

261 Cattle Sell At Rogue Valley; Market Active

Phoenix — A total of 261 cattle were sold at the Rogue Valley Auction yard in Phoenix during the regular July 7 sale.

The market was active on all classes, Manager Bob Bever reported.

Baby calves sold well with only eight head in the offering. Whiteface calves sold at \$42 to \$37 per head. Holsteins sold at \$24 to \$35 per head and Guernsey and Jersey calves sold at \$10 to \$15 per head.

Light steer calves were in short supply and one pen of five head sold at \$28.50 per hundredweight. These calves weighed 325 pounds. Single calves sold at \$27.25 to \$28.75 per hundredweight.

One pen of 30 head of light yearling steers sold at \$25.25 per hundredweight and weighed 503 pounds. Yearling steers weighed 600 to 800 pounds and sold at \$22 to \$23.50 per hundredweight.

Yearling heifers sold at \$20 to \$22.25 and were in the 500 to 700 pound class. Heifer calves sold at \$22.50 to \$24.50 per hundredweight for 300 to 450 pound animals.

Slaughter cattle sold at steady prices with grass fat steers going at \$21.50 to \$23.70 per hundredweight. Grass fat heifers sold at \$21.55 to \$22.50 per hundredweight. Slaughter cows sold steady with young cows selling at \$16.20 to \$18.20 per hundredweight.

Utility cows sold at \$15.20 to \$16.30 per hundredweight. Canners and cutters sold at \$13.50 to \$15 per hundredweight. A few shelly cows sold at \$8.50 to \$11 per hundredweight.

Slaughter bulls sold at \$19.70 to \$20.70 per hundredweight. "There is some pressure on slaughter cows and we don't look for much improvement on these until the grass cows are gone in California. If you have cull cows to sell, we would suggest moving them as soon as possible," Bever advised.

Give Meats Care To Guard Health

Salem—Picnic-bound? Dr. M. L. Houston, meat inspection supervisor with the state department of agriculture, makes these timely suggestions and cautions.

Summer in Oregon brings backyard cookouts, beach picnics and trips to the mountains. Looking ahead to juicy hamburgers, wieners and steaks grilled over an outdoor fire, mother's shopping the day before the outing includes meat as an important portion of her provisions. And herewith begins a tale.

That appetizing steak is purchased from a refrigerated case and taken home to the chill confines of the family refrigerator. But what happens in the meantime? Remember that all fresh meat, most smoked meats and sausage contain small numbers of living bacteria and mold spores. These few organisms cause no harm and increase in numbers very slowly while temperatures are at 40 degrees or lower.

But allow the meat or sausage to warm up steadily or intermittently and the microorganisms multiply rapidly. This happens during your transportation of meat. Did you know that the temperature in the trunk of your car can go over 140 degrees on a hot sunny day? Similarly the interior of a parked car often goes over 100 degrees F. When you leave your meat purchases in your automobile the temperature of the exterior portion of the meat increases rapidly and the numbers of microorganisms jump at an alarming rate.

Curriculum Changes Approved at College

McMinnville—Six academic departments at Linfield college have had curricular changes approved in recent months. The faculty is now implementing these changes into the summer school and fall semester offerings.

Departments involved are drama, home economics, journalism, physics, religion, and speech, reports Dr. W. W. Dolan, academic dean.

New courses which have resulted from these changes are home nursing in home economics, picture editing and newspaper and the law in journalism, laboratory techniques and advanced laboratory in physics, and camping and camp organization in religion.

Changes in hours, division, and titles were made in other courses in these departments. Earlier the chemistry department offerings were revised.

7,204 Oregon Families Still Keeping One Cow

Corvallis — When Mrs. O'Leary's cow kicked over the lamp that set Chicago ablaze in 1871, some folks opined that "the city is just no place for a cow."

Others went even further and said it didn't make sense to keep only one cow in the first place. Time will come, they argued, when all cows will be managed in large herds with dairying the sole business of the operator. But that time hasn't yet arrived, report Oregon State university dairy specialists.

