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Can U.S. get too involved with Yemen?

WASHINGTON (UPI) — President Carter's move to rush weapons to North Yemen involves the United States in a war featuring illiterate tribesmen, desolate mountains and Soviet advisers on both sides.

On the surface, it's hard to see why Carter decided to go to the aid of North Yemen in the first place — and then declared an "emergency" to hurry the weapons to the Middle East without congressional approval.

North Yemen, populated by 5 million impoverished tribesmen living at the southwestern corner of the Arabian Peninsula, has little to interest the big powers — aside from its strategic position at the outlet of the Red Sea.

And the United States, burned by its frustrating involvement in Indochina, has been wary of new military entanglements — even in the face of clear-cut communist challenges in Africa.

To make matters stranger — at least on the surface — Pentagon sources said the \$380 million package of warplanes, tanks and armored troop carriers destined for North Yemen probably won't even have a direct impact on the country's fight with South Yemen.

But truth in the Middle East often lies below the surface — and Carter, quickly becoming an "old hand" in the area through the Egyptian-Israeli peace talks, apparently feels confident enough to play the game himself.

A Pentagon source said Carter's decision Friday to send in American weapons was more in response to "the perceived needs" of oil-rich Saudi Arabia than to North Yemen's military necessities.

The Saudis are afraid that the Soviets, already entrenched in Arabian Peninsula neighbor South Yemen, will extend their dominance to nearby North Yemen.

And Saudi officials also have been asking questions about the staying power of American support — especially in view of the collapse of the U.S.-backed government of Shah Mohammed Reza Pahlavi in Iran.

U.S. intelligence analysts say the recent attack by Marxist South Yemen (population 1.5 million) couldn't have been carried out without the help of Soviet advisers. Some of the Russians were even reported to be in battle areas.

Both North and South Yemen have Soviet advisers, but the North has been turning to the West in recent years while the South has been increasing its ties with the Kremlin.

North Yemen began accepting a few Saudi-financed U.S. weapons two years ago. Up to 1,000 Soviet advisers, 500 Cubans and massive arms shipments — including 50 MIG-21 jet fighters — arrived in South Yemen in the last year.

Good morning!



Next stop: Dixie ... page C1

Gasohol
Filer farmer Leo Stokesberry sees gasohol as the fuel of the future — and is convincing farmers to buy stock in the Idaho Gasohol Commission, which is studying the possibility of manufacturing gasohol in Idaho. Page B1.

Indians
The Buhl Indians have another state championship trophy to put next to the football prize they won last year. Page C1.

Special
In today's edition you will find the two-section Times-News Farm Review and Business Update, providing word and picture coverage of the latest from the Magic Valley farm and business fronts.

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Money is predicted to be available for home loans at 10 1/4 to 11 1/4 percent interest with usury lid lifted

The many views on usury

By JEFF SHER
Times-News Writer

TWIN FALLS — Twin Falls lenders, home builders and real estate agents are predicting lending institutions will make money available at somewhere between 10 1/4 and 11 1/4 percent interest as soon as the usury lid is lifted.

House Bill 260 which would raise the usury ceiling from 10 to 13 percent, effective immediately, has passed both houses of the legislature and is expected to reach Gov. John V. Evans' desk Monday. Evans has said he will sign a bill with a 13 percent usury ceiling.

Bert Armstrong, vice president and manager of the Twin Falls branch of Idaho First National Bank, predicted, "On a prime type of loan it would end up somewhere between 10 1/4 and 10 1/2 percent. If you had 25 percent down, you'd look at that. At 80 to 90 percent (financing) you'd probably be looking at a 10-3-4 situation."

Gary Edgerton, manager of the Twin Falls office of Home Federal Savings and Loan Association, said, "I'm sure that they're looking at probably right now anywhere from 10-3-4 to 11 on a conventional purchase loan."

"Predictions of local businessmen contacted by the Times-News fell between 10 1/4 and 11 1/4 percent, most coming in the 10 1/2-to-11-percent range."

Lenders, builders and real estate agents agreed money will be available immediately once the ceiling is lifted. Most agreed interest rates over the ceiling will not keep people from buying houses, but at least one builder felt home buying will slow down.

Armstrong commented, "The same thoughts when it comes down to the borrower prevail: They

had to be thinking the same thing at 9-3-4 as at 10 1/2. Interest is really a small part of the whole package."

Lynn Rasmussen of the real estate firm of Cox, Veeh and Rasmussen pointed out that no matter what the interest on the loan, home buyers still have the advantages over renters of equity buildup and income tax deductions for their interest payments.

Builder Bob Willis, on the other hand, said, "Interest rates at 10 1/2 percent will slow the buying public down to some degree."

One question facing borrowers now is whether to purchase a home before interest rates rise further or whether they should resist initial interest offerings and wait for competition between lenders to reduce available rates.

L. James Koutnik of Western Realty said potential home buyers should wait to borrow money until the market stabilizes, if they can.

"The conventional money just coming on the market will be just like a new product coming on the market," he theorized. "The market will undoubtedly stabilize downward to about the 10 1/4 rate before very long."

Unfortunately, some desperate loan seekers will enter the market before it has reached its competitive level, Koutnik said.

Mike Gray of Gem State Realty pointed out that since local lending institutions stopped offering conventional home loans last year many home owners have sold homes and financed the transactions themselves under agreements requiring the buyers to secure conventional loans as soon as they become available.

Idaho lenders stopped offering home mortgage loans when interest rates across the nation climbed

beyond what Idaho lenders were able to charge for loans under the 10 percent ceiling. With rates in other parts of the country at higher levels, Idaho lenders were unable to find investors to buy their mortgages. Banks cannot afford to carry the mortgages themselves because it ties up their available money for too long, so they quit offering loans.

Gray said he sees no reason for hesitation in taking out a loan.

"Now is a good time for people to do what they're going to do," he said.

He predicted that interest rates "could slip up again in the third or fourth quarter."

"I can't guarantee that it will go up, but I can't see any reason why there would be a significant reduction," he said.

Gray said interest rates across the nation are averaging about 10 1/4 percent right now.

"He said the Idaho rate will have to stabilize at a level slightly above that to attract outside investors, because 'We historically are a user of those funds and not an originator. We don't have enough capital to take care of our needs.'"

Koutnik said Idaho interest rates will stabilize at about the same level as the national rates, which he pegged at somewhere between 10-4-8 and 10 1/4 percent.

"There is no reason there should be discrimination against an Idaho home buyer simply because he's in Idaho," he said.

For instance, he pointed out, banks with branches in more than one state will not force branches in those states to charge a higher interest rate than one in other states.

"Money is money," he said.

Carter takes his peace mission to Israel

JERUSALEM (UPI) — President Carter briefed Prime Minister Menachem Begin for more than an hour Saturday night on the talks with Egyptian President Anwar Sadat that Carter said gave him good reason to hope that the goal of a Middle East peace can be reached.

Carter, cheered by millions in Egypt during his three days of talks with Sadat in Cairo and Alexandria, ran into jeering demonstrators in Jerusalem. There were "Carter go home" signs and an egg was splattered against the hood of his bullet-proof limousine.

Carter, following the path to

Jerusalem blazed by Sadat 16 months ago in his quest for peace, arrived to a somewhat chilly welcome and a reminder by Israeli President Yitzhak Rabin that Israel had already made all of the sacrifices that could be expected of it.

It was a day of contrast and ambiguity for Carter. Carter had sounded pessimistic in Cairo when he said with a grim face that "difficult issues" remain. On his arrival in Israel he said he has "good reason to hope that the goal (of peace) can be reached." Phrases of optimism were tempered by American aides preaching caution.

A news blackout continued. Carter and Begin met the press after an hour and a half of talks and said little. Bogn said the talks would continue this morning, and Carter merely said "goodnight" before going to the Hotel King David for the night — the same hotel blown up by Begin's argu extremists during the British occupation of Palestine in 1946, killing 91 British troops.

A White House spokesman said there would be no statement. Begin's spokesman, Don Patfir, characterized the first round of talks as "very frank" — a usual diplomatic talk for a disagreement. Patfir said he was not using diplomatic language but was giving "a straightforward answer."

Carter, who stayed up much later than his usual bedtime, met privately with Begin for an hour and 10 minutes following a dinner at the prime minister's residence with their wives.

"The president and I had our first discussion in the wake of his discussions in Cairo with President Sadat and his advisers," Begin told waiting reporters. Carter said only, "I'll see you tomorrow."

