

Potato Consumers Are More Critical About Tuber Quality

By W. E. UPSHAW
Oregon Department of Agriculture

Consumers are becoming more critical about potato qualities. We probably receive as many consumer complaints about potatoes as we do about all other perishables combined.

This situation presents an interesting problem since our legislative program is extensive, and includes compulsory grading, labeling and inspection. Such complaints are no doubt stimulated by the high cost of living as well as by the high cost of the support price program. But the basic reason for complaints may be a lack of understanding of the standardization program itself.

Not Perfect
Consumers should understand that the term U. S. No. 1 on a bag or a bin of potatoes does not mean that each tuber should be a perfect specimen. In fact, U. S. No. 1 is a fourth quality potato under state law, being preceded by U. S. Fancy, U. S. Extra No. 1, and U. S. No. 1, Size A.

A standardization program for perishables is not made easier by the fact that after a perishable has been graded, branded, and inspected, it does not tend to improve in quality; on the contrary, it immediately starts to deteriorate. A properly graded and inspected lot of potatoes may be officially re-inspected, but such inspections are termed "condition inspections" and, regardless of the condition of the lot, such inspections in no way reflect upon the integrity of the original packer.

Complaints From Bags
Most of our consumer complaints about potato qualities refer to purchases made in branded bags, rather than from labeled self-service bins or tables. Store managers do try to clean up their bulk displays at regular intervals, placing the accumulated off-grade stock in No. 2 bins or in bags.

Sometimes, however, a bag of U. S. No. 1 potatoes which has been dropped to the sidewalk from the back end of a truck will be dumped on a table as U. S. No. 1 stock. Rough handling from the field to the consumer is a primary reason for consumer dissatisfaction.

A bruised tuber which passes grade inspection with ease at shipping point shows up in the housewife's kettle as dry rot and waste.

The most important person in the whole marketing circle is not the inspector, the packer, the broker, or the retailer, but the housewife. We should know more about her thinking in the market place.

The potato industry has good leadership, but it has a long way to go before Mrs. Consumer is going to be entirely satisfied. The department of agriculture solicits the cooperation of all concerned in order that our Oregon potatoes may not only be packed right, but may also be properly handled straight through the channels of transportation and of trade.

Potatoes Given The Bird
DAVIS, Calif. (AP)—Experiments here have dashed hopes that surplus potatoes could be used to fatten the large western turkey and chicken crops.

Potatoes, both raw and dried, have been fed to gobblers and chickens in extended experiments at the University of California College of Agriculture here. But the birds don't respond, reports poultry expert Frank Kratzer.

The trials were based on a tip from Europe where potatoes are sometimes fed to chickens.



THANKSGIVING DINNER ON THE FOOT—More than 12,000 turkeys are grazing on the range of the Modoc Turkey ranch near Merrill. About half of these birds will be killed next week in preparation for the holiday menu. Klamath Poultry Farms will handle the distribution of the birds in this area.

More Eating

Big Turkey Crop Reported; Lower Prices Expected

This year's holiday season will be a happy one for all turkey eaters. There's a bumper crop of gobblers coming to market which means plenty of white and dark meat at lower prices.

The second largest crop of birds on record, an estimated 41,107,000 turkeys, are gobbling on ranches and in barnyards over the nation waiting for stuffing and holiday fixings.

Around the Klamath basin some 15,000 birds are being fattened for the coming holidays. In Oregon state, the turkey crop is estimated at 1,593,000 birds which is the fifth leading state producing turkeys.

Start Killing
Klamath Poultry Farms will commence killing turkeys for the Thanksgiving market next week and will supply home raised birds to all markets and customers in this area.

Preparation of the birds for market will not begin until next week in order to insure fresh poultry for Thanksgiving markets. Biggest producer of turkeys in this area is the Modoc Turkey farm in Merrill who have about 12,000 birds this year.

Prices at the markets will be cheaper this year. A decline in feed costs which amounts to as much as \$1 per hundred pounds is one reason.

Looking for something? Read the Want Ads—you may find it there!

Electric Lionel Trains
29.95 to 65.00
Lay Away For Christmas
Klamath Variety Store
238 Main

Sale Announced At Oxbow Ranch

Announcement has been made by Oxbow ranch, Prairie City, Ore., of an auction sale consisting of more than 400 head of commercial feeder calves and yearlings to be held at the ranch November 26.

To enable 4-H club and FFA project members to secure top calves Ford J. Twait, owner and Dick Richards, manager, are planning on offering calves in lots of 1-3-5 and 10 head. A few choice calves from the Oxbow herd of registered Aberdeen-Angus are to be included with the product of their commercial herd.

Yearling feeders will be sold in lots of 10 head. Bidding on both calves and yearlings is open also to farm feed lot and commercial cattle feeders.

The tundra, a vast swampy plain bordering the Arctic ocean, has been called Arctic desert.

The lobster has blunt teeth—for crushing shells—in its stomach.

Sixth Street Exchange
619 Klamath Ave. Ph. 7166
USED
STOVES — FURNITURE
Oil, Wood, Gas All Kinds
Quality Mds. — FOR LESS

Something New

Turkey Goes to Turkey For Thanksgiving Stunt

McMINNVILLE, Ore., Nov. 10 (AP)—A press agent's gag—sending a turkey to Turkey—worked out pretty well for the guy who thought it up. He's going too.

Of course he'll have to feed the bird and see that it arrives in championship condition, but that's no problem. "I've talked with people who know about those things," said Gene Malecki.

Malecki, a Salem, Ore., resident, has promoted and managed a number of Oregon community festivals. He was named manager of the Pacific Coast turkey exhibit here. After sending a bean festival representative to Boston for a pot of baked beans, it was no trick to think of sending a turkey to Turkey.

Pleasant Turkey
President Ismet Inonu's secretary general, Cemil Yesil, said the president would be pleased to receive the fowl. That pleased C. W. Norton, Portland, president of a poultry products firm. Norton bought Malecki a round-trip ticket to deliver the bird personally.

So, after Malecki supervises such things as judging a demonstration of dog herding turkeys into a pen, the serving of turkeyburger to the exhibit crowds, the mailing of the champion dressed bird to President Truman and other birds to 48 governors, he'll herd the champion live bird into a special cage and take off November 19 for Ankara via Istanbul.

He'll arrive there November 23 and expects to be met by Ahmet Kaya, best man at Malecki's wedding when the two were Oregon State college students in 1946. Then he'll head for Ankara to deliver the bird and join the American colony's Thanksgiving celebration at the invitation of Ambassador George Wadsworth.

Several Birds
Along with the champion bird he will take two dressed turkeys. One is for the secretary general and one for President Inonu.

"Just in case the president wants to keep the live one for a pet," he explained.

The show will be held November 15-18 and has drawn a large entry list. Among the visitors to the show will be Dr. W. A. Billings of the University of Minnesota, a nationally known figure in the turkey field. As soon as the show is completed the winning entries will be prepared for shipment. With the dressed birds going to the White House and to the governors of the 48 states will be cranberries from Coquille, to provide the proper trimmings for the holiday meal.

Malecki said the widespread publicity given the local show was expected to boost the turkey industry in Oregon. Arrangements have been made, he said, for a radio broadcast from New York when he arrives there with the turkey for Turkey—and a tape recording of part of it will be used on the voice of America broadcast.

Jack Rabbit Drive Slated For Saturday

A jack rabbit drive will be held near Lake City at 10 a.m. Saturday. The drive is being sponsored by farmers and ranchers in upper Siskiyou Valley, and organized by Elbert Harris, Merv Toney, Paul Robinson and Loring White, agricultural commissioner, who reports an excessive number in that area. White states that the big herds of these rodents are causing serious damage in many sections of Modoc county.

Because trees keep sun from the ground, forests are cooler than plains.

To Buy or Sell—Use the Want-Ads!

Get Acquainted Event!!!
FREE GAS
GIVEN EACH WEEK AT
Brown's Mobil Garage
Weyerhaeuser Junction

Each Week No. 1 Will Be Drawn For Lucky Winner of Gasoline. The Winning Number Will Be Announced in Each Monday's Paper on the Comic Page. Gas To Be Given Every Week. Come in and Get Your Coupon Free and Be in the Drawing Every Week!!!
Better Auto Repairs at Better Prices

Herd Sires Experiments Show Results

Herd sires influence the rate of gain in beef cattle according to Oregon State college animal husbandry department experiments.

Analysis of individual feed data on young heifers and bulls now in the college herd show differences in sire groups. When fed from a weight of 500 to 800 pounds, four heifers sired by one bull made an average daily gain of 1.54 pounds and required 344 pounds of grain and 751 pounds of hay for each 100 pounds of gain. Four heifers from another sire of the same breed gained an average of 2.04 pounds daily and required 324 pounds of grain and 623 pounds of hay per 100 pounds of gain.

The bull siring the fast gaining heifers also sired a bull calf which made daily gains of 3.41 pounds and required only 163 pounds of grain and 385 pounds of hay per 100 pounds of gain. On a TDN basis, this approaches the efficiency of a good hog.



For the "new look" that lasts!



SHERWIN-WILLIAMS
PORCH & FLOOR ENAMEL

Here's the handsomest of porch and floor finishes... made to keep its "freshly-painted" look season after season! It's tough, washable, wear-resistant! Protects against wood-rot!
\$5.50 Gallon

A B Paint Store
1229 E. Main Ph. 3324
SHERWIN-WILLIAMS PAINTS



Look For The **MODOC TURKEY FARM** Label In Your Favorite Butcher Shop When Buying

TURKEYS

Killed At Close Intervals and Delivered Daily to Your Local Butcher to Insure

FRESHNESS + QUALITY + FLAVOR

Order Your Modoc Turkey Early From Your Regular Butcher!

PROCESSED and DISTRIBUTED Exclusively by

KLAMATH POULTRY FARMS

Distributors of Fine Poultry

Fryers - Hens - Roasters - Ducks - Geese