

# FARM FEATURES

## MARKETING COURSE BORROWS TEACHERS FROM INDUSTRY

First-hand, practical information on marketing fruits and vegetables will be available to a group of advanced students at Michigan State College this winter. To bring students into direct contact with operators in the field of marketing, a group of leaders in the industry have been invited to become professors for a week and lecture to the marketing class.

Last year, when a similar group of men from horticultural industries lectured at MSC, fruit and vegetable growers, handlers and shippers throughout the state were also eager to hear their comments. As a result, in addition to lecturing to the class at 2:00 p.m. on Monday and Wednesday, each guest speaker will address an open meeting on Tuesday evening at 7:30 p.m. each week in the auditorium of the Horticulture Building. The public is invited to attend.

Among those who have agreed to serve as professors for a week or more are: Dr. Harry J. Eastace, vice president, Farm Market Relations, Inc., San Francisco, California; Dr. J. P. Rasmussen, Cornell University, Ithaca, New York; N. W. Mogge, Mogge-Privett, Inc., produce advertising firm of Los Angeles, California; C. E. Bryant, Director, Bureau of Markets, Detroit, Michigan; Porter Taylor, Director, Fruit and Vegetable Division, American Farm Bureau Federation, Washington, D.C.; J. J. Rogers, Manager, Cherry Growers, Inc., Traverse City, Michigan; Dr. Irving Woodin, General Manager, California Fruit Exchange, Sacramento, California.

The course is offered for the second year through the joint efforts of the departments of horticulture and agricultural economics. In addition to attending lectures, each student will select a special problem in the field of produce handling and marketing. He will have an opportunity to discuss his problem with the visiting speaker each week in private consultation.

In commenting on the course, H. B. Tucker, head of the department of horticulture at Michigan State College, says: "For many years students have seemed to be more interested in problems of production than in handling and marketing. Yet, there are many excellent opportunities in this field. We hope this type of contact will stimulate interest and encourage more of our well-trained young men to enter the marketing field. We know the industry welcomes them and needs them."

T. K. Cowden, head of the department of agricultural economics, emphasized the importance for students to get acquainted with men in the marketing field. He said: "With the increased concern about marketing, with farm prices declining faster than retail prices, particularly of commodities the farmer most buys, it is important that more of our students become acquainted with men in the field of agricultural marketing."

## Curb Ringworm By Sanitation

Rapid spread of ringworm, a fungus-caused skin disease, often occurs during the winter in herds of young cattle crowded into damp, poorly lighted barns.

Dr. B. J. Killham, Michigan State College extension veterinarian, says that scrubbing the quarters with a solution of lye dissolved in boiling hot water is one step in preventing it.



**KNOWS HIS STUFF**—Richard Spicer, Jr., youngest handler in the amateur event of the annual trials of the Pinehurst, N. C. Field Trial Club, shows one of his "spitzers" dogs. The Winston-Salem, N. C., had handled his own entry like a veteran.

## CHANGE NAME AND EMPHASIS OF 4-H PROGRAM FOR 1950

Announcement has been made of a change in emphasis in the 4-H Electric program, which in 1950 will be known as the 4-H Farm and Home Electric program, according to the National 4-H Committee.

With the change of name, the program will encourage more boys and girls to study and plan how to use electricity, and to demonstrate what electrical equipment they have made, adjusted, repaired and installed.

There will be no changes in awards, or donor, which is the Westinghouse Educational Foundation. Awards comprise gold-filled medals, all-expense trips to the National 4-H Club Congress in Chicago, and six \$300 college scholarships to county, state and national winners, respectively.

A merit plaque also will be awarded to the county reporting the most outstanding 4-H Farm and Home program in the state this year.

## Warm Chickens' Water In Winter

A warm drink on a cold day is a good way to combat winter egg laying slumps. When water gets below 45 degrees, the chickens don't drink readily and production drops.

Michigan State College poultrymen agree with some research done in sub-zero weather in Wisconsin that showed warm drinking water to be responsible for helping to keep up production.

An electric water heater is often used to supply the needed warmth so that hens don't have to break a skin of ice to get a drink.

Medicine should be kept in a special medicine cabinet and thrown out after the person using it no longer needs it. This will eliminate danger of taking it by mistake which often has serious effects, reminds Olevia Meyer, Michigan State College home economist.

## Rides To Farmers' Week Offered

Rides to the Michigan State College "Farmers' Week" program are being offered by implement dealers. The Enterprise was told last week by William Eckler, farm implement specialist.

Eckler said the Westerfield Farm Supply Company, J. I. Case dealers in Northville, are offering the rides. Deluxe transportation will be furnished, too; Eckler said the G. E. Miller Dodge Sales and Service agency is providing new Dodge cars for the Farmers' Week guests.

Plans are underway for trips from Northville to East Lansing to leave Northville in the morning about 8 a.m. and to leave East Lansing about 6 p.m., Eckler said.

To obtain some of the transportation offered, Eckler urged farmers to contact the Westerfield Farm Supply at Northville 35. Reservations for the trips will be necessary.

## January 31 Final Date For Crop Support Loans

Oakland County farmers were reminded this week by Walter R. Cook, chairman of the Oakland County PMA Committee, that January 31, 1950, is the final date for the processing of loans and purchase agreements for price support protection on 1949-crop wheat, oats, barley, rye, dry beans, and flaxseed. Commodities for which loan papers or purchase agreements have not been completed by January 31 will not be eligible for price support.

In the case of farm-owned loans, farmers are advised to contact the county PMA office not later than January 20 so that all necessary forms and documents can be cleared on or before the January 31 deadline date.

Applications for loans and purchase agreements on 1949-crop corn will be accepted any time before May 31, 1950.

## MSC Farm Program Open To Visitors

Visitors to the Michigan State College campus on Tuesday, Wednesday and Thursday of Farmers' Week this year will have an opportunity to be guests at the Farm Service Hour broadcast over stations WKAT and WKAR-FM, of the college.

Grant Salisbury, farm editor, reports that the regular noontime farm service program will be broadcast from the auditorium stage.

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