Carter, Begin and the full delega-



President Carter embraces Menachem Begin upon arrival

Four Palestinian guerrillas killed by Israeli soldiers

TEL AVIV (UPI) — Israel soldiers killed four Palestinian guerrillas as they crossed into the occupied West Bank from Jordan only hours before President Carter's arrival from Cairo, officials reported Saturday.

The military command warned the public to watch for any "suspect activity or objects" for fear of further attempts by guerrillas to mar the visit.

An announcement said expectations of increased guerrilla activity were based on intelligence evaluations.

A wide-ranging security operation, exceeding that laid on for President Anwar Sadat's dramatic trip to Jerusalem in November 1977, brought more than 10,000 troops, border guards and policemen.

Jeopards of combat-equipped troops patrolled the 27-mile route that Carter's 37-car motorcade was scheduled to follow to Jerusalem. Heavily armed troops in pairs scoured the countryside alongside the road.

Air and naval patrols also were increased.

Police refused permits for demonstrations by Israeli groups supporting or opposing the Carter mission.

But in the West Bank city of Ramallah, troops dispersed school students who blocked roads with barricades of rocks and burning tires to protest the visit.

Travel restrictions were imposed in Jerusalem and in major West Bank towns.

The Ben-Gurion airport terminal was "bedecked with U.S. and Israeli flags as were the main streets. Carter's motorcade will follow into Jerusalem.

Saudi Arabia threatens to cut off aid to Egypt

BEIRUT (UPI) — Wealthy Saudi Arabia will cut off aid to Egypt if the peace treaty Cairo seeks to sign with Israel ignores basic Arab demands, news reports from the Persian Gulf said Saturday.

In Saudi Arabia, newspapers which often reflect government thinking expressed criticism of President Carter's Mideast mission, saying the best it could achieve was a "truce."

Arab radical and moderate states alike have condemned Carter's efforts to secure a treaty and threatened economic and political sanctions against Egypt if it signs a pact with Israel.

The Kuwaiti newspaper Al Watan said Saudi leaders told the American administration that they will end aid to Egypt if an Egyptian-Israeli peace treaty ignores "Arab demands."

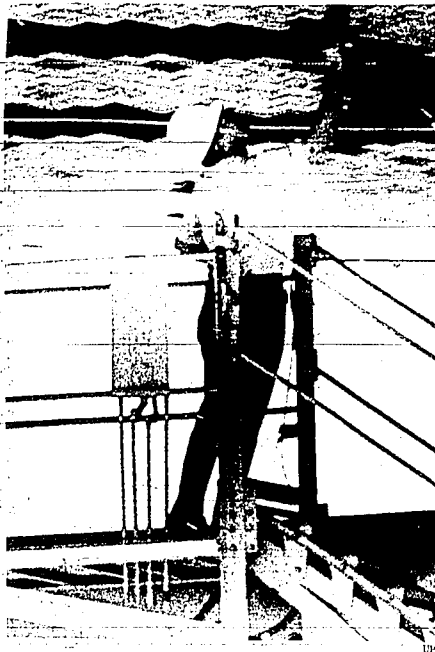
Including the rights of the Palestinian people and the return of Arab lands occupied by Israel in 1967.

Al Watan said the Saudis conveyed their views to the American leaders before Carter left on his Middle East tour.

The first sign of Saudi displeasure with the way the Carter administration is handling the peace effort emerged last month when Crown Prince Fahd postponed a scheduled visit to Washington, ostensibly to give the two sides more time to look into their respective Middle East policies.

Saudi official thinking on the current peace moves was reflected in newspaper comments.

The daily Al Nadwa criticized the movement of American warships in the Gulf region.



Worker checks the underside of Columbia

Monkey supplies dwindling

WASHINGTON (UPI) — A new shortage of rhesus monkeys used for key scientific research is in prospect, officials said Saturday.

A contract dispute between Bangladesh and its U.S. marketer of the test animals is to blame.

Rhesus monkeys are used to test polio vaccines, contraceptives and in other scientific research.

"The distribution of animals for general medical research has been brought to a standstill because the monkeys are not available from commercial resources," said Robert Whitney of the National Institutes of Health Interagency Primate Steering Committee.

"We haven't had to face what will happen three months from now."

Whitney estimated the government needs 14,015 rhesus monkeys per year for medical research. The animals have strong biological similarity to humans.

"New contraceptives would not be put on the market before they were tested on rhesus monkeys," he said.

And each batch of polio vaccine is tested on monkeys before it is used on the public, Whitney said.

To stem the shortage of the research animals, scientists have begun exchanging information on "recycled" monkeys that complete one experiment and then go into another.

Shuttle plans delayed again

EDWARDS AIR FORCE BASE, Calif. (UPI) — NASA engineers Saturday scrubbed a plan to fly the space shuttle Columbia across country to Florida Monday and said they could not reschedule the piggyback flight until repairs are made.

More than 30 small gaps were torn in the tail section of the Columbia Friday when the 245,000-pound craft made a 17-minute test flight atop a 747 carrier. A NASA spokesman said the gaps were left when protective tape

on the exterior of the spacecraft worked loose during the flight.

"A number of the foam tiles that are used to improve air dynamics were damaged or lost," he said. "Damage to the actual thermal protection tiles was minor."

The orbiter, first in a generation of shuttle craft designed to fly men to space and bring them back in an airplane type landing, remained mated to the 747 at the Dryden Flight Center at Edwards Air Force Base.

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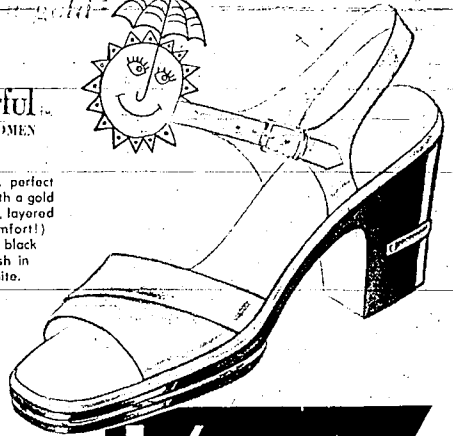
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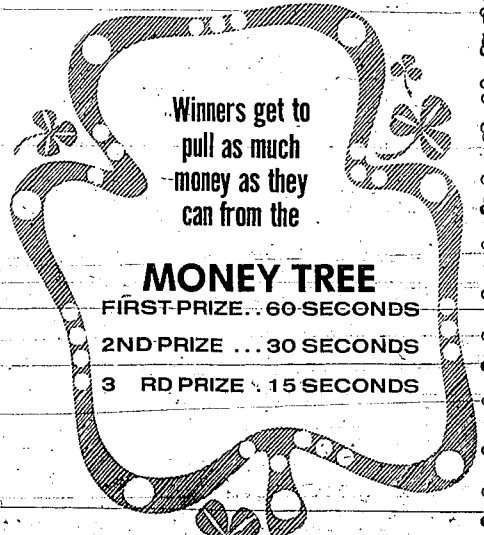
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THE LEADER Comment and opinion

TED DYER
Mormon influence

It is a well-known fact that the Mormon influence in Idaho is a powerful one. This influence is not limited to the Mormon community but extends to the entire state. The Mormon influence is a result of the early settlement of the state by Mormon pioneers. This influence is a result of the early settlement of the state by Mormon pioneers. This influence is a result of the early settlement of the state by Mormon pioneers.



Walk Nobly And Carry A Small Stick.

KIM CROMPTON
Gremlins

The gremlins of the Idaho newspaper industry are causing a great deal of trouble. These gremlins are causing a great deal of trouble. These gremlins are causing a great deal of trouble. These gremlins are causing a great deal of trouble.

near Jack...

Jack is a very good person. Jack is a very good person. Jack is a very good person. Jack is a very good person. Jack is a very good person.

THE CENTER
The quickie alcoholic test

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Recent Gooding County Leader editorial page

The editorial page of the Gooding County Leader is a very good page. The editorial page of the Gooding County Leader is a very good page. The editorial page of the Gooding County Leader is a very good page.

THE ENTERPRISE OF SOUTHERN IDAHO PUBLIC INTEREST AND WATER POLICY



CECIL D. KNUDSEN

The public interest in water policy is a very important issue. The public interest in water policy is a very important issue. The public interest in water policy is a very important issue. The public interest in water policy is a very important issue.

The public interest in water policy is a very important issue. The public interest in water policy is a very important issue. The public interest in water policy is a very important issue. The public interest in water policy is a very important issue.

**Batt'n
the
Breeze**
with Phil Duff

Farm Bureau

**THE ENTERPRISE
OF SOUTHERN IDAHO**

Discusses 1% Tax Law

The 1% tax law is a very important issue. The 1% tax law is a very important issue. The 1% tax law is a very important issue. The 1% tax law is a very important issue.