Dairying in Oregon today is a complex mixture of Cen-

tury 21 and the 19th century of Mrs. O'Leary. Big, automated dairy farms of 200 to 300 cows share the state's milk production with 7,204 families that keep only one cow.

However, the trend to fewer and bigger dairy farms is clearly apparent with most of Oregon's 160,000 producing cows in so-called commercial herds. More than 2,200 Oregon farms reported herds of 20 or more cows for the latest agricultural census in 1959. Nearly 600 farms had herds of more than 50 cows. Average size of herds in the Portland milk marketing area is now 45 cows.

Produces 1 Billion Pounds

All told, Oregon produced more than one billion pounds of milk in 1961 — equal to more than one-half billion quarts and valued in excess of \$46 million. Many millions of dollars were added to this base figure in payrolls to make butter, cheese, ice cream and other products and to put milk into containers for Oregon stores and doorsteps.

How is this billion pounds of milk used? In 1960, about one-half was used as fluid milk and the other half went for manufacture of dairy products, says Oscar Hagg, OSU dairy products marketing specialist.

Biggest processed item was butter made from nearly 233 million pounds of whole milk. Cheese used 170 million pounds of milk, and ice cream and other frozen products required 90 million pounds. The rest went for a variety of manufactured products including cottage cheese, evaporated milk, and dry milk.

Another notable dairy trend, along with larger herds, is the improved milk production capacity of cows, report H. P. Ewalt and Don E. Anderson, OSU extension dairy specialists.

Comparative records of the Oregon Dairy Herd Improvement association show that in 1950 average annual production of DHIA test cows was 8,108 pounds of milk and 380 pounds of butterfat per cow. By 1961, production had increased to 9,694 pounds of milk and 420 pounds of butterfat.

Point Up Shift

DHIA records also point up the general shift in herd sizes. In 1950, Oregon had 637 herds on DHIA testing for a total of 19,183 cows or an average size herd of 30 animals. By 1961, the number of herds had decreased to 488, but total number of cows was 25,735 for an average herd of 53.

Where is it all leading? Some of the experts believe the time is not far off when less than 1,000 farms will supply all the dairy products needed in the state. Meanwhile, some 7,000 Oregonians will set their alarm clocks for tomorrow morning to go out and milk one cow — little concerned that they're a disappearing statistic.

Dairymen Request Standard Package

Salem — Oregon law sets the standard for a ton of coal shall be 2000 pounds and for a cord of wood 128 cubic feet — but it doesn't set the standard for a pound of butter or oleomargarine shall be 16 ounces.

So the dairy relations advisory committee to the state department of agriculture is recommending that something be done about the butter and oleo matter. It has suggested that the department propose a regulation, under the Oregon food law, to establish a retail package weight standard for these two products.

The committee is prompted by the recent appearance on the Oregon market of a package of margarine which weighs 13 ounces instead of the customary 16 ounces.

Historically, the weights for these products have been one or two pounds, a half pound or quarter pound. Anything else, the committee believes, would disrupt the trade and deceive the consumer.

Kenneth E. Carl, chief of the department's dairy and consumer services division, says the department has the committee's recommendation under consideration.

H. S. Dixon, manager of the Tillamook County Creamery association, is chairman of the advisory committee, which is chosen by the statewide industry organizations.

In a further move to protect the public on another dairy front, the committee has requested a study of ways and means to inform consumers when substitute dairy products are served in public eatinghouses, in vending machines, in coffee or on cereal.

Substitute milk and cream under sell dairy products by 15 to 20 per cent presently and so well simulate half and half or cream in color, taste and appearance that many people are unable to tell the difference. At this time the limitation milk act does not cover these new products.

Range Camp In Grant County Set Aug. 6-11

Corvallis — Oregon boys interested in the state's rangeland country have an opportunity in August to learn more of this great natural resource in a "laboratory as big as all outdoors."

