

Prices Threaten Future of Feeding

Corvallis—The future of the livestock and poultry feeding industry in the Pacific Northwest is seriously threatened by spreads between feed grain prices here and in the Midwest, warn Oregon State university economists.

The current feed price difference between the two regions is the greatest of any time in recent years, with the Northwest industry on the wrong side, point out Harold F. Hollands and M. D. Thomas, OSU agricultural economists.

Are Concerned

The economists are concerned that the Northwest may lose what could develop into a major industry and because the price spread or "gap" is largely the result of "man-made obstacles," which they believe can change.

In May, Northwest livestock and poultry feeders were paying nearly \$15 a ton more for feed grain than their Midwestern counterparts, Hollands and Thomas explain, with various government programs contributing to the wide difference.

The economists went on to explain that regional stocks of barley, principal feed grain grown here, have not been built-up due to exports, a practice aided in recent years by government programs. As a result, the regional market price for barley is above support prices.

On the other hand, in the Midwest both corn and grain sorgham (milo) are selling below support levels. This has been brought about by large surplus stocks on hand plus a government policy of selling some available stocks below support levels in that region, the economists point out.

Bad Competition

Because of this, Oregon, Washington and Idaho livestock and poultry feeders are having trouble competing in the market place, because the price of feed is one of the

dominant factors in a successful operation.

Resources to produce grain and forage, as well as location, make the Pacific Northwest a reasonable and economical area in which to produce meat for the Pacific coast states which now ship in beef, pork and broilers from other parts of the nation, they stress.

Even Oregon must ship in meat, they point out, despite the fact that on a national basis the state ranks 24th in live weight production of cattle, 29th in hogs and 13th in sheep and lambs. In addition many of the state's stocker and feeder cattle, raised on the range, are sold to out-of-state buyers for finishing, thus depriving the state of additional income, they state.

The present problems of farmers feeding livestock and poultry in the Pacific Northwest involve consideration of the effects of government programs upon feed prices and actions which can be taken to ease the situation in the immediate future, Hollands and Thomas said.

The current state of affairs "threatens the existence of the feeding industry here" and makes it impossible for men to decide wisely about future use of their resources, because of the vital significance and uncertainty of government action, they continue.

Livestock and poultry feeders in the Pacific Northwest desire feed grain prices low enough in relation to prices they receive for their products to get into and stay in the business on a profitable basis. They do not want competing feeders to enjoy advantageously lower feed prices, especially if they result from government action, according to the economists.

NO NEWS CONFERENCE
Washington—President Kennedy will not hold a news conference this week, the White House said Monday.



Your Money's Worth

By SYLVIA PORTER
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WHAT BUSINESS CAN DO TO SPUR OUR ECONOMY
There's one fundamental step that hundreds of thousands of U.S. businessmen could take right now on their own and without any help whatsoever from Washington to help get our economy growing strongly again.

That one step would be: start marketing goods they can produce in such abundance with aggressiveness, boldness and imagination to customers both at home and abroad, new and old.

This specifically means stepping up advertising budgets in a period such as this rather than cutting them back. It means harder training of salesmen and incentives to sell right down the line—from manufacturer to retailer—rather than taking the attitude that the goods will sell themselves. It means concentrating primarily on attracting additional customers, keeping them satisfied and coming back for more rather than concentrating primarily on efficient production and cutting costs. It means taking the responsibility on themselves of spurring our economy's growth rather than complaining about the tax burdens they carry and their lack of confidence in the Administration.

If this were my indictment—and implicit in the challenge is an indictment of much of business practice today—a businessman might understandably resent it and retort "What do you know about my problems?"

But a key point of this column is that the indictment comes not from me but from leading spokesmen for the business community and in fact, several have been criticizing me in personal letters and conversations for not reporting to you what they are reporting to businessmen. The best way to substantiate this is to quote the spokesmen themselves.

Woodrow Wirtig, editor of Printers Ink, a highly respected marketing magazine, began his condemnation of business attitudes back in March, is keeping it up. Says he to "top business management:

"You stand guilty today of profound business irresponsibility. The economy now faces an agonizing crisis of growth. You have within your hands the power to resolve this crisis swiftly. Yet you do almost nothing. You complain of the profit squeeze—but you don't really do anything to mitigate or eliminate it. You talk about the marketing concept—yet you think and act as if you were still in a production-oriented economy. You don't invest enough in capital equipment, you don't invest enough in advertising. Yet you complain that the government isn't doing anything. Then you complain that the government is spending too much. You still think of advertising as a cost instead of an investment. You're still the victims of prejudice, ignorance and unwarranted assumptions in your attitudes toward advertising and selling."