Recent Enterprise of Southern Idaho editorial page

The editorial page of the Enterprise of Southern Idaho is a very good page. The editorial page of the Enterprise of Southern Idaho is a very good page. The editorial page of the Enterprise of Southern Idaho is a very good page.

ADVERTISING RATES

ADVERTISING RATES

Chris Peck Call this the Ted Dyer Memorial Column

GOODING — Call this the Ted Dyer Memorial Column. It's written primarily for those who opened up the Gooding County Leader last week and cheered upon discovering Dyer's provocative column was gone from the paper's editorial page. Over the years, Ted raised a little hell with that column. Now, he's a victim of it.

Young, green and irreverent, Ted wrote on subjects that made the veins stand out on people's foreheads.

He made plenty of mistakes. He sometimes let words carry him too far like when he labeled opponents of the women's prison in Gooding "hysterical fat women."

But on many issues, Dyer took a bite from the right sides.

His column chewed away at a senseless shooting incident where a Gooding policeman blasted somebody in an argument over a car battery.

The column nibbled on the Gooding mayor for pressing so hard to have a problem-plagued engineering firm

given a big contract for the city sewage system without competitive bids from other firms.

The column deflated the supposed dog problems at Wendell High School.

Ted Dyer's columns were lively, topical and local.

And some people in Gooding County hated them. Despised his kind of journalism so much that they became willing partners in a plan to hurt the paper that employed him.

The ambush of Ted Dyer and the Gooding County Leader came a couple of weeks ago in the Gooding County Commissioners' office.

On a 2-1 vote, the county commissioners pulled thousands of dollars of county legal advertising out of the Leader and put the ads into a struggling little paper called the Enterprise of Southern Idaho.

They did it, they said, because the "public sentiment" in Gooding was that the Enterprise was the more local, more hometown paper and had

a bigger circulation.

Quite simply, the commissioners didn't know what they were talking about.

The Enterprise is a Karen Ann Quinlan of Journalism. Why it lives defies all natural laws of newspapering.

The paper contains almost no advertising, employs no trained journalists and publishes anything people bring in the front door or send through the mail.

To its credit, the Enterprise tenaciously clings to existence on a formula of what publisher Robert "Pa" Brown calls "crackerbarrel journalism."

"It's an old-fashioned type of good, clean paper," Pa Brown explained the other day, adding, "I'm not a writer. I'm not even interested in writing."

That's the big difference between the Enterprise and Ted Dyer's newspaper. Under the ownership of publisher Bob Crompton, the Leader has developed a keen interest in

writing the last few years.

Only a couple of months ago, the Leader won the Idaho Newspaper Association's award for best editorial page among weekly papers.

The outstanding editorial page was built around Ted Dyer's column.

It appears, often consists of handouts from Lt. Gov. Phil Batt and news releases from the fish and game.

A couple of weeks ago, when the legal ads went to the Enterprise, Ted Dyer wrote a column about the change.

He sent Crompton to a trip to Jackpot and suggested he write a column on that.

"I suspect Ted's column is the best-read thing in the paper," the somewhat discouraged publisher Crompton said. "But I feel we have to stand back and take a pause. Maybe we're out of tune with the community. I am trying to absorb the sentiment in the county. For a month or two I'm going to be cautious..."

No question about it, sending Dyer to Jackpot won't ruffle the feathers in Gooding. Maybe a little travel column on the best vacation spots in Bliss will be next.

Since Ted Dyer won't be raising a stink about this entire, sad affair in his column, I'll try to fill in for him.

To my mind, the switch of the legal notices was a rotten, small-minded thing to do.

No matter how the county commissioners try to gloss over the change as nothing but a businesslike, impartial ruling of the glossy whitewash won't hold up.

Some people want blood from the Gooding County Leader and Ted Dyer and the county commissioners provided them a sword.

The Enterprise isn't the enemy in this war. The little paper just capitalized on a seedy, foul-smelling resentment against the Leader.

If anything, the competitive newspaper war should only fortify the health of a free press in Gooding County.

But it seems the exact opposite has happened. Publisher Crompton has pulled in his bull, Ted Dyer. He senses people in Gooding won't tolerate anything but strained peaches and white cream sauce in his newspaper.

If Ted was still writing his column with a barbed pen, you can bet he would ask a few hard questions about the legitimacy of the vote to switch legal newspapers after 73 years.

He would dig into the relationship between county commissioner George Lemmon and Enterprise publisher Brown.

Lemmon once hired Brown to work for him. The two men are still country

The Times-News Editorials

Catching up on Libya

The Idaho-Libya connection has come full circle. The connection was well-known last year in Idaho. But suddenly everyone is playing catch-up and national attention has legitimized it as a political issue here.

Last week, Sen. Frank Church took Sen. James McClure and especially Rep. Steve Symms, who plans to run against Church in 1980, to task for "serving as water boys" for radical Arab nations. Church, the chairman of the Senate Foreign Relations Committee, said Arab nations led by Saudi Arabia will dump money into the campaign to defeat him in 1980.

The national publicity surrounding Billy Carter's fling with a Libyan delegation probably set off the whole thing. Billy Carter and his mouth made news about Libya topical.

And that spotlight switched immediately to Idaho when the touring Libyans came to Washington, where Symms and McClure were to host receptions. McClure canceled his due to a "scheduling conflict," and Symms turned his into a private gathering for invited guests only.

Very few congressmen showed up, but a member of columnist Jack Anderson's staff did. Anderson went on nationwide TV saying Symms had barred the press and he (Anderson) wanted to make sure the Idaho congressman wasn't up to any private deal making.

Next, New York Times' conservative columnist, William Safire, wrote on the Idaho-Libya connection, chiding Symms severely and warning McClure not to get burned. Safire objected to attempts by Libya to influence U.S. foreign policy by putting pressure on Church.

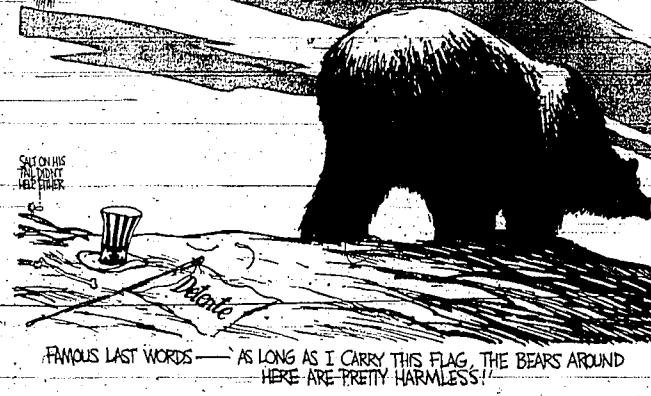
The Libyans wish nothing better than to get hold of a number of troop-transport planes, which they purchased but never received. In 1974, the State Department blocked shipment to the terrorist-supporting nation, and the planes are in mothballs in the Carters' home state, Georgia.

The Arab country then began wooing Idahoans with promises of farm trade and several times hosted visitors from this state, including Symms.

As reported last year in this newspaper, Symms supported the release of the planes to Libya. This year, after the Anderson affair, Symms reversed his position, saying it may not be a good idea after all.

But this waffling didn't help last week during his exchange with Church. Symms weakly shot back that Idahoans' votes could not be bought by the Arabs.

Church has found a weak spot, and the representative would now be foolish to accept Arab money for his 1980 run against the senator.



FAMOUS LAST WORDS — AS LONG AS I CARRY THIS FLAG, THE BEARS AROUND HERE ARE PRETTY HARMLESS!

People



A kiss for the prince

Janet Priest, a model, surprises Britain's Prince Charles with a kiss as he emerges from the surf Saturday in Perth, Australia. As he came out of the water, she threw her arms around him and

kissed him on the lips. "I realized my ambition by kissing Prince Charming," she later explained. Prince Charles was on the second day of his official visit to Australia.

A divorce in the air

ANTIOCH, Calif. (UPI) — Gene Ballard served divorce papers on his wife of 12 years Saturday during a freefall parachute jump from 12,500 feet.

"It was a great dive," Ballard, 35, a carpenter from nearby Concord, said after—the four-minute-drop—over Antioch Airport.

Ballard and his wife, Lynda, 31, jumped from a vintage plane, joined hands and kissed before he handed her the papers. Seven friends, including the husband's lawyer, also parachuted with them to serve as witnesses.

The couple had been separated for four years, and the divorce was uncontested.