The 1962 Youth Range Camp is scheduled Aug. 6 to 11 in Logan Valley in southeastern Grant County. Tucked away in the Malheur National Forest, the camp will combine instruction in range management, outdoor living, and recreation. It is sponsored by the Pacific Northwest section of the American Society of Range Management.

Oregon boys 14 through 17 years of age are eligible to attend on a local selection basis with \$30 scholarships provided by local sponsors to cover costs of attending.

All eastern Oregon counties and Jackson, Josephine, Douglas, Coos and Curry counties are eligible to send four boys each, reports Dilard H. Gates, Oregon State University range management specialist who is program chairman for the event.

Selection in each county is made by a county extension agent and a local representative of the Society of Range Management.

At camp, boys will learn about range management, identification of range plants, how to judge soil, public relations of wildlife management, and other related topics.

Evening campfire programs touch the lighter side of life on the range: "dreams of a working cowboy" as told by R. A. Long, Fort Rock rancher-philosopher; a session on photography; group singing, and special contests. Some free time will be squeezed in for fishing and other recreation, camp planners said.

Instructors for the camp will be drawn from bureau of land management, Forest Service, U.S. Fish and Wildlife service, Soil Conservation service, Oregon Game commission, ranch managers, and Oregon State university.

Ed Abbott, John Day, Malheur National Forest, is in charge of this year's camp, and William K. Farrell, Grant county agent, will be camp boss. Interested boys may obtain more information from their local county extension agent.

Group Adopts Report Regarding Local Government

Cities and counties should be given more flexibility by state governments so that these local units can respond more quickly to problems created by a rapid growth and spread of population.

This statement was part of a report released this week which was adopted recently at a meeting of the Advisory Commission on Intergovernmental Relations held in Washington, D. C. A member of the commission is Robert B. Duncan, Medford, speaker of the Oregon House of Representatives.

The commission adopted the report dealing with alternative approaches to governmental reorganization in metropolitan areas. This includes use of interjurisdictional agreements, voluntary metropolitan councils, the urban county, multipurpose districts, and annexation.

This report on governmental reorganization in metropolitan areas supplements a 1961 report. The present report suggests that the states give municipalities authority for planning, zoning, and subdivision control in unincorporated fringe areas. It also recommends that states encourage formation of voluntary "metropolitan councils," which are growing in use.

Members of the commission also gave their approval to "A Directory of Federal Statistics for Metropolitan Areas," which is expected to be highly useful for business, economic, and planning surveys in metropolitan areas.

Walla Walla Man Cited For Accident

A Walla Walla, Wash., man, Mark T. Fowler, 69, was taken to Sacred Heart hospital early Sunday morning after he was injured in an automobile accident.

Fowler was the operator of a car which struck a parked vehicle registered to Richard Miles Johnson, Bishop, Calif., about 12:33 a.m. on North Central ave. between Cedar and Beatty sts. Fowler, who was released from the hospital Sunday night, was cited by city police for driving the wrong way on a one-way street.

Jean Hart Opens Branch in Ashland

A branch store of Jean Hart, Inc., women's dress shop, was opened Monday in Ashland in the Mark Antony hotel building.

The store to be known as the Boutique Shop will be managed by Mrs. Mae Gibbons of Ashland, who has been employed for six years in the Medford store.

The shop interior is done in an early American theme.

The business will feature the same brands as the Medford shop and on opening day favors will be given to all customers.

During the Shakespearean festival informal fashion shows will be given.

Mrs. Lenore Kellom and Miss Ellen Ward will be part-time employees.

Subscribers

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If regular delivery arrives shortly after you call please notify office, thus eliminating special messenger service.

Local Man Named To University Honors

George M. Wilson Jr., son of Mr. and Mrs. George M. Wilson, 1449 Oleander st., is one of 51 students at the University of Kansas, Lawrence, Kan., who earned straight A grades during the spring semester.