This is a "mild" sampling of what Wirtig is saying publicly and privately about business' "failure to keep up with the economic times."

Along the same lines, Dun's Review, another highly respected business publication, a few weeks ago declared in an editorial entitled "Better Start Peddling Again":

"The truth is many American companies, running on momentum, have neglected or lost the personal and basic knack of peddling their wares. The successful distribution of goods must have the fundamental 'merchant instinct' of service. There is no substitute for aggressive salesmanship."

Also along these lines, Business Week last month told its readers that "a better way to grow—perhaps the only way for business to grow in the future"—is through finding new customers and new markets. Said this trade publication "The problem of growth perhaps should be dumped in the lap of the marketing executive" in this era.

Again along these lines, Prentice-Hall, a leading publisher of business publications, warned its business readers in July that "it is up to business to pave the way for the rejuvenation of business and not feel sorry for itself." PH too suggests the major emphasis today should be on selling, advertising, incentives to salesmen.

Tax reductions are imperative, but even when we get them, sharply stepped-up selling will be needed in our consumer-dominated economy.

Judging from the way I, one consumer able and willing to spend have not been wooed by business to buy, there's more than a smattering of truth in this indictment of American businessmen by their own representatives and in the call to businessmen to face up "to their own responsibilities for vigorous marketing."



LOOKOUT DUTY—"You look that way and I'll look this way and if any tidbits come, holler." These penguins in the Coney Island Aquarium in New York seem to be standing watch and for what better reasons than some choice morsel. (UPI)

Blueberry Booklet Published by OSU

Corvallis—A general guide for the establishment of blueberry plantings in western Oregon is given in the new Oregon State university extension circular, "Oregon Blueberry Culture," available at county extension offices.

Prepared by R. Ralph Clark, OSU extension horticulturist, the circular notes that the mild climate of western Oregon is favorable to good yields and that suitable soils and locations can be found in many counties. Oregon blueberries have remained free of the serious diseases and pests found in many eastern states.

Oregon now counts more than 300 acres of blueberries, with most plantings started within the last 10 years. Clark said. He stressed that persons contemplating commercial plantings should consult with their county extension agent or other agricultural specialists before making any sizeable investment.

Termite Control Circular Issued

Corvallis—"Dampwood Termite Control" is the title of a new Oregon State university extension circular now available from county extension offices.

The circular, written by the OSU entomology department, describes the western Oregon termites, and notes that they usually gain a foothold where timbers are in direct contact with the soil and in places where wood stays wet from poor drainage or faulty plumbing.

Control is primarily a problem of moisture control by improving ventilation under the building and correcting other conditions responsible for the termite attack, the circular reports. Suggestions are also made for conditions which prevent moisture control.

The circular urges that homeowners have the insects and their damage properly identified before contracting for expensive control work. County extension agents are available to assist in making the identification.

Ohio Youths Held in Lincoln County Jail

Newport, Ore.—(UPI)—Two Ohio youths were held in the Lincoln county jail Monday on charges of burglary not in a dwelling.

State police said Bill E. Donley, 19, and David E. Holte, 22, both of Newark, Ohio, were arrested July 30 after a car in which they were riding wrecked near Yachats on the coast. Officers said the car had been reported stolen.

Vegetable Scene Topped by Record Snap Bean Crop

Corvallis—Consumers can expect a super-abundance of snap beans this year with a record crop in the making and substantially larger canned and frozen supplies already on hand, reports S. C. Marks, Oregon State university extension agricultural economist.

Oregon, the nation's leading snap bean producer, is expected to have a record harvest of 125,200 tons, nearly 26 per cent of the national total of more than 484,000 tons, which is also a record, Marks said. The Oregon crop is expected to be 7 per cent larger than the one produced in 1961 and 70 per cent above average for the past 10 years.

Substantially Larger

Freezer stocks of snap beans are substantially larger than a year ago and fully double the five-year average for July 1. Canner stocks on May 1 were up 75 per cent from a year earlier, he noted.

On the other hand, Marks said, stocks of processed peas on hand are smaller than a year ago and below average. However, the difference should be made up by this year's prospective record crop. Oregon's pea crop for processing promised 70,400 tons or 27 per cent more than last year.

Beet growers have reason for optimism this year, he continued, as canner stocks are not as large as last year and harvest indications are for about the same crop as 1961. Oregon beet growers planted 1,900 acres for canning, only 100 more than last year, but 440 more than average.

Less Corn

Moderately less Oregon sweet corn is expected for this year's fresh market, chiefly due to prospective lower yields, the economist said. Less tomato tonnage and sweet corn for processing are also expected because of acreage cutbacks.

Although fewer watermelons are foreseen this year, the 1962 crop should still be considerably above the 10-year average, Marks said. Oregon's cantaloupe acreage for late summer harvest is unchanged from last year's 650 acres, but California has more acreage and expects a tenth more tonnage, he stated.

FAIR ATTRACTS CROWD
Damasus, Ore.—(UPI)—The Little World's Fair, beset by financial problems, reported an estimated Sunday attendance of between 3,000 and 4,000.

Football Allergy Hits Cow Herd

Salem—The appearance of unusual, but not alarming, symptoms in a herd of cows in the Willamette valley is reported by Dr. Glenn B. Rea, state veterinarian with the Oregon department of agriculture.

Apparently the cattle were suffering from a complaint common to many humans—an allergy of some type. But what caused it is still a mystery. Similar symptoms were found in two neighboring herds but this seems to be the end of the line.

The symptoms centered in a swelling in the brisket area. Some of the swellings were about as large as a football. Otherwise the animals appear quite normal. No deaths occurred and the cattle are making gradual but apparently good recovery under prolonged and appropriate treatment.

The first report of the situa-

tion came to the department practitioner in the Albany area.

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Vermont Vet Takes State Ag Position

Salem—Dr. Jack I. Denton has come to Oregon from Bristol, Vt., to join the state department of agriculture as an assistant state veterinarian. He will work in disease control programs.

"I was impressed with Oregon earlier as a tourist and the friendliness evident as I became a resident confirms my earlier impressions," he says.

Dr. Denton had engaged in general practice in Vermont since 1946, or after service in the army veterinary corps, with exception of a year on the clinical staff at California Veterinary college, Davis, in 1954-55. His veterinary degree is from Iowa State university.

Railroads Study Rate Reduction

Salem—Oregon's request for a 13-cent per 100 pounds reduction in eastbound rail freight rates on potatoes is now before the western railroads' standing rate committee.

The request was considered by the railroads' freight traffic managers committee July 23. This group referred it to the rate committee for investigation and report.

This advice was received in wires and letters to Paul T. Rowell, agricultural development chief for the state department of agriculture.

Oregon's move for a reduction was filed by the Oregon Public Utility commissioner and joined in by the state department of agriculture to aid Oregon growers after a 13-cent per 100 reduction in rates on eastern Idaho potatoes.

Malheur county shippers need the reduction to compete on their eastbound movement. Washington shippers also have requested compensatory reductions for the same reasons.

The reduction, if granted, would also affect central Oregon and Klamath potato producers to some extent, although their out of state shipments go primarily to California markets, according to Rowell.

State Discounts 'Organized Ring'

Salem—Concern of some Coos county farmers that California parties are invading their area to gather wild cattle was dispelled in a report from the state department of agriculture.

The Coos County Farm bureau, in a query to the Oregon Farm Bureau headquarters in Salem, asked for information. The OFB office referred the query to the department of agriculture.

The county query said in part: "One member says he has much evidence supporting the fact that there is an organized ring that 'farms' not only Oregon but most of the west coast and that many ranchers (including himself) who resist them not only must carry a gun to protect their stock but themselves as well."