"It was really exciting and went very smooth," Mrs. Ballard, mother of two, said as she sipped champagne after the dive.

Marvin testimony near end

LOS ANGELES (UPI) — Actor Lee Marvin's property settlement trial goes into its 10th and possibly final week Tuesday with the actor scheduled to continue his side of the story of his relationship with his former mistress, Michelle Triola Marvin.

Miss Marvin is seeking half of the actor's estimated \$3.6 million income earned during the six years they lived together, contending she gave up her own singing career to help Marvin. Judge Arthur K. Marshall has asked attorneys for both sides to finish by March 20 if possible.

Marvin testified Friday that Michelle agreed to get out of his life for \$100,000, or \$15,000 a month to stay in Europe.

"She said she would get out of my life and I would never hear from her again for \$50,000," Marvin testified under questioning by his own attorney, David Kagan.

He said she doubted the amount later because "prices had gone up."

"What was your reaction?" Kagan asked.

"I was wordless. I said it was impossible," he said.

No. 21 the last?

MANFREDONIA, Italy (UPI) — A school janitor's 44-year-old wife has given birth to a 6.6-pound boy, her 21st child in 27 years of marriage.

"This is really the last one," said the proud father, Luigi Guerra. Eighteen of Mrs. Lucia Guerra's children survive. When the 20th child was born last year, the Guerra's named him Massimo (Maximum) in hopes he would be their last.

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G: General Audiences. Film contains no material that parents would consider objectionable even for younger children.

PG: Parental Guidance Suggested. Rating indicates parents may wish to consider some material unsuitable for children. It urges parents to inquire about the film before deciding on attendance.

R: Restricted. Film contains adult language and some material that may be offensive to children under 17 years of age and administration of the film is the responsibility of a parent or an adult guardian.

X: This is a potentially adult type film and for some children it is advised that the film may be higher in some places.

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ANATOLY SHCHARANSKY
...letters altered?

Dissident's appeal plans hit a snag

MOSCOW (UPI) — The mother of imprisoned dissident Anatoly Shcharansky, at a Saturday news conference staked out by the KGB security police, accused authorities with tampering with letters to and from her son and withholding information vital to an appeal against his conviction.

Lisa Milgrom, 70, told Western reporters that the authorities have flatly refused to give her a copy of the original verdict handed down on Shcharansky at the end of his espionage trial in Moscow last July 14.

"We need an official copy of the verdict as a basis on which to formulate any appeal against the sentence," Mrs. Milgrom said.

As they left the news conference, which was held in the suburban home of a Jewish family refused permission to emigrate, reporters were photographed and filmed by a group of at least four men.

The men did not identify themselves as KGB officers but there was little doubt that they were.

"You are dealing with s—," one of them said twice.

He also made an obscene gesture.

Shcharansky was convicted of high treason on charges of spying for the United States and was sentenced to 13 years in jail.

Arrested March 15, 1977, he will have completed two years of that sentence next Saturday.

Hanoi claims China's people against battle

BANGKOK, Thailand (UPI) — Hanoi predicted Saturday that the Chinese people, angered by their army's invasion of Vietnam, will overthrow the Peking leadership and battle strongly at Soviet military intervention in the 22-day-old war.

The latest Vietnamese battle report spoke of hundreds of Chinese casualties in fighting Thursday and Friday "most in fresh attacks in the provincial capital of Cao Bang, which Chinese troops still hold."

Peking blamed the continued fighting on Vietnamese "harassment" of its troops withdrawing from Vietnam, a pullout Hanoi charged was being "deliberately delayed."

The conflict also threatened to spread to Laos, which despite a strong warning from China had to meddle in the war, said it had put itself under Vietnamese "leadership."

Hanoi announced that within minutes of receiving the warning note from Peking, Laos responded through its official government newspaper: "It is our firm confidence that ... under the correct leadership of the Communist party of Vietnam and with the close militant alliance of the peoples of Laos, Vietnam and Kampuchea (Cambodia) ... the heroic Vietnamese people will certainly defeat the barbarous war of aggression launched by the Chinese side."

Italian politics remain cloudy

ROME (UPI) — The Christian Democrats Saturday turned down Communist demands for more power as "unacceptable," perhaps dooming Premier-designate Giulio Andreotti's attempt to form a Marxist-supported government and avert early elections.

The unacceptable conditions posed by the Communist party constitute an obstacle that, if it is not removed, jeopardizes the possibility of development of the national solidarity party, the Christian Democratic party said in an announcement at the end of a four-hour meeting.

The statement seemed to leave the way open for a minority coalition that would lose its first confidence test in parliament and lead the country to elections.

Andreotti said earlier that he would choose between elections and a Communist-supported government next week.

He will decide whether to form a five-four or three-party government, Spadolini said.

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HOWARD BAKER
... 'singing our song'

GOP themes similar

INDIANAPOLIS (UPI) — Dialogue among most of the potential 1980 Republican candidates for president reflected a unified theme Saturday: President Carter's domestic and foreign policies, or the lack of them, is weakening the United States.

The six who appeared before the Midwest Republican Leadership Conference Saturday were Senate Minority Leader Howard Baker, former Ambassador George Bush, 1976 vice-presidential nominee Sen. Robert Dole of Kansas; Reps. Phillip Crane of Illinois and Jack Kemp of New York and former Texas Gov. John Connally.

Dole said the six came not only to talk about the state of the nation, but to convince a 13-state segment of Republican leadership they were good presidential possibilities.

"Every other country knows that it is time that President Carter leveled with the American people," said Sen. Richard Lugar, R-Ind., the moderator of the panel. He urged Carter to stop "bland and irrelevant speeches which are designed to assure us that we are strong and well."

"The country is singing our song," Baker told the conference. "The country is saying we have had enough of fiscal deficits. We believe the federal government is too big and needs to be cut down to size."

Kemp called for a change in the whole philosophy of federal taxation to, in his words, "reduce the wedge between effort and reward."

"The government is supposed to be the referee, to make the competition open and fair," Kemp said.

Poll shows standoff on hospital bill

WASHINGTON (UPI) — With a crucial examination of President Carter's new hospital cost containment legislation about to begin in the House, a UPI poll of the committees involved show Saturday a virtual standoff between backers of the industry and the White House.

But a standoff is no good for the administration, which considers

hospital cost containment a key part of its anti-inflation plan. A tie vote kills the bill.

On Monday, the House Commerce Committee's subcommittee on health, chaired by Henry Waxman, D-Calif., and the House Ways and Means subcommittee on health, chaired by Charles Rangel, D-N.Y., will hold a joint hearing on the president's

legislation.

The Carter bill calls for placing a voluntary lid of 9.7 percent on the annual rate of hospital cost increases — a lid that becomes mandatory if the goal is not met by next year. A sampling of opinion on the committee shows the debate will be, as one staffer put it, "a dooneybrook."

The key committee in this fight

appears to be Waxman's, where the

UPI breakdown on the eve of the hearing shows eight members for, seven against and three undecided.

The three "undecideds" are Democrat Richard Shelby of Alabama, and Republicans Dr. Tim Lee Carter of Kentucky and Gary Lee of New York. Of the those, Shelby is considered a key by both sides. The

industry needs nine votes to get a tie and kill the legislation.

If Republicans Carter and Lee vote with their fellow GOP members, the industry has its edge. But at this point, they seem to be leaning in the direction of the White House.

In Rangel's committee, the UPI count puts it at four in favor, three against and two undecided.

Byrd defends Senate vote on lifting income ceiling

WASHINGTON (UPI) — Senate Democratic Leader Robert Byrd denied Saturday that a Senate vote to lift a ceiling on senators' outside income was slipped through without advance notice. He said he fully supported the decision.

The \$8,625 ceiling on outside earned income, which was put into the Senate ethics code two years ago, was quietly lifted late Thursday on an unrecorded vote.

Byrd, D-W.Va., was questioned about the decision at his regular weekend news conference but shed

little light on what had happened.

When he was asked how the decision squared with his support of the ceiling two years earlier, Byrd said: "I changed my mind."

While some senators have said they did not know the vote was coming up, Byrd said it was announced the day before and was in the Congressional Record.


Asked whether he did not feel there should have been a recorded vote, Byrd said any senator would have had the right to ask for such a vote.