Honor roll students at the university are permitted to enroll for more than the maximum course loads, and are eligible for honors courses.

Local Physicians To Attend Meeting

Drs. Arnold M. Depner and Robert D. Gallagher of Medford will attend the Oregon Podiatry association's annual membership dinner and meeting at Portland's Benson hotel on Saturday, July 14, according to Dr. George McCauley, association president.

Dr. Robert Shor, Los Angeles, president of the American Podiatry association will address the assembled foot specialists on such recent extensions of health insurance to include podiatric care as the new Blue Cross-Blue Shield coverage for federal employees.

Delegates will also install their association's new officers for 1962-1963.

SOFT DRINK TRICK

Prairie Duchien, Wis.—UPI—A service station operator wishes the thieves who made off with the contents of 13 soft drink bottles would re-

turn and tell him how they did it. The soda was removed from the bottles without taking the containers from the vending machine.



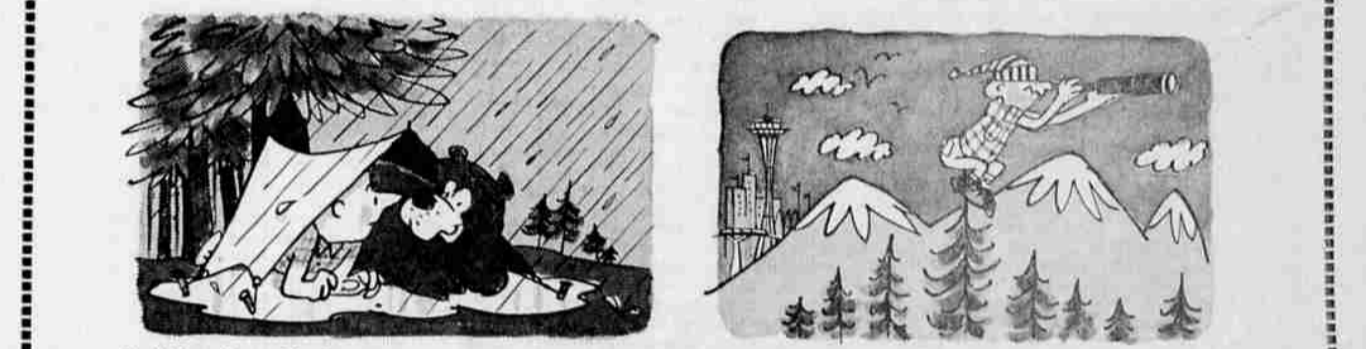
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4 well-known "facts" about Oregon — none of which is true!

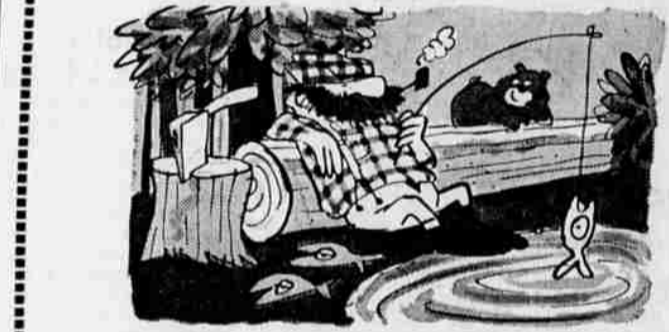


1. "It rains all the time" Not so! It only rains on the day of the company picnic. Actually, Portland's 40 inches of annual rainfall is less than Houston or Nashville or New York or Washington, D.C. Sure, Oregon gets plenty of rain on the coast, but it trickles down to a tiny 12 inches in the interior. (You just can't generalize about 96,981 square miles of varied topography!)

It's never too hot or too cold, either. Western Oregon enjoys pleasant summers (average July, 66°) and mild green winters (January, 38°). Eastern Oregon is less temperate, but compared to the humid summers and freezing winters of the East and Midwest, every one of us Oregonians lives in an air-conditioned paradise!

