

CHIT CHAT

By JOE COWLEY
Mail Tribune Farm Editor

The country people had lots and lots of meetings last week and we managed to attend all of them—about four, all told.

These were the Cal-Ore Hereford association, June Dairy Month promotion dinner, Jackson County Stockmen's association and the South Talent Homeowner's Protective association.

Yes, plans for June Dairy Month promotion are already underway, guided by dairyman George Holt, a veteran in such things. If you have any ideas, see George out Phoenix way. He'll need lots of help. Big weakness in past promotions is that it has turned into a one-man job. In fact, it looks right now as if Jackson county won't even have a dairy princess contest for the same reason. The same few people become tired carrying all the load year after year.

Much of what we heard Tuesday had been told many times before. The posters and banners were more artistic and colorful and the pitch was somewhat different. Now, instead of aiming at one month, promotions are keyed to all seasons of the year. Some dairymen believe the only effective campaign is one which boosts milk sales. Others feel all dairy foods should be promoted. This difference of opinion must be overcome somehow before a unified, effective promotion can be achieved. All dairymen and processors will have to put their shoulders to the wheel.

The dinner meeting was sponsored by the Oregon Dairy Council, which is a non-profit health education organization devoted to establishing the nutritional importance of milk and its products to the health and welfare of the citizens of this area, according to the official brochure. This organization and the American Dairy Council took a beating from an article published in Time magazine and condensed in the Reader's Digest for April.

Essentially, the article indicated that dairy foods may contribute to heart trouble and hinted a diet without dairy products was a good heart trouble preventive. There seem to be good pro and con arguments on both sides of the question. None of the proof offered is conclusive.

As a result all dairy promotion-advertising was immediately removed from the Reader's Digest advertising schedule by the ADA. As was pointed out Tuesday night, this was probably a weak move. Strong advertising should have

been inserted to combat any false impressions from the article.

The comments by Lucius Beebe on current milk advertising should be heeded by the dairymen. He scoffs at billboards which show a glass of milk beside a teddy bear and the inquiry—"Which One Haven't You Outgrown?" "My instant reaction is to favor the teddy bear and have nothing to do with the milk," he commented. Incidentally, we wonder how many teddy bears such signs have helped sell.

Speaking of milk and dairymen, a dairyman and his wife took a brief vacation in southern California a couple of weeks ago. They could hardly wait to get back to their dairy farm. "It may be confining, but it is a lot better than try to raise our kids on a handkerchief size lot and fighting all that traffic," Mrs. Dairyman said. "This way there is plenty of room for our boys to grow, and plenty for them to do, too. I would go crazy if we were penned up like they are down south!"

Official statistics show that Americans spend almost as much on tobacco, beer, hard liquor and beauty aids as we do for fresh milk.

We asked the dairymen and representatives of the Oregon Dairy Council why they didn't get milk dispensing machines into the schools to meet competition from soft drinks. They answered that there is some objection to installing such machines when the schools sell milk much cheaper through the special lunch programs. If a youngster is thirsty for something more than water, he could just as well draw a paper cup full of milk as something not as good for him. Sounds like more dairymen should get on local schoolboards and force the issue.

Incidentally, the new trend is to installing milk dispensers in homes. There are a few bugs yet to be worked out, but this should be convenient for the youngsters and the housewife. Maybe even the family cat could learn how to press the right buttons.

We became reacquainted with Oscar Hagg, Oregon State college dairy marketing specialist. Oscar is on the road much of the time, but never seems to show the wear and strain of his many meetings and dinners. He also operates a ranch. He says he keeps three complete sets of everything he needs for traveling so he is never caught short.

The snow storm Friday knocked out some Ashland telephone circuits and stopped a local fruitgrower from calling out all of his orchard heating crew. So, he called a conveniently located cattleman about 3 o'clock in the morning. The stockman had offered to help before, and kept his word despite wading through knee-high wet grass, snow dropping down the back of his neck and the freezing temperatures. Then the cattleman invited the heating crew and pearman into his kitchen for hot coffee.

This is the heart-warming kind of tale we like to tell. This fruitgrower has contributed much to public service projects and he and many of his fellows serve on school boards and various committees in spite of the long hours they have to put in on their own work.

The Friday night meeting in the Talent city hall was to organize the fight against establishing a large wrecking yard in the area south of town. It was a town meeting which brought a lot of Talent area people out who never attend schoolboard meetings or other community affairs. We hope they continue their meetings to improve their community long after they solve this particular problem. This is the first time in at least 15 years that the town has gathered so many together.