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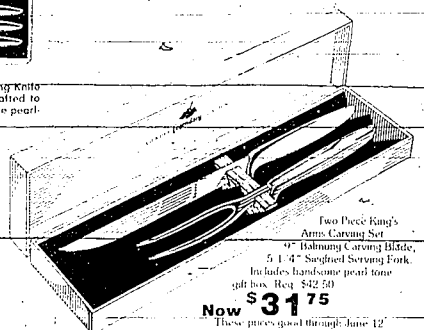
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The Paris

Legislature drags on at higher cost

By DAVID MORRISSEY
Times-News Writer

BOISE — The Idaho Legislature March 3.

But another chance is coming up April 16.

Had the 1979 Legislature adjourned on Saturday, it would have made the record books as the shortest regular session in state history. That record is held by the 1970 Legislature, which wrapped up its business in 55 days and

went home.

If the Legislature stretches on until mid-April, it could pass the 97-day marathon of 1890, when Idaho's first state Legislature also became the longest ever.

There is no limit to how long a Legislature may continue in session. But Idaho's 1889 Constitutional Convention included a provision in the state charter limiting to 60 the number of days state senators and representatives could be paid. Legislators were not prohibited from

meeting after 60 days — they were just prohibited from receiving any pay. That provision has since been changed.

Until recently, most Legislatures have lasted about 60 days, give or take a week. The 1890 knock-down, drag-out occurred during the infancy of statehood, when legislators were created not only with the difficulties of charging a new state, but with the politically explosive task of electing Idaho's first two United States

Senators.

Since 1970, however, Legislatures have been getting longer.

Every session since that date has stretched past the 60-day mark. Several have lasted 70 days or longer.

What has the 45th Idaho Legislature accomplished to date?

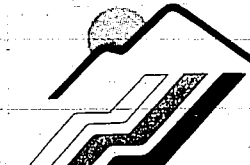
As with every Legislature, this one has considered a multitude of issues. To date more than 400 bills, resolutions and memorials have been formally introduced in the Legisla-

ture.

And, as is the case with every Legislature, the 1979 session has spent money. Despite constant speeches referring to "the year of the 1 percent," this seems destined to be the single, most expensive Legislature ever. A recent study indicates it now costs \$15,527.42 for each day the Legislature stays in session. This cost includes legislative salaries, expense accounts, building maintenance, staff salaries, paperwork and normal operating costs.

That means that by last Wednesday evening, the end of the 54th legislative day, the 1979 Legislature would have cost taxpayers \$900,590.36. Next Wednesday, March 15, the 1979 Legislature will become the first million-dollar session in state history.

Opinions vary as to when the current Legislature will adjourn. Most veteran lawmakers are predicting at least another 10 days to two weeks of squabbling — and perhaps another three weeks.



Magic Valley

• Obituaries
• Valley life **B**

Twin Falls, Idaho
Sunday, March 11, 1979
The Times-News

Farmers buy stock in gasohol

By LONNIE ROSENWALD
Times-News Writer

FILER — Leo Stokesberry is stumbling the "Magic Valley" for gasohol.

Over coffee at Flynn's Inn in Filer, Stokesberry recently persuaded a group of farmers each to spend \$250 to buy stock in the Idaho Gasohol Commission, which is studying the possibility of manufacturing gasohol in Idaho. He then moved on to George K's restaurant, where he won a commitment to invest from the Wartluft family. Later he stopped in to talk to his local tractor dealer, Lee Luech, and came away with another promise of financial backing.

For Stokesberry, a custom farmer from Filer, there's no personal financial gain in the gasohol investment. He just sees gasohol as the fuel of the future and would like to see it produced in Idaho.

"It's a good way to go with the farm surplus, and I think the time is right, with the price of oil," Stokesberry said.

"Why are Magic Valley farmers so willing to risk the investment?"

"For \$250 I can't lose that much," said Buhl farmer Robert Miller, who pledged to buy a share of gasohol stock. "Maybe it could use some of our crops," Miller said.

Gasohol is made by distilling farm crops into alcohol, and mixing it in a one-to-ten mix with gasoline. Gasohol is being made in many pilot plants, where it is sold at gas stations for 80 cents a gallon. The fuel can be used in place of gasoline to run most automobiles.

"But the fuel hasn't been manufactured in Idaho yet."

This winter a newly-formed Idaho Gasohol Commission announced the sale of \$5,000 worth of gasohol stock to fund a study of the feasibility of building Idaho's first alcohol plant near Idaho Falls. Alcohol would be made by distilling farm commodities.

"With a limit of one share to a customer, the stock was quickly bought up by 220 investors. When the study is finished in three months, the gasohol commission will decide



Leo Stokesberry rides in truck he hopes will be powered by gasohol produced in Idaho

whether it can afford to build an alcohol plant, which it estimates will cost \$10 million.

Meanwhile, some hopeful signs for gasohol are beginning to appear.

"It's moving," said Idaho Gasohol Commission Director Ralph Woodmanse last week.

The leader of Idaho's fledgling gasohol effort has every reason to be hopeful.

Woodmanse said three unnamed financial institutions have offered to put-up half the money already. The Idaho Wheat Commission has promised to donate \$10,000 to gasohol, and the Idaho Potato Commission is reported to be considering a similar grant. Two engineering firms,

Bechtel Corp. of San Francisco and Forsgrin-Perkins of Rexburg, have applied for government funds to explore gasohol production in Idaho, according to Woodmanse.

However, Woodmanse said his group suffered two disappointing setbacks this winter when the Idaho Legislature turned down two bills, one that would have exempted gasohol from the state's 4-cent fuel tax, and another to provide state funding for gasohol research.

Farmers seem more enthusiastic in their support for gasohol than are lawmakers. Alcohol can be made from wheat, barley, potatoes, hay or just about any crop, and would provide new agricultural markets, the

farmers say.

Since gasohol uses 10 percent less gasoline in its fuel mix than conventional pump gas, it would cut down on the demand for oil.

"I use 5,000 to 6,000 gallons of fuel a year," figures Filer farmer Duane Ramsayer, who signed up to buy a share of gasohol. "If you take all the farmers together, that savings might add up to something," Ramsayer said.

Magic Valley's gasohol shareholders say normally they're not investors, and they aren't concerned about profits. It's more of an ideological commitment.

"I'm not an investor," insisted farm equipment dealer Lee Luech. "But

for \$250 I thought I'd help them out."

Ramsayer said he wasn't looking at the gasohol project as a money-maker. "We're looking at it as essential," he said. "What are you going to do when these countries shut off the oil?"

"If the ten percent reduction would help our nation have fuel, that would be wise, don't you think?" Luech asked.

Noting that gasohol sells for about 30 cents a gallon in some states now, Luech said the price would soon be competitive with gasoline costs.

Mrs. Wartluft compared the price of investing to the cost of buying a new tire. "What's one more tire?" she said.

House given tax bill

By DAVID MORRISSEY
Times-News Writer

BOISE — A key legislative money committee Friday gave a local option taxation bill a last chance at life.

In doing so, it set up what appears to be the only remaining vote lawmakers will have this year on giving local governments additional taxation powers.

House Bill 259, sponsored by Rep. Gordon Hollifield, R-Jerome, was voted out of the House Revenue and Taxation Committee Friday morning. It now goes to the floor of the 70 member House with recommendations for a technical amendment.

The measure, if it becomes law, would give counties the right to institute local option income taxes. Under Hollifield's plan, local residents would be taxed either on their gross income or their assessed value of property, whichever amount is most. Regardless of which standard is used for taxation, no taxpayer would pay more than the limit set by the 1 percent Initiative.

Hollifield said Friday he thinks his plan "has a good chance" of becoming law. The plan doesn't impose any new taxes, he said, but does give local units of government the option of adopting a more equitable method to assess taxes.

The plan is also the only local option taxation measure now before legislators. Many lawmakers feel they have to give local governments some form of alternative revenue to prevent unexpected impacts from passage of the 1 percent Initiative, Hollifield said.

Had his plan been in effect last year, Hollifield said, approximately \$150 million in property taxes would have been shifted to income taxes, and paid largely by persons now paying less than their "fair share" to support local government.

House Bill 259 will come up for a final vote within a week.

Construction of Boy Scout center begins

By BONNIE BAIRD JONES
Times-News Writer

TWIN FALLS — Construction began Saturday morning on the new \$180,000 Snake River Area Boy Scout Council service center being located on Falls Ave. E.

Jules Harrison, building chairman for the council, said the center will provide scouting service headquarters for a program that now serves more than 5,000 boys in Magic Valley.

"This is 58 percent of the area's population of scout-age boys," Harrison said.

"This center is truly a community project. We have received many donations and gifts without which it would never have been possible and which will mean we can finish the

structure without having to put on a building fund campaign."