2. "It's isolated — too far away" Sez who? Two million tourists vacation in Oregon every year — probably three times that many will visit on their way to the Seattle World's Fair! We're on the great circle air routes to the Orient, and smack between Europe and Disneyland. We're catered to by 10 airlines, 5 railroads, 50 steamship lines, and 63,000 miles of superb highways. Portland's deepwater port is the #1 dry cargo tonnage harbor on the Pacific Coast and 250 miles closer to the Orient than any California port.

With neighboring California destined to be first in population, and nearby Hawaii and Alaska ready to boom, and an expected half-million more Oregonians by 1970, being "isolated" isn't one of our problems.



3. "No industry — just tall timber" Sure, we got trees. A mere 30 million acres. Why, just to see the view, we cut down 9 billion board feet a year, or 25% of the nation's needs. But with 21 million acres of rich farmland and a big chunk of the nation's potential hydropower, don't overlook our cheese and textiles, wheat and furniture, peppermint and electronics, frozen foods and exotic metals, pears and plywood, potatoes and nickel, onions and aluminum. (We're even the first state in the nation for snap green beans. Try that on a Texan.)

However, our greatest resource is people. Oregon workers are skilled, permanent (65% own their homes), happier, better paid, more productive than the national average.

We have a balanced state budget, too. Oregon's the only state that reduced the per capita tax the last two fiscal years. And — most important — we have a state government that is working hard to continue this great diversified growth.



4. "No culture — just pioneer wilderness" Hardly. Oregon is about as wild and uncultured as Manhattan, including Central Park. Ask any of the "pioneers" in busy, bustling Portland. Or visit Salem, Eugene, Medford, Bend, Pendleton, Corvallis or the other "Trading Posts!"

How do you measure culture? Oregon schools rank in the top three states in scholastic excellence. Oregon's literacy rate is one of the nation's highest. We boast 24 colleges and universities, any one of them — Reed College — has supplied a higher ratio of Rhodes scholars than any other American school. We support art festivals, museums, symphony orchestras, ballet, flower shows, opera, the theater (Ashland's Shakespearean Festival, for example) — and, by gosh, don't forget the Pendleton Round-Up, the Hart Mountain Antelope Refuge, the Albany Timber Carnival, and the Rogue River National Rooster Crowing Contest! We also have the first baby elephant born in America in 40 years — at our handsome new Portland Zoo.

Astoria was the first American settlement on the Pacific Coast. Jacksonville claims the oldest Protestant church west of the Rockies. And, on the new side, Portland's 50-acre shopping center is one of the world's largest.

If that isn't enough culture for you, come out anyway and we'll show you where the fish are biting.

Cut this out and mail it to one of your Eastern friends*

Other than home town pride, why should you care if the rest of the world has the wrong "facts" about Oregon? Simply this: Oregon is long on resources and short on industry. We're bursting with potential. We must broaden our industrial base with more and different industries. Every increase in our economy — every new industry — every family which moves here benefits you in three ways:

1. More diversified industry means more jobs — a higher standard of living for everyone in Oregon. 2. More jobs mean more job security for you, more opportunity for advancement, better wages. 3. More research-based industry means more job opportunities for our science and engineering college graduates in their home state.

Why is the Telephone Company promoting Oregon? We're proud to be a part of the team of private industry that's working to help Oregon achieve its ultimate growth. We're second only to Georgia-Pacific in the number of employees. We're first in total capital investment — over 289 million dollars! Like you, our future is invested in Oregon. Like you, we are working to make Oregon the most rewarding, the most prosperous state in the nation.

*Particularly if your friends are thinking about coming to the Fair. It's up to you to see that they stop over in Oregon while they're in the neighborhood. (If you'd like more copies of this advertisement, call our business office or write Economic Development Manager, Pacific Northwest Bell, Room 861, Lincoln Bldg., Portland 4.) Let's Tell the World about Oregon!