

# YOUR Gate City Journal's



## Farm and Barn News and Views

By LeRoy Pulliam

What do consumers want in agricultural products?

They want quantity, quality, good nutrition and attractive price. But they also want variety, convenience, eye - appeal and taste-appeal. Its time that agriculture used more of the legitimate want-creating techniques employed so successfully by other segments of the economy.

Americans throughout the land know about the "pause that refreshes"—television viewers can tell you the beverage that made Milwaukee famous—and TV fight fans know the answer to the query, "What'll you have?" But they don't think about a delightfully refreshing cool glass of milk when they hear it.

"It's high time," according to Ezra Taft Benson, "to use want-creating ideas."

Farmers do have an outstanding potential market, according to statistics. In his lifetime, a human being consumes a tremendous amount of food. In 70 years he eats 1,400 times his body weight—over 200,000 lbs. of material.

The amount of food he will take includes 6000 loaves of bread, three beef, four calves, four hogs, four sheep and 300 chickens. The amount of fish taken will include 2000 large fish, 300 sardines, flounders and herring.

He will eat about 9000 lbs. of spuds, 12,000 lbs. of other vegetables, 14,000 lbs. of fruit and 6000 quarts of milk. He will take in also 12,000 quarts of coffee, 1000 lbs. of salt, 5000 eggs, 8000 lbs. of sugar, 2000 lbs. of cheese, 10,000 quarts of water and a lot of smaller delicacies.

In the lobby of the department of commerce building in Washington, D.C., there is a large electronic board flashing lights on and off every few seconds, tallying America's population growth by the minute. The figures show that there is a birth every 2 seconds and a death every 21 seconds—an incoming immigrant every two minutes and an outgoing emigrant every 24 minutes.

When the tally is averaged up, the net growth of our population is five human beings each minute, 300 each hour or 7200 per day. Who is going to feed these mouths? Or who will produce raw materials for most of their clothing and shelter?

Is the American farmer going to sit back and permit the American population to consume the 12,000 quarts of coffee as compared to the 6000 quarts of milk? Restaurants could furnish milk or coffee with each meal if the proper promotion were started.

The market potential is there. Advertising research has paid off many times in the past and will continue to do so. Agriculture is expanding and in the near future we will see, hear and become familiar with our own agricultural products.

## Range Grazing Reported Better

Range grazing on May 1 was better than last year and better than average, according to Oregon Crop and Livestock Reporting service. Grazing conditions on western ranges and pastures have shown a marked improvement during the past two months, with the condition of range and pasture feed at the highest level for May 1 since 1952.

Crop prospects on May 1 were generally favorable for a good production year. Plentiful moisture supplies were bringing the winter wheat crop along in good to excellent condition in the Columbia basin area.

Russell Myrick, son of Mr. and Mrs. Howard Myrick, is recovering at his home from a tonsilectomy performed at the Malheur Memorial hospital Saturday.



"Well—it looks like I'll have to build an addition on the house, too!"

Four of a kind really calls for something! YOU may not expect to hold that kind of a hand, but if any kind of addition to your family calls for an addition to your home, call on us!

**NYSSA LUMBER  
And HARDWARE**  
Seventh at Good Ave.  
Phone 2295

## Certified Seed Deadline July 1

Farmers desiring seed certification should make application at the county extension office by July 1, according to Leeds Bailey, county extension agent.

Inspections are required each year that certified seed is to be harvested from the red clover, ladino clover or alfalfa fields. These inspections are in addition to the seedling inspections which qualify a stand for future certification.

Further details on crops eligible for certification and rules governing the growing of these crops are available at the county extension office.

## Adrian News

By Mrs. Rose Willis

Mr. and Mrs. George Cartwright accompanied Mr. and Mrs. Roy Ellison of Weiser fishing Sunday. Mrs. Ed Foss and Karen of Ogden, Utah, and Rudolph Hite visited at the Alvon McGinnis home Friday afternoon.

Mr. and Mrs. Don Hatt and family of Jordan Valley were week end guests at the home of Mr. and Mrs. Howard Hatch.

Mr. and Mrs. Earl Winn and family spent Sunday at Silver City.

Donald Scott and Wayne Sparks attended the Shrine circus in Boise Tuesday afternoon.

Bobby and Stevie Looney, sons of Mr. and Mrs. Clifford Looney of Caldwell, are visiting their grandmother, Mrs. Myrtle Parker.

Mr. and Mrs. Frances Deffen and Karen and Linda DeHaven spent Friday and Saturday at Bergdorf where they visited Betty Deffen who is working there. Karen and Linda remained there for a week.

Mr. and Mrs. C. R. Mills and Ross were dinner guests Sunday at the home of Mr. and Mrs. Chet Mills.