One of the donors, who scout officials said started it all, Mrs. Carl Mogensen, was honored at the groundbreaking ceremony Saturday morning. She donated the land at the corner of Falls Ave. E. and 3200 E. at a time when Snake River Council members were searching for a site and a means of providing a new building.

She donated part of the building, as well as another piece of land which the scouts will place in a trust for future needs, and Mrs. Mogensen will also provide furnishings for the new building.

"Her gift has inspired many others in the community to join in making the new facility a reality," said Roy

Roper, president of the Snake River Area Council.

Roper said all of the concrete for the foundation and basement area of the building is being donated and mixed by three of the major concrete firms in Twin Falls: These include Triple C, Colonial Concrete and Monroe. Roper said the gift amounts to about \$20,000 in value at this time.

Idaho Electric Co. of Twin Falls is coordinating donations of services from the area's electrical firms to provide free labor. Heating and air conditioning needs will be met in the same way with Don Louder of Magic Valley Refrigeration coordinating these services. Reed Reams is providing plumbing services.

Harrison said many other businesses and individuals in the

community have also made sizeable donations of labor, material or cash to help the project.

Instead of awarding a general bid, the council will build the structure in stages with several firms given an opportunity to handle the work for which the council will be paying.

Members of Company D, 32nd Engineer Battalion, U.S. Army Reserves assisted with the ground breaking with large earth moving machines and will do the excavation for the structure. Lt. John K. Carlson of the reserves said to assist the boy scout organization. He said it not only provided a community service, but gave the men an opportunity for training under actual conditions.

Architect Richard Helndel de-

signed the building, and Howard Hansen of Jerome has been selected to serve as project manager throughout the various stages of construction.

Mrs. Mogensen said she decided to give the land to the Boy Scouts over a year ago.

"I had been to a meeting and heard they were looking for a site and had not been able to obtain one in the area of the college (College of Southern Idaho)."

"I was driving home and it just hit me, I asked myself why I didn't just give them that land on the corner. It wasn't doing me that much good," she said.

The building will include 5,000 square feet of space on the main floor for offices, conference rooms and

display and sale of scout materials. Conference rooms will be available to other organizations in the community when not needed for scout business.

Del Hanks, scouting executive, explained the center is a headquarters for scouting business and will not be a place where large meetings of boy scouts and their parents will be held.

The scout officials say they hope to have the building completed within four months.

The former scout headquarters building on Main Ave. N. which was donated to the scouts a number of years ago by Idaho Power Co., was sold to help provide part of the cost of the new building.

In the valley

Burglar takes food items

TWIN FALLS — Jerry Butler, who resides at 135-8th Ave. E., told Twin Falls police when he returned home about noon Thursday, as she entered the front door she observed someone leaving by the rear door.

The intruder took along about \$121 worth of food items, she said.

Mrs. Butler said the burglar had apparently gone through the house looking for food items as several cases of canned tuna fish, vegetables and other items were missing from a basement storage area.

She said apparently the burglar was frightened away before he finished his work as a box full of items from her freezer were left behind as the individual left by the back door.

Skis stolen from truck

TWIN FALLS — Burglars who broke into a parked pickup truck in the College of Southern Idaho parking lot Friday night are either skiers or plan to take up the sport, city police reported Saturday.

A pickup truck with camper shell, owned by Hank Heeling of Twin Falls, was broken into and a total of \$1,314 worth of skis, boots, radio and stereo equipment taken, police reports indicated.

Tom Martin, a security officer for the college, said the theft occurred sometime between 8 and 10 p.m. He said the vehicle was locked but was broken into with about \$50 damage caused the vehicle. One pair of Kastle skis with Look-Nevada bindings, another pair of Head standard skis, a pair of ski gloves, a set of poles and even a pair of ski gloves were taken as well as radio and stereo equipment.

Officers said investigation is continuing.

Car forced into building

TWIN FALLS — Vicki Rae Bizzallon, 27, of Twin Falls had just started to back her car out of a parking space in front of the Holiday Inn when the car was struck from behind and knocked into the brick building.

Twin Falls city police said the woman was treated for minor injuries but did not require hospitalization. The accident was reported at 1:17 a.m. Friday.

Members of Company D, 32nd Engineer Battalion, U.S. Army Reserves assisted with the ground breaking with large earth moving machines and will do the excavation for the structure. Lt. John K. Carlson of the reserves said to assist the boy scout organization. He said it not only provided a community service, but gave the men an opportunity for training under actual conditions.

Architect Richard Helndel de-

SIRAA to hold meeting

BURLEY — The status of two bills it sponsored in the 1979 Idaho Legislature will be the chief topic of conversation when the Southern Idaho Regional Airport Authority meets here Monday.

The SIRAA board of trustees will meet in the Cassia County Law Enforcement Building at 8 p.m. when lawyer Pete Snow will discuss the legislation. The two bills, providing for dissolution of airport authorities, were sent to the Senate for action last Friday after being approved by the House of Representatives.

In addition, Snow said he plans to apprise the board of talks he had with BLM officials last week. Members of several off-road recreational vehicles organizations are asking the BLM to issue several tracts on BLM land. Some of that land SIRAA plans to eventually use if it builds its proposed \$19 million first phase of a \$32 million regional airport.

The West

Bomb trial's star witness accused by brother of lying

CHEYENNE, Wyo. (UPI) — The prosecution's star witness in the federal bombing conspiracy trial of Mark Hopkinson and Michael Hickey has been called a liar by his brother.

That remark came in testimony Friday from Forrest Green, 24, who spoke as a defense rebuttal witness about his 21-year-old brother Jeffrey.

Jeffrey Green, in testimony earlier this week, linked the two defendants to what he called an abortive plot to blow up a car owned by George Mariscal, a Phoenix, Ariz., attorney who the younger Green said owed Hopkinson \$10,000.

Hopkinson, a Salt Lake City resident and former Ute, Wyo., clothing retailer, and Hickey, a Wyoming state prison inmate, have been standing trial since Monday on a six-count indictment — charging — them with illegally possessing and transporting a bomb and conspiring to blow up Mariscal's car.

The defense rested its case at 3:25 p.m. Friday and the proceeding was recessed until Monday.

Forrest Green told the eight-woman, four-man jury Friday that his brother had a poor reputation for accuracy and truthfulness.

The elder Green told of an October 1976 telephone conversation with his brother in which the younger Green said he planned to testify against Hopkinson and Hickey in federal court. Forrest Green accused his brother of lying about Hickey's involvement.

"I told him I didn't think Mike made it (the bomb)," Green said. "I told him I thought it was a darned lie and wasn't the truth."

The younger Green was named by the grand jury as an undicted co-conspirator in the alleged bombing plot. Green has testified that Hopkinson offered him \$2,000 to take a dynamite bomb to Phoenix and blow up Mariscal's car — to scare the attorney into paying the money.

Green was arrested near Coalville, Utah, on April 4, 1977, and a bomb was found in the back of the car. Green was driving Hopkinson's Lincoln Continental.

Forrest Green also testified his brother told him he had changed his story several times since his arrest.

Policeman hurt in battle

Would-be sniper captured

HONOLULU (UPI) — A policeman was wounded in a gun battle Friday with a would-be sniper on the top level of a parking garage. The assailant was captured and suffered only a cut lip.

Patrolman James Costa, 32, was wounded in the hand and chest. He was taken to a hospital where his condition was described as fair.

A woman who took shelter behind her car suffered a minor finger laceration.

The suspect was identified as Kenneth Lowell Dee-Bryant, 25, who was being held for investigation of five counts of attempted murder.

Police said he has been in Hawaii 14 months after arriving from Kentucky. He is a native of Rochester, Ind.

Maj. Lester Akeo said the gunman's bullets struck "three or four cars" and their positions would indicate he may have been firing deliberately at two women as well as police officers.

A 30-30 rifle, 14 spent shells and four boxes of ammunition were recovered at the scene.

Akeo said a woman split over the man on the rooftop aiming a rifle over the edge and called police. Officers were 150 feet away when the gunman began firing. When officers returned fire, he surrendered.

Akeo said the cut lip was suffered during the arrest.

Bryant enrolled in a voluntary 90-day detoxification program at the state hospital. His friends described him as "a good guy," "gentle," and "all right." They expressed amazement that he would turn to sniping.

He was a welfare recipient who told friends he was trying to save enough money to fly back to Kentucky.

On Tuesday, he bought a 30-30 rifle, scope and ammunition from a local gun shop for \$17.

Vietnam vet holds guard hostage

SANTA ROSA (UPI) — A disabled Vietnam veteran held a security guard hostage at knife-point briefly Friday at the offices of Rep. Don Clausen, R-Calif., but later surrendered without a struggle.

