

KPCA Annual 'Farm Day' Saturday

500 Expected To Attend 18th Meeting

Klamath Falls and Klamath Basin's annual "Farm Day" gets underway here Saturday as the Klamath Production Credit Association opens its 18th consecutive annual meeting in the Klamath Falls armory.

The city has once more opened its arms to the expected 500 stockholders, guests and families who will attend; as a gesture, free parking for the rest of the day—have been provided by the city and will be presented each stockholder as he registers.

Registration begins at 11 a.m., an Ed Miller amorgasbord at 11:45.

Pres. Paul Matson, Federal Intermediate Credit Bank of Spokane, will be principal speaker, according to KPCA Secy. Treas. Lee McMullen. A. B. Robertson, vice president of the Production Credit Corp. Of Spokane, will also speak.

Terms of two directors, E. M. Hammond and A. B. Campbell will expire. The two have served 12-year terms. An election will be held to refill the vacant posts.

The KPCA started with 189 members in 1935. Up to last year it had loaned a total of \$43,000,000 in its existence.

McMullen said, "In this period of crisis it is important that every one of the stockholders attends the explanation of the status of the association."

There are 467 members of the association from Klamath, Lake, Modoc and Siskiyou counties.

This will be the third meeting since the KPCA became a farmer-owned corporation; its assets count up today to more than half a million dollars and its annual loans have exceeded the three-million-dollar mark in past years.

KPCA Pres. Bill Kittredge will join over the annual affair once again this year; he has been president of the vast farm credit group for 18 years.

KUHS Music Director Andrew Loney Jr. has announced a special program of high school musical talent for the meeting's entertainment seasons.



BILL KITTREDGE
... He'll lead KPCA Saturday

Basin Dairymen Unique; Promote Their Products

By MALCOLM EPLEY JR.
Klamath county has something—among others—which is unique in the United States and probably the world.

In the milk industry almost everywhere the dairymen get up early in the morning; they milk, load and ship their produce to market the market being (in the Klamath area) the distributors. Meanwhile there is the maintenance and other hard work on the dairy ranch; the dairymen don't much care what happens after he gets rid of his product in the morning except to proceed with the job of getting the next load of milk out and ready for town.

That's been going on here, 100—or at least until recently.

But with the complex economies of the complex way of life afforded in this modern world, dairymen began to realize there was something needed—something more than the dairy industry was getting.

So they formed the Klamath Basin Grade A Producers Association. Until the formation of that group, the burden of promoting the use of milk and its associated dairy products fell on the distributors—in Klamath county the Klamath Falls Creamery and Medo-Land Creamery.

Now the dairymen have taken over a good portion of that promotion—and they think they'll be setting good results before their present campaign is finished.

The producers' association held its first annual meeting this month . . . and consequently became a full-fledged producer's group among the farm organizations of the basin. It's a corporation that is producer owned and producer controlled.

Dairymen—whose cows are the real milk producers—know that volume of sales is necessary to maintain a thriving milk industry dependent on volume to operate successfully.

"We feel," said one dairymen, "that the public is getting a top product in both quantity and quality for the money they pay."

Milk prices, at present are well below what has been set as parity (a fair return to the farmers in comparison with what he must pay out).

Some 27 producers are now members of the association—of which Wilbur Reeling is president. They have hired Jim Floyd, long-time Klamath artist and advertising expert and presently a graphic arts instructor at OTI, to direct promotions in the Klamath area.

Directors of the organization include Stan Masten, Ken Waters, Earl Tilton, George Reeling, Ray Hobson, Lawrence Geraghty and Wilbur Reeling.

Only in one other spot in the United States, as far as can be determined here, is there anything to compare with the producers' association. In Start County, O., a similar deal was set up . . . but there the Teamsters' Union provided the financial backing.

Here the producers pay for every last bit of the publicity and promotion they get. They put 10 cents in the pot for every 100 pounds of can and bottle trade-milk.

Dairymen are one group of producers who aren't afraid to back their product. By standards and requirements, they know its good.



500 Bulls Hoped For Sales Ring

Bull buying minded cattlemen planning to attend the 11th annual Red Bluff Sale, Feb. 7th, 8th, and 9th at the Tehama County Fairgrounds can expect the same top quality selections as shown in former years at this famous bull auction despite the greatly increased number of animals scheduled to be sold, according to chairman Charles Stover.

"Although we hope to put over 500 bulls through the sales ring," Stover said, "the following requirements definitely will hold for all consignments, without exception."

1. All bulls must grade a strong two minus or better according to the university of California grading system as applied by a competent committee.
2. All animals must be at least 20 months of age by sale time.
3. They must be big, thick, smooth and well grown out with plenty of bone, straight hind legs and good heads.
4. Bulls showing evidence of over feeding, bad feet or legs will be sifted out.
5. They should be exercised frequently between now and sale time.
6. Remember Red Bluff is a top range bull sale, not a herd bull sale.

Stover emphasized the stiff quality requisites will apply to the animals selling in pen lots as well as those to be sold as individuals. The great majority of animals are sold in pens of three and five.

The nation's largest range bull sale for many years, the 1952 renewal of the event is scheduled to offer 425 Herefords, 75 Shorthorns and 25 Angus bulls at public auction sponsored by the Tehama County Cattlemen's Association.

West Oregon Stockmen To Hear OPS Program

The Office of Price Stabilization meat program will be discussed by G. A. Stearns, Portland, head of the Oregon OPS office, at the annual meeting of the Western Oregon Livestock association in McMinnville Jan. 28, 29 and 30. Pres. Archie Reikkalo, Astoria, has announced.

The program has been arranged to attract sheep and swine growers as well as cattlemen, emphasizes H. A. Lindgren, Oregon State College extension livestock specialist and association secretary.

F. L. Ballard, associate director of the Oregon State college extension service, will discuss plans for the 1952 statewide agricultural conference Mar. 27, 28 and 29 on the OSC campus.

Other speakers and their subjects will include Claude Steusloff, Salem, past president of the Oregon Purebred Sheep Breeders association, western Oregon sheep production opportunities and problems; Charles Evans, Independence, past president of the association, swine production; Dr. R. R. Younce, state department of agriculture veterinarian, national program to eradicate brucellosis; and Harry Stearns, Prineville, cattleman and president of the Oregon Cattlemen's Association.

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Meeting headquarters will be Hotel Oregon. Dr. John M. Swarthout, OSC political science department head, will be the annual banquet speaker and Walter Leth, Monmouth, master of ceremonies.

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OPEN SATURDAY

Collier Named To Angus Group

A. M. (Andy) Collier, Klamath Falls, has been elected to membership in the American Aberdeen-Angus Breeder's Association at Chicago, Secy. Fran Richards has announced.

Collier, who operates a place in Pine Grove district, was one of

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BEST REPORTED RESTORED MOSCOW—Brest, on the Soviet Polish frontier, has been restored. A report from the frontier city, where travelers from Western Europe first see the U.S.S.R., said the great damage done by the Germans during the war has been repaired.

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