Mr. and Mrs. K. I. Peterson, Donna and Mervin and Mrs. Robert Neer and girls picnicked in Boise Sunday and attended the ball game in the afternoon.

Mrs. W. W. Webb attended garden club at the home of Mrs. Luit Stam Wednesday afternoon.

Bob Webb returned Thursday evening after spending 10 days at the ranch of a friend, Jim Johnston at Lone, Wash.

Mr. and Mrs. Glenn Brown entertained at a Father's day dinner Sunday for Mrs. Robert Eastman and family of Caldwell, Mrs. Jim Moncar and Kristine of Boise and Mr. and Mrs. Bob Brown, Lynett and Scott.

Mr. and Mrs. Bill Willis, Billy, Marsha and Alvon McGinnis fished near Jordan Valley Sunday.

Mr. and Mrs. Bill Willis, Billy and Marsha called at the home of Mr. and Mrs. Harry Jarvis and family near Ridgeview Tuesday. They have just moved here from South Dakota.

## Fertilizer Rates As "Best Buy" Reports USDA

Once again the Agriculture department has dubbed fertilizer the farmers "best buy." USDA's 1957 farm cost situation reports that costs for all farm production items are higher this spring than last year—with fertilizer the only exception.

Fertilizer is a better buy today than it was in 1940. Farmer's production costs, it reports, have more than doubled since 1940, but some have increased more than others. Farm wage rates, for example, have risen by more than 300% whereas fertilizer and gasoline have advanced about 53% and 64%, respectively.

Since last spring the price of fertilizer in general has registered no change. Although extensive drought and the Soil Bank program have tended to limit further increases in demand for fertilizer, there is no indication that the demand has subsided to any appreciable extent.

Apparently farmers have decided that expansion in farm size and use of more machinery, fertilizer and other materials to increase output and apply new or improved production methods would be profitable each year despite wide variations in prices and incomes.

## ANTI-KETOSIS RULES

A few anti-ketosis measures that dairymen can take to prevent this disease are given by L. H. Shults, Cornell university. (1) Cows must not be too fat at calving time. (2) Feeding top quality roughage perhaps three daily. (3) Bring cows rapidly to full feed after calving. (4) Shift over to changes in rations very gradually. (5) Feed only high quality grass silage. (6) Do not rely on molasses to prevent ketosis.

Visitors at the home of Mr. and Mrs. Grant Patterson Friday were Mrs. Devon Larson, Moses Lake, and Mrs. Fred Mitchell, Adrian.

Mike Titus, son of Mr. and Mrs. Gene Titus, Baker, has been visiting with his grandmother at the Mural Lewis home during the past two weeks.

Mrs. Oma Turner returned Wednesday from a week's vacation in Pendleton where she visited with Mr. and Mrs. Ray Wise.

Mr. and Mrs. William Lewis and family, Gooding, Ida., spent several days here visiting at the J. C. Smith home on their way to a west coast vacation. Lewis is a son of Mrs. Smith.

Mr. and Mrs. Jack Atkeson and two children, Mr. and Mrs. Pat Fuller and sister, Eve, were visitors Sunday at the home of Mr. and Mrs. Grant Jones.

Mr. and Mrs. David Thomas have gone to Kearney, Neb., with Merle Thomas, who has been visiting in their home.

Mrs. Bill Ashcraft, Mrs. Bill Willis, Mrs. Perle Davis and Mrs. Jim Phifer attended the American Legion auxiliary installation of officers in Ontario Monday evening.

## Buena Vista

Mrs. Alva Goodell  
Dial 2804

Christine Cleaver, 5-year-old daughter of Mr. and Mrs. Lloyd Cleaver is ill in the St. Luke's hospital in Boise.

Mr. and Mrs. Charles Gutzler and David left for their home in San Diego Friday after spending last week at the O. E. Cheldelin home.

Mrs. Fred Sevey and sons of Challis spent overnight Wednesday at the home of her sister, Mrs. Alva Goodell. They have been visiting her parents, Mr. and Mrs. Nesbitt at Ola and were enroute home.

Mr. and Mrs. Russell Gressley spent Sunday evening at the Leslie Topliff home.

Mr. and Mrs. Jack Bowen and son of Corvallis visited several days last week at the La Vern Cleaver home.

Mr. and Mrs. Jim Ritchie, Garnet and Robert returned from a two weeks trip to Nebraska Tuesday. Garnet left for nurse's training at St. Luke's hospital Wednesday.

Mr. and Mrs. Alva Goodell and Scott visited Friday evening at the Clifford Harris home in Lincoln Heights.

Robert Feasel of Bellview, Kan., Mr. and Mrs. Wilson Winter and family went to Lucky Peak dam Sunday. Mr. Feasel is the new coach at Ontario.