Police said the suspect, Charles Pellibone, 30, gave himself up about 6:30 p.m. after negotiations with FBI agents in an office across the hall from Clausen's in the downtown Federal Building. The guard was unhurt except for a superficial neck wound.

Police Capt. Floyd Sanderson said Pellibone apparently wanted to talk with Clausen about some personal problems. When he found Clausen absent from the office, he grabbed security guard Roy Smith, 52, by the throat.

Sanderson said Pellibone held the guard with a knife at his throat and a hand on Smith's service revolver for about two hours. Smith escaped with only a minor knife wound to his neck.

Police said Pellibone had been talking with Clausen's office about unspecified veterans benefits. Pellibone reportedly had been undergoing counseling at a local veterans organization, Flower of the Dragon.

Sugar co-op wants 5-year contracts

MOSES LAKE, Wash. (UPI) — Farmers who grow sugar beets for the newly formed Washington Sugar Co. will be required to make a five-year commitment to the fledgling cooperative, growers were told Friday.

More than 250 sugar beet growers met with co-op directors to hear the terms of an agreement to purchase U and I Inc., sugar refineries in Moses Lake and Tappanish. U and I announced last November that its soon-to-be abandoned plants were up for sale.

Under the terms of the agreement, the growers' co-op would pay U and I \$8.5 million to purchase the plants. In addition, U and I would collect one-half of the co-op's net profits over \$200,000 during the next five years, with U and I sharing 75 percent of the profit for the period.

"I hope we pay U and I sugar every penny that \$6 million during the next five years because that would mean we were making a profit and getting a good price for our beets," said Washington Sugar Co. director Pete Funk, of Harrah, Wash.

Growers must pay \$150 per acre for the right to sell beets to the co-op. The co-op needs commitments of 70,000 acres to raise the initial \$8.5 million to purchase the refineries.

Obituaries

Gary Dale Green

POCATELLO — Gary Dale Green, 34, of Pocatello, former Twin Falls resident, died Friday at the University of Utah Medical Center in Salt Lake City, Utah.

He was born March 13, 1944; at Ontario, Ore., the son of Joseph Glenn and Rosalee Lavitt Green. He attended school in Burley and married Joyce B. Mendall on May 19, 1961, at Burley.

For 13 years he worked for Spencer Office Supply in Twin Falls, and for the last two years he was employed as an office equipment technician for Bangs Office Products in Pocatello. He was an active member of the LDS Ninth Ward and was an avid outdoorsman. He also enjoyed any kind of repair work and fixing things.

Survivors include: his wife of Pocatello; a son, Gary Dale Green, Jr., and two daughters, Melanie Lynn and Stacey Kay, all of Pocatello; his mother, Rozina Green of Hansen; one sister, Mrs. Doug (Carol) Hawkins, of Jeron; two brothers, Paul of Oakhurst, Calif., and Donald Green of Twin Falls.

Funeral will be held Tuesday at 11 a.m. at the LDS Ninth Ward Chapel in Pocatello with Bishop Archie Stoddard officiating.

The family will receive friends Monday from 7 to 9 p.m. at Manning Funeral Chapel in Pocatello. Burial will be in Twin Falls at 3 p.m. at the Sunset Memorial Park.

Orson Reginald Cunningham

HANSEN — Orson Reginald Cunningham, 73, of the Rock Creek area and early pioneer of the Magic Valley, died Friday at Magic Valley Memorial Hospital.

He was born March 10, 1905, at Madison, Wisconsin and came to Idaho with his parents as an infant. He was married to Bernice Cunningham at Gooding.

They homesteaded in the Rock Creek area.

Survivors include: his wife of the Rock Creek area; three sons, Robert O. of Park Forest, Ill., Milton L. of Jerome and Lyle D. Cunningham of Twin Falls; one daughter, Mrs. Bill (Armiel) Amlin of Twin Falls; three brothers, George E. of Kimberly and Gerald "Babe" and Sidney Cunningham, both of Clarkston, Wash.; 12 grandchildren; and one great-grandchild.

He was preceded in death by two brothers and two sisters.

Funeral services will be conducted at 1 p.m. Monday at the White Mortuary Chapel with James D. Shaw officiating. Burial will follow in the Rock Creek Cemetery. Friends may call at the White Mortuary today and until noon on Monday.

Services

BUHL — Funeral services for David Fisher, 67, of Buhl, who died Friday, will be held at 11 a.m. Monday in the Farmer Chapel at Buhl. Final rites will be in the West End Cemetery. Friends may call at the chapel Sunday afternoon from 1 to 6 p.m. and Monday prior to services.

JEROME — Funeral services for Roy W. Johnson, 63, of Jerome, who died Thursday afternoon, will be held at 2 p.m. Monday in the Hove Funeral Chapel by Rev. Leslie A. Lewis. Burial will be in Sunset Memorial Park. Friends may call at the chapel Sunday until 9 p.m. and Monday until 1:30 p.m.

DIETRICH — Funeral services for Alfred Elmer Helken, 68, of Dietrich, who died Thursday, will be held at 2 p.m. Monday in the Bergin Funeral Chapel at Shoshone with Rev. Robert Cooper officiating. Burial will be in the Shoshone Cemetery. Friends may call at the chapel Sunday and prior to services on Monday.

BURLEY — Graveside services for David Henry Charles, 82, of Burley, who died Wednesday, will be held at 10 a.m. Monday in the Pleasant View Cemetery. Friends may call at McCulloch's Monday prior to services.

Hospitals

MAGIC VALLEY MEMORIAL HOSPITAL
Admitted
Charles Haynes, Solio Alvarado, Drs. Darrell Wetzelstein, Mrs. John Lawson, Mrs. Charles Thomason and Jason Olson, all of Buhl; Mrs. Frank Edwards, Leo Holcomb and Mrs. Richard Henington, all of Twin Falls; David Bowman of Filer; Alinda Cochran of Hazelton; Mrs. Manuel Gallegos of Eden; Robert V. Petroch of Gooding; Charles Smith of Clarkston, Wash.; Thomas Doramus of Jerome; and Mrs. Ivan McClimans of Kimberly.
Dismissed
Tami Thompson and Raymond Boedecker, both of Jerome; Donald Barnes, Eugene Seele, Mrs. Donald Powers, Mrs. Keith Johnson, Marjorie Stevens, Mrs. Robert Brown & Boy, Bill Mulliken, Christian Tarter, Mrs. Charles Newberry, Mrs. Joe Lee, Mrs. Robert Marsh, Leslie Merrell and Mrs. Milo Price, all of Twin Falls; Sonya Liernan, Ralph Morris, Ronald Cole and Marie O'Connor, all of Filer; Mrs. Paul Riley and Mrs. Charles Lovacek, both of Buhl; Mrs. Ivan McClimans & Boy and Kristoffer Shelton, both of Kimberly; and Mrs. James Alcorn of Gooding.
Births
Daughters were born to Mr. and Mrs. Manuel Gallegos of Eden; Mr. and Mrs. John Lawson of Buhl; and Mr. and Mrs. Frank Edwards of Twin Falls.
Sons were born to Mr. and Mrs. Darrell Wetzelstein of Buhl; and Mr. and Mrs. Ivan McClimans of Kimberly.

GOODING MEMORIAL HOSPITAL
Admitted
J.W. Codit, Rosie Grove and Mrs. Everett Trader, all of Gooding.
Dismissed
Mrs. Steve Spence and Grl and Vela Quiggle, all of Gooding; and Connie Jerome of Shoshone.

CASSIA MEMORIAL HOSPITAL
Admitted
Hayley Winningham and Leslie Tracey, both of Burley; and Judy Dimond of Albion.
Dismissed
D.M. Baggett, Norma Jesson, Jennifer Lee, Paul Parkinson, Norma Sterling and Viola Ward, all of Burley; Jara Graves and Paul Brown, both of Heyburn; Holly Harper and Tamara Zollinger, both of Declo.

MINIDOKA MEMORIAL HOSPITAL
Admitted
Cindy Webb of Rupert.
Dismissed
Vicky Larsen of Rupert; Esther Funk of Burley; Rena Hillman, Helen Culley and Keith Heiner, all of Paul.
Births
A son was born to Mr. and Mrs. Randy Webb of Rupert.

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Brooks gets 20-year term for murder

BOISE (UPI) — Fourth District Judge Gerald Schroeder sentenced Rory Brooks, 20, Boise, to 20 years in prison Friday for the murder of Enrico Frye, 76, Boise.