Sunday, we drove along the highway slowly to see what shape the Talent area is in. After observing a number of unsightly roadside businesses, we concluded a town beautification has quite a job cut out. As a start, Talent should challenge Phoenix, which also has a bad problem, to a con-

test. The town which makes the least progress would have to put on a barbecue or potluck dinner for the other town. Money from ticket sales could be used to provide trees and flowers to beautiful the approaches to both towns.

The Jackson County Stockmen's dinner meeting Thursday night drew over 100 cattlemen and their families. Several stomachs and items of business were well settled.

Often, because a man is in business, people tend to overlook the many extra things he does free of charge to help the people he does business with and the community. Such a man is Bill Bray, owner-operator of the Midway Auction yard. Bill has donated his services to many a 4-H sale and sweated out lots of feeder sales in this county when too many cattle was rushed in at the last minute.

Sunday, we visited our local Grange for dinner. The food was good and bountiful. And whichever woman canned the pickles, should have taken the blue ribbon at the county fair. The only thing which disturbed us was that a local undertaker served the food. For those people who are chronically fussy about their food he might have carried a sign on his apron, "I'll see you later!"

Gardening Tips

By JOHN W. McLOUGHLIN
County Extension Agent

LILACS Pruning

Pruning the lilac begins when the flowers are cut for decoration. Remove the flower or with a good length of woody stem, cutting back to a side bud. This will cause new shoots to develop below the point where the cut is made. If no flowers are cut for decoration, they should be removed as described above as soon as they fade.

Blight

This disease has been observed in this area and is common when rainy weather occurs during the development of the young shoots. White flowering varieties appear to be more susceptible to this disease than the colored varieties. Examine your bush for the following signs of this bacterial blight: (1) Limp and dark brown flowers. Sometimes the flower buds are completely blackened. (2) Black stripes on the young shoots or one side of the shoot blackened. (3) Immature leaves turning black and quickly dying. (4) Spots forming on large leaves. These spots will run together and create a water soaked appearance.

Control

Control measures for the bacterial blight of lilac are as follows: (1) Prune out well below the point showing infection all infected parts and burn. (2) Thin out the plant so as to provide good air circulation. (3) Avoid excess manuring and the application of high nitrogen fertilizers. (4) Spray with Bordeaux 4-4-100 as soon as the disease is detected.

Bordeaux

Bordeaux 4-4-100 is made by mixing one ounce of copper sulfate in one gallon of water in an earthenware, glass or wood container (do not use a metal container) and a little more than one ounce of hydrated lime in a second container. When both solutions are thoroughly mixed pour the two together stirring constantly. The final solution should be a light blue color. Use this solution immediately. Keep it agitated as you spray.

GRAPES

If your grapes have been severely infected with mildew the past years, you had better plan on the following spray schedule for control. Dust with sulfur or spray with three heaping tablespoons of wettable sulfur in three gallons of water when the new shoots are eight inches long.

Repeat this spray three times at two week intervals and again on September 1. Where only a little mildew has been present only the first three sprays should be necessary.

If purchasing new grapes, remember the Concord type of grape is resistant to mildew while the California type grapes are badly affected.

Beef cows find it easier to eat loose stock salt than to lick a salt block. They lose less time from grazing, too. Sheep as well as cattle may be successfully self-fed protein-salt mixtures to control feed consumption. The zinc in trace mineralized stock salt will both prevent and cure the costly parakeratosis disease in swine.

FINAL WARNING

5 DAYS MORE TO SAVE MONEY

<p>Regular to 29.95 ALUMINUM Screen Doors with Kick Plate and Hardware Sizes 2-8 12.99 Sizes 3-0 12.99</p>	<p>7.85 SHERWIN WILLIAMS Assorted Colors Outside Paint and Undercoater Now 5.89 Gal.</p>	<p>Regular 16.50 45-PC. SERVICE FOR 8 DINNER SET Only 9.88 Set</p>
<p>A SCOOP Reg. 1.35—9 VOLT Transistor Radio Batteries 3 for 1.00 49c Each Limit Please</p>	<p>Regular 18.95 'SKIL' PORTABLE 1/4 INCH Electric Drill With Jacobs Chuck Now 12.99</p>	<p>No. 950 Super Spin Spinning Reel Comparable to Compac Hornet Selling for \$9.95 Only 5.79</p>

HUBBARD BROS., INC.

RIVERSIDE AND MAIN
PLENTY OF FREE PARKING
MEDFORD

LAWN MOWER SHARPENING

Small Engine Repairing

Parts and Service for Briggs Stratton . . .
Clinton . . . Lauson . . . and Others

BIG Y FEED & SEED CO.

1948 Pacific Hwy. North SP 3-3160

HOOD RIVER GROWERS BEAT SCAB, FIND "BEST FUNGICIDE YET"

No scab problem at all on CYPREX-protected Newtowns... even though 1960 was a bad scab year

Scab got tough last year in Hood River... perhaps the worst scab season in 40 years and especially bad on Newtowns. Growers were faced with a very real battle to keep fruit clean and sometimes they lost.

But not Fred Plog and his father, Harry. They won. Using the remarkable new fungicide, CYPREX 65-W... they really did a job on scab.

"We just didn't have scab on the Newtowns that got CYPREX at pink, petal fall and first cover," says Fred Plog. "The four sprays on our Delicious trees, at pink, bloom, and second cover and pre-harvest, gave us further proof that CYPREX is the best yet."

"We'll use CYPREX again this year with the same special attention to the early sprays."

Why CYPREX can stop scab even under conditions that favor the disease

Authorities have called CYPREX the most important fungicide developed in its field in the past 50 years.

It is a new and unique fungicide that actually combines both of the important properties a scab control material can have. It is an outstanding protectant... with eradicant action even at 1/2 pound per 100 gallons. At 3/4 of a pound, the dosage used in the Northwest, CYPREX is a full-fledged eradicant with a back action (or kickback) of from 36 to 48 hours from the beginning of a scab rain.

New!... DUST formulations of CYPREX now available



Harry and Fred Plog. "Scabby fruit costs the grower lots of money," says Fred... "we use CYPREX to do the best job we know how to control it!"

Used as a protectant, CYPREX puts a tough fungicide barrier on the surface of the leaf. Because of built-in spreader-sticker action, it disperses and covers and sticks.

A rather remarkable feature of CYPREX is its property of redistribution. Without leaving the original foliage unprotected, some CYPREX will splash from leaf to leaf during a rain, extending control to new growth.

Because of its local-systemic action, CYPREX protects the entire leaf. Sprayed on an under surface, it penetrates the leaf, goes through and protects the upper surface as well.

CYPREX as an eradicant application utilizes all the above properties. It spreads and sticks and penetrates to burn out established scab before it gets a foothold... killing spores that have germinated and started into the leaf.

CYPREX is a remarkable scab

control material, and its combination of advantages made the difference between a fair crop and a good one for many growers last season. CYPREX cannot, however, perform miracles. It does not eliminate the need for reasonable timing, good coverage and sound orchard practice.

Consult your local agricultural authorities for further information. Or write for leaflet PE 5061, American Cyanamid Company, Agricultural Division, Los Angeles 54.

CYPREX® is American Cyanamid Company's trade-mark for dodine fungicide.

The label instructions on Cyanamid products, and on products containing Cyanamid ingredients, are the result of years of research and have been accepted by Federal and/or State Governments. Always read the labels and carefully follow directions for use.



March Reactors Show Increase After Testing

Salem—Animal reactors to leptospirosis, brucellosis and tuberculosis show no sharp change in March compared with previous months according to Dr. A. G. Beagle, federal veterinarian in charge in Oregon. This is based on reports by state-federal teams.

In March, 15,532 cattle in 3,855 herds were tested for brucellosis, with 138 reactors found in 68 herds. Reports show 18,035 calves vaccinated from 1,032 herds, for the same month. In February 12,765 cattle in 1,110 herds were tested with 54 reactors found in 34 herds.

Tuberculosis statistics for March show 6,840 cattle tested in 686 herds with 17 reactors found. In February 7,930 cattle were tested in 486 herds with 10 reactors.

There was a rise in March in reactors found in the leptospirosis survey tests. Out of 7,717 samples there were found 93 reactors while in February 68 reactors were found in 10,389 samples. Last month 6,624 samples were collected on the farm and ranch and from slaughter establishments, with 70 reactors.

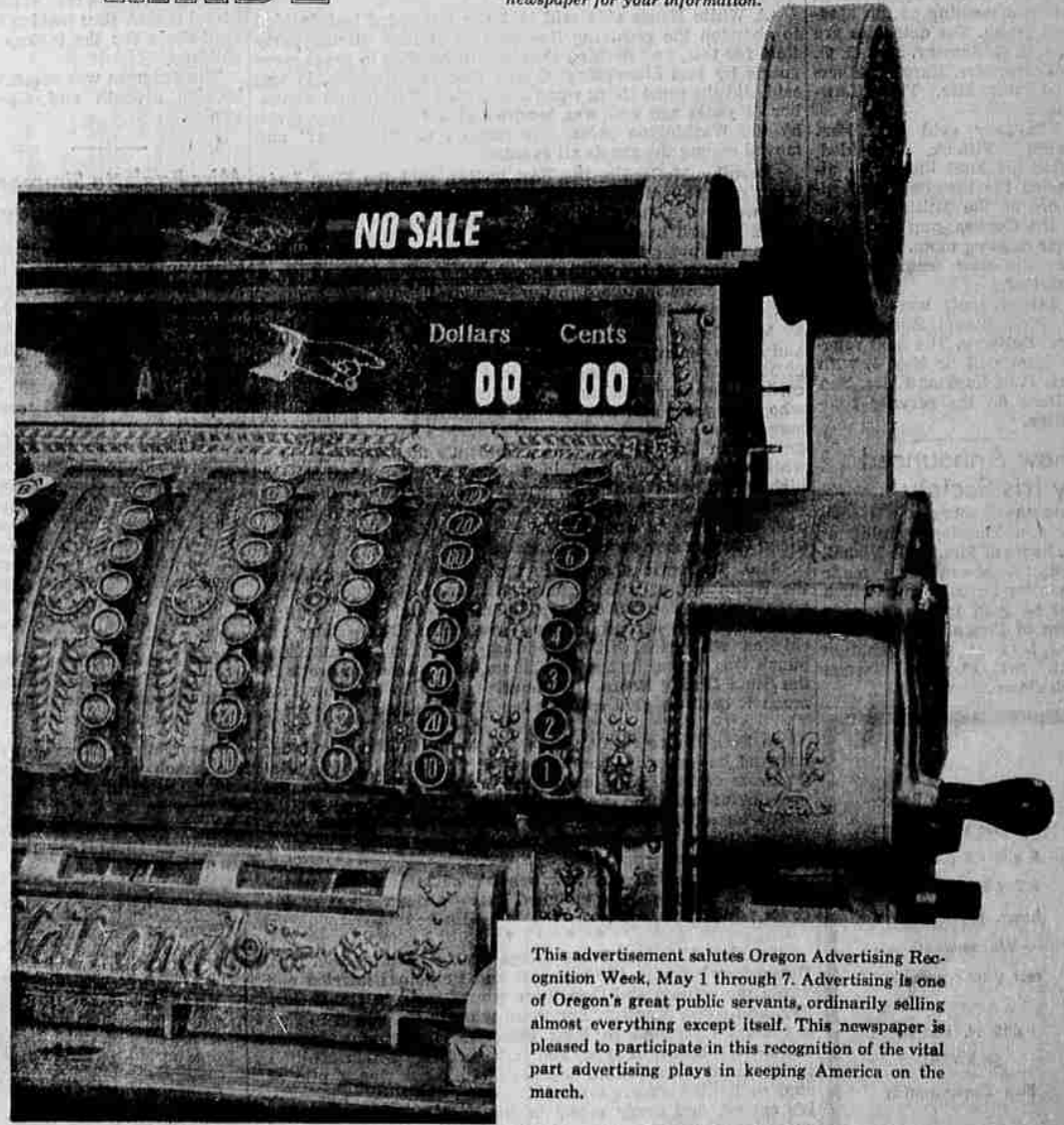
Eighty-one cases of swine erysipelas were found in 5 herds in March, with none in February.

Sheep Inspected
Inspections were made of 606 sheep in 7 flocks which had been exposed to scrapie. Such inspections are made at six-month intervals for 42 months to detect any possible appearance of scrapie. Thirty-seven sheep in one flock had their final inspection. This compares with February when 624 sheep in 8 flocks were being surveyed and 3,845 sheep in 2 flocks had final inspection.

Inspections for scabies fell in March with one sheep inspected in the field and 10,816 in the stockyards. For cattle there were 3,204 inspected in the field, 16,298 in the stockyards and 190 dipped.

Export certificates to Canada, Spain, Guam, Mexico, El Salvador, Argentina, Japan and Belgium were approved for turkey poult, baby chicks, turkey hatching eggs, chicken hatching eggs, a blue goose, hides, bone and meat meal and dried blood.

NOTHING HAPPENS UNTIL A SALE IS MADE



This advertisement salutes Oregon Advertising Recognition Week, May 1 through 7. Advertising is one of Oregon's great public servants, ordinarily selling almost everything except itself. This newspaper is pleased to participate in this recognition of the vital part advertising plays in keeping America on the march.