Mr. and Mrs. O. E. Cheldelin, Phyllis and Mr. and Mrs. Chas. Gutzler and David spent Tuesday at Payette Lakes.

Mr. and Mrs. Mancel Bishop and family and Mr. and Mrs. Jack Knowles had refreshments at the George Knowles home Friday evening.

Bill Vassel of Gold Beach stayed overnight Saturday at the Jim Clayton home.

Mr. and Mrs. Howard Finger were hosts at dinner Sunday for Mr. and Mrs. George Hankins, and Mr. and Mrs. Norman Douthy and family of Homedale.

Mrs. Wilson Winter served on the jury at Vale 3 days last week.

Mr. and Mrs. Jim Clayton and family picnicked and fished on the Owyhee river Sunday.

Dan Brunner of Oregon City visited several days last week at the O. E. Cheldelin home. He was enroute to Naval training at

Norfolk, Va., where he will be stationed.

Mr. and Mrs. Jack Knowles and family were dinner guests of Mr. and Mrs. Mancel Bishop Sunday.

Mrs. Alva Goodell and Scott were dinner guests of Dr. and Mrs. Martin Edwards Wednesday evening.

Mr. and Mrs. Loyd Adams were dinner guests of Mr. and Mrs. Thurman Hill Sunday. In the afternoon Mrs. Hill, Marcie and Darleen accompanied Mr. and Mrs. Adams to Lucky Peak dam.

Mrs. Loyd Adams, Mrs. Thurman Hill and Mrs. Robert Adams visited George Adams in a nursing home in Caldwell Friday.

Mr. and Mrs. Tom Mitchell of Phoenix, Ariz. visited Tuesday and Wednesday at the home of their cousins, Mr. and Mrs. Lester Cleaver.

Mrs. Jim Chadd of Caldwell visited Friday at the Eugene Cleaver home. She took her son who has been visiting there home.

Mr. and Mrs. S. B. Hoffman were hosts at dinner Sunday for Mr. and Mrs. Claude Day, Silas and Billie of Adrian, Mr. and Mrs. Jim Ritchie and Robert, Mr. and Mrs. Glen Hoffman and Glenda and Anita Niccum.

Mrs. Isabella Larson of Moses Lake, and Mr. and Mrs. Fred Mitchell visited at the Lester Cleaver home Saturday.

Mrs. Alberta Bowen was a dinner guest of the La Vern Cleaver family Wednesday evening.

Mr. and Mrs. La Vern Cleaver, Mr. and Mrs. Jack Bowen and Robert fished at Owyhee dam Thursday.

The Nyssa Rural Livestock club met at the Lester Cleaver home Friday with 9 members present. Refreshments were served.

Mrs. Lester Cleaver entertained for her son, Johnnie on his 6th birthday Saturday. Guests were Mary McCoy, Donnie, Darrell, Alan, Joyce and Shirley Cleaver. Cake and ice cream were served.

Mrs. Ray Bailey of Longview, Wash. and Fred Lane of Portland are visiting at the home of their cousins, Mr. and Mrs. Ward Lundy, Sr.

Mrs. Emil Scott of Aurora, Neb. and son, Hjalmar Scott and family of Burbank, Calif. visited from Monday until Thursday at the home of her sister, Mrs. James Stephen. The group visited the James O. Stephen family in Ontario Wednesday.

Mr. and Mrs. Willis Bertram and Lucille and Mr. and Mrs.

Wayne Simpson and Klair camped and fished at Beulah dam Thursday.

Mr. and Mrs. Allen Jones and family and Mr. and Mrs. Frank Morris and family picnicked and fished at Owyhee dam Sunday.

Sgt. and Mrs. Willis Hiatt and family of Ft. Lewis, Mr. and Mrs. Scott Hiatt and Jean and G. W. Jones fished at Unity Friday.

Mrs. Willis Bertram and Lucille visited at the Loyd Adams home Tuesday evening.

Mr. and Mrs. Ward Lundy, Sr. and their guest, Mrs. Ray Bailey and Fred Lane were dinner guests of Mr. and Mrs. Jim Mitchell in Apple Valley Sunday.

Marvin Besendorfer was a dinner guest of Martin Tanner Sunday.

Kathy Kenworthy of Parma, is staying at the Fred Stephen home while her mother, Mrs. Jot Kenworthy went to Nebraska to attend the funeral of a brother and two nieces who were killed in a plane accident Memorial day.

Theresa Tanner was a dinner guest of Bernell Schulties Sunday. Mr. and Mrs. Eugene Stephen, Axel and Jeff picnicked at Owyhee dam Sunday.

## Margaret Butler Named Winner OSC Scholarship

Margaret Ada Butler of Adrian has been named winner of a scholarship to attend Oregon State college next year.

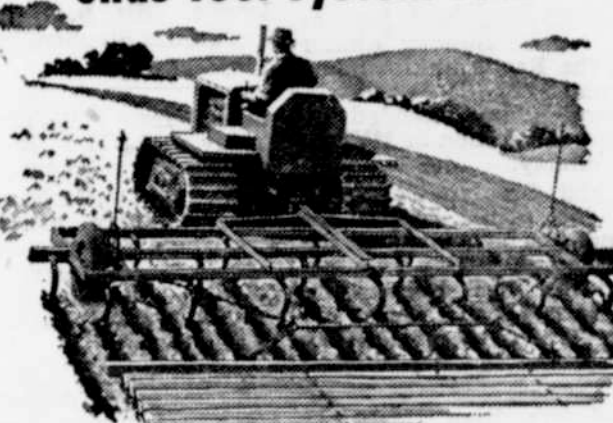
She was one of 124 Oregon high school seniors selected to receive scholarships at OSC for 1957-58 under sponsorship of the state system of higher education. The scholarships are worth \$138.

The state scholarships are awarded each year to a limited number of outstanding students from various high schools of the state. The quota for each institution is two percent of its total enrollment the previous year.

Miss Butler, daughter of Mr. and Mrs. Vernon M. Butler, route 1, Nyssa, graduated earlier this month from Adrian Union high school. She plans to major in home economics at Oregon State.

In high school, Miss Butler was active in Future Homemakers of America, Pep club, Thespians and band.

## New Chevron Diesel Fuel ends fuel system rust



No matter how tough the job, your diesels will work smoother, pull harder using new Chevron Diesel Fuel, because:

- It stops fuel system rust
- "Detergent-Action" keeps injectors and critical fuel system parts clean
- It lengthens injector life... reduces down time

These advantages assure top diesel performance... always!

For information on any Standard Oil Company of California product, call

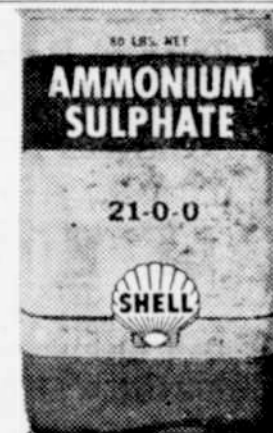
**W. E. "BILL" SCHIREMAN**  
Nyssa, Oregon Phone 3131



# Fit your fertilizer to your soil and crop

This is what county agents, extension specialists, and other agricultural authorities are consistently telling Western growers: **no one fertilizer is right for all soils and crops.** It makes sense, because the many factors affecting crop growth vary from farm to farm. So, each different combination of growth factors can point to a different fertilizer—to one that is right for that particular farm. Shell Chemical's line of high-analysis fertilizers is designed to fit Western needs—for direct application, or as included in locally formulated mixes.

These fertilizers are backed by Shell Chemical's quarter-century of unmatched research and manufacturing experience in the West—and by their field-tested performance. They will help you to better profits at harvest time.



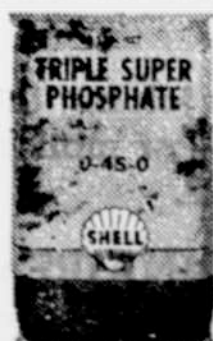
**SHELL AMMONIUM SULPHATE—** 21% nitrogen in the ammonia form and 24% sulphur. Uniform crystals, water-soluble. Excellent for broadcast or irrigation applications. Supplies sulphur in combination with leach-resistant nitrogen—particularly suitable for sulphur-deficient soils. Helps solubilize residual soil phosphates.



**SHELL UREA—** 46% nitrogen. Free-flowing, water-soluble. Ideal for irrigation or sprinkler application. High nitrogen content means less material to handle, quicker application. This is the only Urea produced in the West.



**SHELL DI-AMMONIUM PHOSPHATE—** 45% available phosphate. Free-flowing, readily available form of phosphate. In addition to conventional application methods, it may be used in combination with other fertilizers.



**SHELL TRIPLE SUPERPHOSPHATE—** 45% available phosphate. Free-flowing, readily available form of phosphate. In addition to conventional application methods, it may be used in combination with other fertilizers.



**SHELL AMMONIUM PHOSPHATE SULPHATE (16-20-0)—** 16% nitrogen, 20% available phosphate, 14% sulphur. Free-flowing, readily available form of nitrogen and phosphate. Helps overcome sulphur deficiencies. Resists leaching.



**SHELL NH3—** anhydrous ammonia 82% nitrogen. Liquefied gas applied under pressure at root zone or in irrigation water. Resists leaching. Readily available nitrogen. Developed and pioneered by Shell, used successfully on crops since 1932.

## FREE! 2 BALES OF McCORMICK' BALER TWINE

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NYSSA, OREGON