Brooks is one of four youths accused of smothering the old man with a pillow while robbing his home June 3, 1976. Another, Steven Wolf, 18, was sentenced to 30 years in prison. The other two were sentenced in juvenile court.

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Boys like home economics course

Students practice home buying

By KEN HODGE
Times-News writer

TWIN FALLS — About half the students in Marya Duncan's home economics class at Twin Falls High School this year are of the short-haired male variety.

Masculine interest in her domestic classroom menu is growing like a vigorous house plant, Mrs. Duncan said.

Boys no longer straggle into Mrs. Duncan's home economics classroom in embarrassed silence. They walk in with questions and comments and a desire to learn skills which will prove valuable to them after graduation.

Part of the change in boys' attitudes stems from changes in the types of homemaking classes Mrs. Duncan is offering. For years home economics was mainly a course on cooking and sewing, but that has all changed.

Among other modern home economics fare, Mrs. Duncan recently introduced a new class called Housing and Home Furnishings which is fast becoming a coeducational hit. Altogether 15 out of 30 students in her four-semester-old course are now males. And the guys are not just looking for an easy credit toward graduation, she attested.

"They ask a lot of questions that indicate they are interested. Attendance is another thing that shows me they are interested. We don't have a lot of absences."

Mrs. Duncan attributes the growing popularity of her domestic curriculum to its personal application in the lives of each of her students.

"It's not just cooking and sewing," Mrs. Duncan said about her recent innovation in academia. "I think part of the reason the boys are coming in here and not being embarrassed about it is its relevance."

Relevance is a magic word in educational circles. Unlike higher math, or chemistry, principals Mrs. Duncan is teaching about home ownership and furnishing apply to everyone who sleeps in a bedroom or eats at a kitchen table.

For that reason, Mrs. Duncan's class includes lessons and practical exercises in furniture refinishing and upholstery, curtain making, interior decorating and plumbing, as well as hints and guidelines for home buying. "The boys in the class find some of the skills she teaches useful. Some of her students, she said, have made curtains and covered pillows for use in their vans, and added fancy upholstery to the seats in their

automobiles.

It is not just what Mrs. Duncan teaches, but how she teaches that continues to attract eager young faces to her door.

She doesn't limit her lectures to what she can glean from a textbook or mimeographed worksheet. She brings segments of the real world right into the classroom.

To drive home her lessons more forcefully, she invites guest lecturers from the community to come to her class and explain the intricacies of certain facets of owning and decorating a home.

When the subject is financing, S.D. VanOrden of Cain's Furniture and Appliance comes to class to explain how a good credit rating can help a young couple borrow money for a home and furniture.

Visits from community leaders like VanOrden add spice to the class, especially when the visits are coupled with a field trip.

In order to get a feel for selecting and buying a home, Mrs. Duncan's students tour homes on sale in Twin Falls.

Part of the requirements of the course is that each student complete a hypothetical transaction for the purchase of his or her own home.

To learn the ropes of home buying, Mrs. Duncan recently imported the expertise of Twin Falls realtor Virginia Eldridge of Robert Jones Realty.

Mrs. Eldridge guided the students through a home near Twin Falls with a for-sale sign on his lawn.

She gave the students a checklist of features to inspect when looking at a home with a purchase in mind.

"Caveat emptor" or "buyer beware" was a highlight of the real estate lesson. She explained people who buy a home and later find something to their dissatisfaction have no way to recover the costs of unforeseen repairs once they have signed the real estate purchase agreement.

She explained, however, that a realtor who shows a home to potential customers must point out all flaws in the home before an agreement is reached—or he can be liable for a lawsuit later.

"I want you to be aware of these things if you ever go to look for a home for yourself," Mrs. Eldridge said to her young audience. "You should always look at the house more than once. I remember a man who bought a house once and when he took his wife

back to see it, it was entirely different from what he thought he remembered."

She told the students looking at several homes in the course of one day can be confusing, and home buyers should always be sure they are familiar with a home before they sign any papers.

Mrs. Eldridge also went into detail about checking specific features of a home before deciding to purchase it. Her checklist includes such items as making sure about utilities, sound architecture, adequate storage space and zoning laws in the neighborhood.

In order to get maximum value from a home in the event of resale, Mrs. Eldridge said the students should purchase a house which does not quite measure up to the other homes in the neighborhood. By buying low in a high neighborhood, a homeowner can increase his property value, she said.

Mrs. Eldridge also plans to take the students through a mock purchase of their own home on paper, complete with instruction on financing, down payments, title insurance, homeowners insurance and other details they will need to know when they purchase a house for real.

She also explained monthly payments and how much income a family needs to be able to afford houses of different size and price.

The students said they are learning much that will be valuable to them later in life when they are faced with making real-life decisions they can pretend at in school.

"If you are going to buy a house, you'll learn a lot about buying your own in this class," senior Jolene Peterson said.

"We've learned location is really important," Jill Bailey explained. "If you have a family, you want to be sure you are close to schools and food stores."

As the word gets around about the contents of Mrs. Duncan's class, its popularity continues to grow, especially among boys. During the first semester she offered it, only five boys signed up. The next semester nine boys joined and then 13. The 15 boys in her current enrollment make up half the class.

Since seniors register first, popular classes often get filled before lower classmen get a shot at them.

"This semester is the first time we've filled it with seniors," Mrs. Duncan said. "That indicates something."



Ken Hodge/Times-News

Students inspect kitchen cupboards

British Isles has more castles per mile than Spain

They come in endless shapes, forms

By GREGORY JENSEN
LONDON (UPI) — Everyone dreams of castles in Spain. Nobody gushes over castles in Britain.

This is a strange oversight. Far more other country has more castles per mile than the British Isles. There are so many they are all but uncountable.

There are castles begun around 1000 B.C., and Queen Victoria's Balmoral, begun after 1852. There are castles from all the 3,000 years in between — Roman castles, Anglo-Saxon castles, dainty toylike castles and grim feudal monsters.

"England, Wales and Scotland together possess one of the largest and most diverse collections of castles anywhere in the world," says a beautiful recent book. There are thousands of them, and no two are alike.

Many are now ruins, maintained by the government but inhabited only by ghosts. Many others have been lovingly restored. Some, like Berkeley or Chirk, have been lived in through all the centuries since they were built. Hundreds are open to visitors.

Almost all can be found in "The National Trust Book of British Castles," published by Waddell and Nicolson in collaboration with the National Trust, the organization which owns dozens of castles and much else of the nation's heritage.

Author Paul Johnson has produced not a guidebook but a one-subject encyclopedia, a gorgeously illustrated explanation of how castles originated and continuously changed.

People think of castles either as massive stone piles with armored knights crossing the drawbridge or as Disney fantasies of sugary turrets and spires. Actually they come in endless shapes and forms, and you don't have to go far from London to sample the variations.

Tucked into a Kentish valley is rose-red Hurstmonceux, its fairy-tale towers perfect and undamaged in a lily-spotted moat — which now houses the Greenwich Royal Observatory.

Hard by it is Bodlam, a gray stone shell rising sheer from another moat, everybody's dream of an impenetrable fortress — from the golden age of knighthood.

Other short trips reach famous Windsor, the largest inhabited castle in the world, or the lesser-known glories of Haver or Leeds. There is the Tower of London itself, a castle above all else, or the intimate charms of Scolney, or the gigantic keeps of Rochester and Hedingham. Or Allington, "Chiddington," Dover, manors.

Johnson notes, however, that castles began primarily as military bases, strongpoints which could be defended against all comers. That dictated everything a "castle" came to be.

"There was a Victorian fad for what one architect called the monstrous practice of castle building — using romantic notions of castles as an architectural style."

They cling precariously to cliffs or crags, perch in lakes, surround themselves with moats, all to make attack harder.

In the Bronze and Iron Ages, men built castles not of stone but with row on row of deep ditches and high earthen banks ringing hill tops. At least 2,500 Iron Age hill forts are known, and the tremendous ramparts of one like Malden Castle are still exciting to visit.

Many Roman castles remain. When William the Conqueror invaded in 1066, his Norman knights threw up at least 1,000 castles. Everywhere are

the grim stone piles of the feudal age. Every time war threw up a new technology, castle design had to change. At one period, Johnson says, castle owners trusted their armies of mercenaries so little that castle architecture was modified so "the lord's part of the building could be defended against mutinous or treacherous followers."

The feudal castles which dot the country were "the bones of the kingdom." Nowhere was this more true than in the monumental castles King Edward I built after 1274 to conquer Wales.

His 21 enormous strongholds produced "the biggest program of castle building in the whole history of the English crown," