. He's raised his family and watched them apply some of the hard-working rules he has taught them.

Or, he may be a pear-grower, a big rugged type individual who has raised himself by his own bootstraps. He still feels this is an opportunity which should be allowed upcoming generations. He settled in this valley and through a lot of hard work, unremitting work and harder economies accumulated more and more holdings until he could make what he calls a good living.

Or, he may be a man who roamed up and down the coast picking fruit and hiring out at different farms for general farm labor. He settled in the valley and is raising fruit and a family. Whatever activity he enters he gives it his full support. He's steady, reliable, a good neighbor, an important part of the community although his farm work never allows him to become a leader in community affairs.

We could name other typical examples of small farmers who unconsciously are furthering agriculture's better public relations program. However, the main thing is to bring these people to the attention of the public. Leaders of agriculture are becoming more concerned over the hard-hitting criticism the last few years which has been increasing against the industry. They feel a lot of good things can be told about agriculture. And there are many good points. But, they must be brought out mainly through a people to people program. Make the public well acquainted with the ordinary, hard-working farmers of all segments of agriculture.

So we were disappointed when we read the details of this week's announcement by the Oregon Farm Bureau Federation. Its annual meeting of the Pacific Northwest Farm Council will be held in Portland May 23-24 in the Benson hotel. This year's topic is "Public Relations for Agriculture."

Speakers include Charles Sprague, editor of the Oregon Statesman, Salem; and James Short, director of the state department of agriculture. Both are well versed in agriculture and should make a solid contribution to the program. But then we get down to two panel discussions—"Why are our public relations in agriculture not good?" and "How can we improve public relations for agriculture?"

Panelists for the first discussion include Gene Scheel, moderator, Oregon State college; Irv Lieuten, Weyerhaeuser company, Portland; Mrs. Kent Magruder, Clatskanie; Mrs. Richard Newberger, Portland; and a Portland housewife (to be named). Panelists for the second discussion include Ralph Backston, King county Washington extension director, moderator; Jalmer Johnson, associate editor, the Oregonian; Warren Nunn, administrative assistant to the governor of Oregon; and J. W. Forrester, editor of the East Oregonian, Pendleton; and Dick Turner, of Dawson-Turner, Portland.

All of these people are so far removed from the firing line of agriculture and its problems its like inviting a group of major generals to discuss the morale of our boys at the front. They don't get close enough to the firing line to know. It would have made more sense to have invited the Oregonian's farm and markets editor, to have included at least one farmer on the panel, or a group of farmers representing various phases of Pacific Northwest agriculture. However, the conference does wind up strong with Joe Wilson, chief of the Oregon Employment Service speaking on "Farm Labor and Public Relations," and Cecil Hagen, editor of the Oregon Farmer and similar publications speaking on "Future of Northwest Agriculture."

A pertinent pamphlet on farm public relations was dropped on our desk this week. It's called "Public Relations of Peasantry" written by Ed Lipscomb, director of public relations, National Cotton Council of America.

Lipscomb points out in his pamphlet that two things in the farm public relations problem makes it serious now. These are (1) the broad base and determined temper of the attacks; (2) the depth of public distrust of farm programs, and of the motives of the farmer himself. This makes it imperative that the farmer take giant steps to improve his public relations or be pushed toward peasantry.

In the booklet's preface, Lipscomb relates how European farmers use sickles and burros to harvest wheat in fields near the world's second oldest university. Apparently, he means, that advanced education in a country does not necessarily mean that the farmer's lot is going to be advanced, too.

"This is not a matter of returning to sickles and burros," Lipscomb writes. "The prospect, instead, is one of severely limited opportunity, oppressive restraints, powerless bargaining positions, and economic mediocrity which are the basic ingredients of peasant life."

Suggestions made by the pamphlet's author include gathering strong, but interesting facts to boost the farmer and proper distribution of these facts. He suggests that such material be tied in with local facts to make it more interesting to local people. The farmer should contact community leaders to see that they understand this information, are impressed by it and will further impress other with it. Radio, TV and newspapers can all be big aids in this program, but speakers at various civic functions and club meetings can carry a greater impact. We realized this a long time ago. That's why we have been urging the Medford Chamber of Commerce Roundtable (A Monday noon luncheon forum, to include more agricultural speakers on its program.

The chamber also has recently organized an agricultural committee and should be shifting into high gear soon, we understand. Other civic organizations or service clubs should have agricultural committees, too, so a series of farm events could be planned. The Spring Farm Festival last May at Central Point was a step in the right direction. The various Granges in Jackson county have done a good job in public relations, too, with their various community service programs. The tree planting program by Eagle Point Grange, the annual town and country breakfast at the Phoenix Grange, the various Grange dinners to which the public is invited and right now the candidates nights at the county Granges all help to make the non-farmer better acquainted with farmers and their families.

The Rogue valley pear industry has taken giant steps forward in bettering its public relations. Voluntarily pear growers are converting their more smoke producing orchard heaters to the more modern less smoke-producing types. The major complaint against the pear industry is the smudge smoke each spring. This conversion program won't eliminate all of the smoke, but will reduce its somewhat.

Some of the pure air advocates are anxious about the effects of spray in the air on people and animals. A public meeting at which an agricultural scientist spoke successfully explained away such fears. The danger is in spray chemical contacting the skin of the men spraying the fruit trees, it was explained. The pear industry is cooperating with the Jackson county public health department in research to determine how much of the spray and what concentrates might prove harmful to the sprayers. Some tentative data is expected at the end of the season.



TRY OUT TRACTORS—Eagle Point Future Farmers of America chapter members are shown trying out tractors from some local farm machinery and implement companies before they decide to buy one for the chapter farm plot. Companies which have donated tractors for the test run were Hubbard Wray, International Harvester company, Herb's Garage, Deaver Tractor company. The Eagle Point vocational agriculture department's advisory board met after last week's test run but decided to await the outcome of the school budget vote before deciding on a purchase.

Some Orchards Recovering From Pear Decline Disease

Editor's Note: The following article is one of a series of stories on pear decline in the Rogue River valley based on excerpts from a paper prepared by Prof. Henry Hartman, horticulturist at Oregon State college, C. B. Cordy, Jackson county horticultural agent, H. Ronald Cameron, John R. Higdon and Harold J. Jensen. Professor Hartman, who has been heading the decline study here, was scheduled to discuss the decline problem and his latest findings during a meeting of the pear industry here earlier this year. Under doctor's orders since his heart attack, Hartman has not yet been able to come to Medford.

Some orchards are showing recovery from decline.

A survey made at the end of the 1959 season showed that of 10 orchards or blocks of trees which showed severe epidemic decline in 1958, seven showed marked recovery. The other three blocks were holding their own," according to agricultural research workers who prepared the report on pear decline in the Rogue River valley.

Practically no new cases appeared in all of the blocks reported on. Of the seven blocks showing recovery, four consisted of trees on French roots and three with trees on Japanese roots.

Problem Not Solved

The researchers emphasized these cases of recovery do not mean that the problem is solved. The researchers are uncertain as to what consists of true decline and whether all decline is one and the same thing, although the symptoms are fairly definite. However the Rogue valley problem suggests there may be more than one type and may not result always from the same factor or factors. Decline takes on different patterns as to its distribution and as to the manner in which it strikes.

Types of decline are epidemic, sporadic, slow and quick.

In epidemic decline the trouble strikes suddenly and covers a high percentage of trees in a given block or orchard. First visible sign of trouble was slowing down of growth. The trees usually come out in early spring with leaves small, sparse and grayish green. Feeder roots were either dead or seriously injured. The main roots appeared alive.

In advanced cases of this type a brown line appeared at the graft union. However, this is not always true under conditions in this area. Trees in this form of decline often go into collapse, particularly during hot weather and low relative humidities, researchers reported.

Sporadic decline occurs to trees here and there. This type is not as alarming as the

epidemic type but is widely distributed throughout the valley. This type usually occurs on trees propagated on French roots. French root make up at least 90 per cent of the pear trees in the region. Most of the cases of new decline observed during 1959 were in this category, researchers noted. While only one new case of epidemic decline was noted in 1959, sporadic decline cases increased significantly, it was reported.

There is no sharp line between slow and quick decline. Quick decline cases show normal growth during spring and early summer and suddenly collapse without previous warning. Until now the number of trees in this category have been small. Although the primary roots of the trees are almost always intact the feeder roots have been seriously injured as often indicated by reddish coloring, researchers explained.

In spite of the recovery

noted in some orchards, pear decline researchers continue to make the following suggestions which were made in the fall of 1958:

- (1) Apply no mineral nitrogen, (2) apply no organic matter besides that from cover crops or natural cover, (3) discontinue the practice of irrigation with waste water in early spring, (4) abandon practice of flood irrigation, (5) avoid saturation of soil at all times during the growing season and limit application of water to the minimum amount of water needed, (6) drain off surface water from precipitation during the winter and early spring.

These recommendations were not based on experimentation. However, they appeared justified from field observations. Detailed experiments in California on certain phases of decline in citrus, avocado, walnut and apricot trees justified the recommendations, researchers pointed out.

Homemaking Needs Alike Whether on Farm, in City

Corvallis - Home making needs of farm and city families based on the "country cousin" notion are as obsolete today as the spinning wheel, a survey made by Oregon State college extension service indicates.

Homemaking needs are about the same in all parts of Oregon regardless of whether the family lives on the farm or in town, according to requests for homemaking programs received by OSC.

Homemakers want to learn more about buying food, clothing and equipment. They're concerned about their family's future, and want information on how to plan for it. They want to budget ahead to finance their children's schooling and help them choose a vocation, according to the survey.

Programs that offer insight into understanding the behavior of family members - from toddlers to teenagers - have been requested. New attention has also been focused recently on developing programs for Oregon's "senior citizens."

Families are interested in what goes on outside their homes, too. Couples want to attend sessions on landscaping, family affairs, family business, and community improvement, the survey showed. They want to know more about the complexities of planning a will or settling an estate.

Homemakers interests vary, OSC specialists find, depending on their experience, age and income. Young brides are eager to learn basic skills - planning tasty nutritious meals, management of the home, and clothing buying and construction. As they become more experienced, and

raise their families, they look for more creative interests.

How extension-sponsored programs are planned to fit all these needs and interests is explained by Esther Taskerud, coordinator of family life programs at OSC.

Home economics specialists, she says, work with local extension home economists, stationed in 34 Oregon counties, to build "common interest" programs recognized as greatest needs. For example, this year, women requested and will receive aid in good nutrition for better health, clothing construction, family recreation, family finance, and home management.

They'll learn how to plan more efficient homes; study kitchen and laundry arrangements, home lighting, storage and household equipment, and be offered comprehensive classes in laundering that include information ranging from buying a washer to choosing the correct bleach.

They've requested and will receive assistance in identification, selection and care of fabrics. Special helps on buying meals and seafoods and on credit and life insurance will also be offered.

They'll get this help through extension homemaking groups that meet in local communities, and through county agents' radio and television programs, newspaper columns and OSC bulletins.

They'll also get it from other homemakers, called project leaders, who have been given subject matter instruction by county agents or specialists. These project leaders took this homemaking information to 5,262 groups, attended by 84,190 homemakers in their local communities

Infrared Lamps Found Valuable In Seed Drying

Corvallis - Oregon State College agronomists have put infrared lamps to a new use: drying seed.

The lamps are fast, economical and thorough, says Dr. Te May Ching, assistant agronomist in charge of the farm crops seed research laboratory at OCS, who developed the new drying method.

Since seed drying is a "must" in modern agriculture, Mrs. Ching believes this type of economical seed dryer can benefit the seed industry, farmers, and seed research workers.

She predicts the infrared dryer will be especially valuable to growers of vegetable, flower, and expensive turf seeds.

Dryer Center
The dryer moves seed on a belt under a row of infrared lamps. The heat penetrates deeply and dries seed from the inside out. Other types of dryers may leave a wet center because they dry and harden the outer layer first.

Although only small quantities of seed can be dried at a time with the infrared dryer, the heat lamps remove moisture so quickly that it doesn't take long to dry a lot of seed.

In the Pacific Northwest, seed usually doesn't have to be dried at harvest time. But it often absorbs enough moisture during winter storage that it should be dried before it is shipped to warmer areas for planting.

In parts of the country where seeds are harvested during damp weather, they need to be dried right after harvest. Mrs. Ching pointed out that the infrared dryer is faster and more thorough than air dryers now being used in these areas.

Polk County Farm Receives Honors

Salem - A farm which is part of a donation land claim of 1851 is the oldest in the first three applications for 1960 Century Farm honors. The farm is owned by Mr. and Mrs. J. Davis Allen of Rickreall and was settled by his grandfather, John C. Allen.

Lumber for the barn, Mr. Allen cites in his application, was sawed and hewed by hand near Falls City, then hauled by oxen to Rickreall.

Other early applicants for Century Farm honors this year are Raymond S. Kirk, Route 1, Halsey, whose farm includes the original 160 acres of the Henry H. Kirk farm of 1860; and Cecil H. Wheeler, route 2, Creswell, who farms about a fifth of the land settled in 1853 by Isaac William and Hetty Bond.

Any Oregon farm continuously operated or managed in the same family for 100 years or more is eligible for Century Farm honors. The program is now in its third year and is sponsored by the Oregon Historical Society and the state department of agriculture. Climaxing event, the awarding of Century Farm documents, will come at the state fair.

Application blanks are available from county judges or commissioners, and should be mailed to the state department of agriculture, Salem.

How serious a breakdown in agricultural public relations can be was shown during the recent Cranberry spray scare during last Thanksgiving time. Many cranberry growers suffered serious financial hardships because of this. If public relations had been stronger the Cranberry industry would have been able to successfully negotiate with the Department of Health, Education and Welfare so just the portion of the crop affected would have been removed from the market. At least that is what many people believe.

The United Fresh Fruit and Vegetable association has asked that the president appoint an impartial fact-finding body not from government who would have scientific knowledge in the field of agricultural chemicals.

Beef Promotion Now Under Way; Leslie Salt Helps

A program to assist in marketing record numbers of beef cattle now on Oregon ranches has been announced by Caroline Magruder, secretary of the Oregon Beef Council.

In a cooperative project, the Leslie Salt Company, will provide \$5,000 of beef promotional material. Oregon retailers will be offered attractive colored sales banners and posters, featuring in full color, selected beef items ranging from Breakfast Steaks and Beef Stew to Meat Loaf and Sirloin Steaks.

Theme of this initial effort will be "IT'S BEEF-O-RAMA TIME." Scheduled to start immediately, this intensive program will last three months, through the heart of the barbecue season. During this time, seven representatives of the Leslie Salt company will assist retailers in making displays.

Supported Voluntarily
Activities of the Oregon Beef Council are supported by voluntary contributions of 10 cents per head by cattlemen.

Grade A Milk Law Now Under Study

Salem - What amendments, if any, industry should propose in the Grade A milk usage audit law is under study by a 13-man advisory committee to the state department of agriculture.

Committee members, newly selected by the groups they represent at the department's suggestion, held their first session April 29. The department is making no initial proposals, but says some refinements are desirable.

On the advisory group are: Fulton Magill, Independence; Dick Lyons, Junction City; Carroll Ellison, Mt. Angel; Frank Rood, North Bend; Tom Hall, Portland; Lawrence Geraghty, Merrill; Ralph Wilcher, Junction City; Fred Morgan, Jr., Gresham; Will Henry, Portland; Robert A. Fish, Eugene; Dick Westenberg, Medford; Hugh Gallagher, Portland; and T. L. Goodwin, Roseburg.

Brand Inspections Reported on Rise

Salem - About 6,000 more animals, mostly cattle, were inspected for brands during the first quarter of this year than in corresponding 1959.

Fred Pope, animal division chief for the state department of agriculture, says his men checked 216,036 head of livestock under the brand inspection program in the three months ending March 31. Like 1959 figures were 210,270 head. In 1958, the first quarter total was 240,298 head.

For the first quarter this year, inspections made at market points were 128,115, up 11,000 over the year earlier. Slaughter inspections were up, too, 18,315 vs. 15,851 head. At country points, inspections dropped: 69,605 the first 1960 quarter vs. 77,381 a year earlier.

Brand inspection is part of the state's three-prong livestock identification and theft prevention program, which also includes recording and theft investigation.

council. Collections made through the brand inspection department of the state department of agriculture are not included in the initial payment.

The support of regional and national beef promotional organizations and the state wide activities of the Oregon Cow Belles, are listed as the primary program of the voluntary promotion program.

Meanwhile, Mrs. Magruder pointed out that organized industry effort becomes increasingly important due to record numbers of cattle and competition from other foods.

Bentgrass Group Sets Hearing

Salem - A public meeting to give Highland bentgrass seed producers an opportunity to be heard on the Highland Bentgrass commission's 1960-61 budget is announced for Friday, May 13, at 7:30 p.m. It will be in the State Department of Agriculture building, Salem.

The proposed budget totals \$12,655 plus a \$5,000 emergency fund. Growers may study the budget at any county extension agent's office.

The Highland Bentgrass commission was created last year following a grower referendum. On an assessment of 38 cents per hundred pounds on producers' sales of seed, collections to late April amounted to about \$12,500. Seed dealers, as first purchasers, make the deductions and remit to the commission.

An assessment of one-fourth cent per pound (25 cents per hundred pounds) on grower sales is proposed for the 1960-61 year which begins July 1. This amount is based upon the legal requirement of not over 1.5 per cent of the growers' average price during the last three years.

The commission has already made a start on its program for investigations of Highland bentgrass usage and problems in eastern consuming areas. Dr. Norman Goetze, Oregon State college turf specialist, is heading these market research studies for the commission. At the budget meeting he will present tentative plans for further market survey work and development of needed experimental data in usage areas.

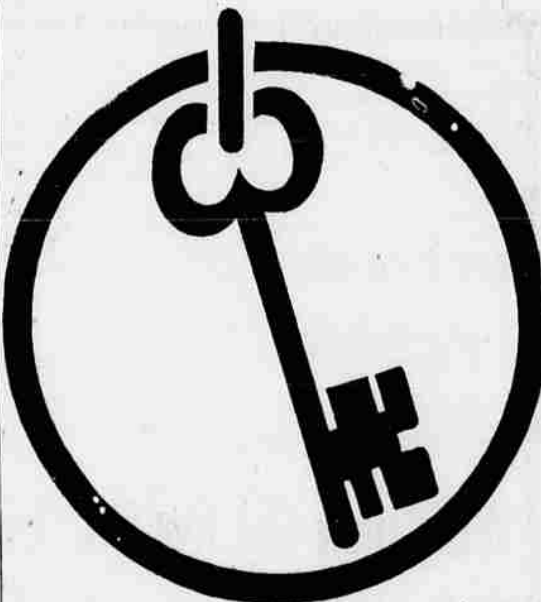
The commission will adopt and file its final budget for the new fiscal year after the public budget meeting.

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