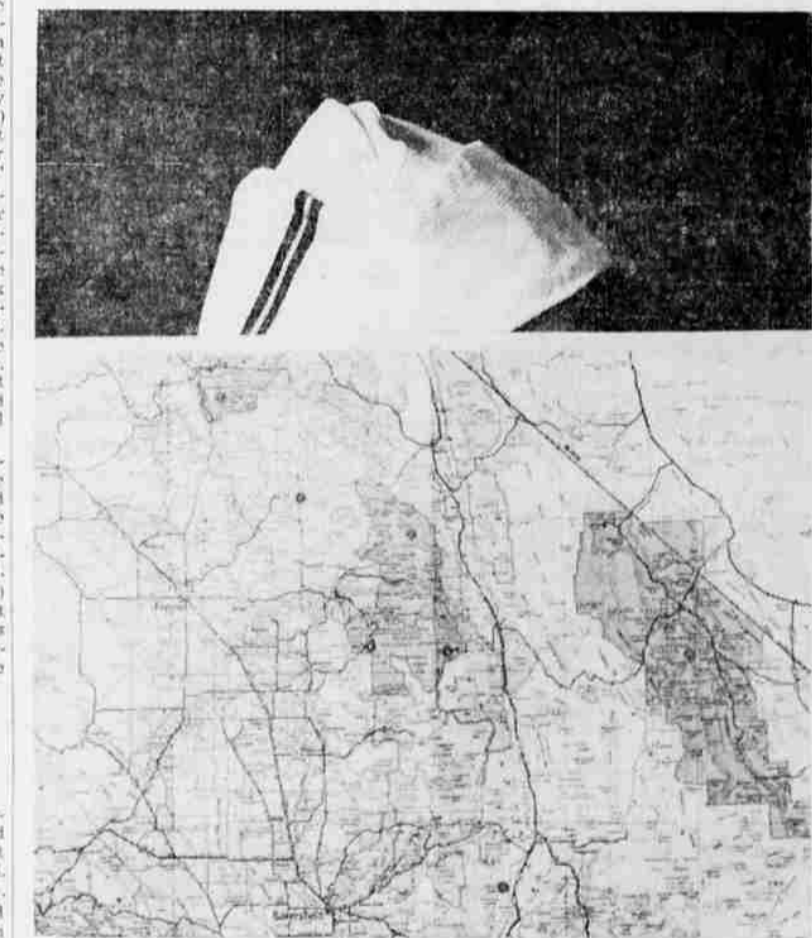
J. W. Southworth, the department's assistant director of livestock industries, has advised George Dewey, executive secretary of the state farm bureau, that livestock losses reported in Coos county are no more than average. He says also at this time there is very little evidence of theft, and that it is unlikely that many cattle are being moved out of state without official observation.

Southworth added that "certain individuals had made plans to round up so-called 'wild' cattle in the Coquille area last winter for subsequent sale. However, they later followed some good advice (from Oregon officers) and decided not to attempt this procedure in Oregon. This is the nearest thing to an organized ring of which we have evidence."

Three Small Fires In Southwest Oregon

Salem—(UPI)—The State Forestry Department reported three small fires in southwest Oregon during the week end.

One blaze, blamed on smoker's carelessness, covered three acres and another, with the cause labeled as mysterious, covered 3 of an acre in the Jackson-Josephine county area. A third blaze, blamed on an abandoned campfire, covered less than 3 of an acre in the Coos county district.



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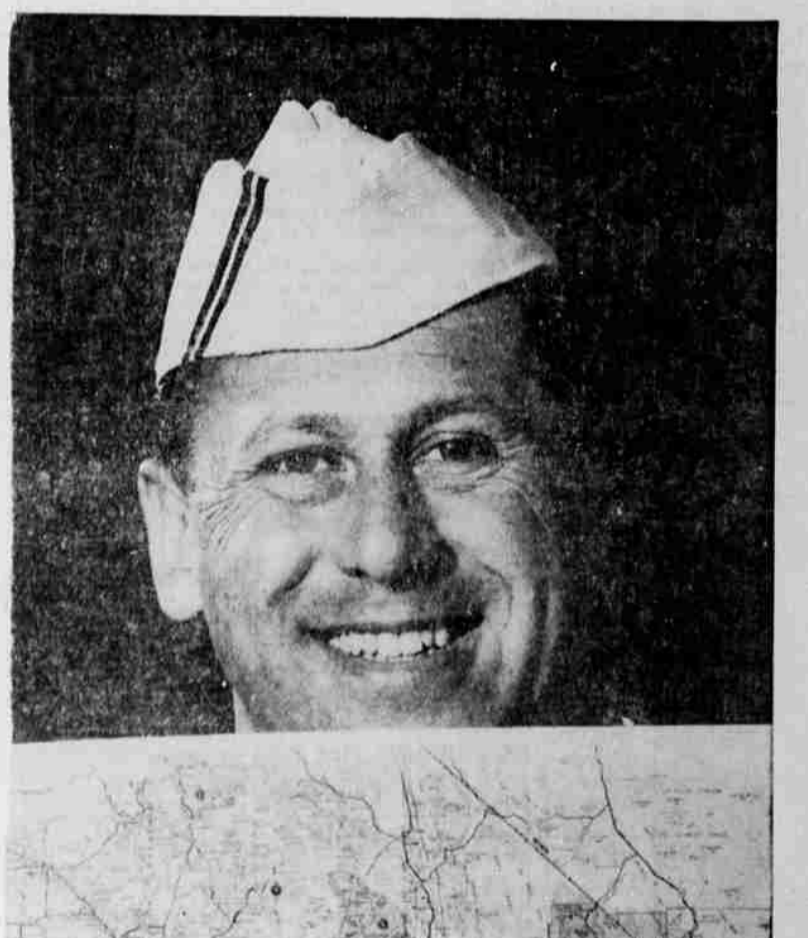
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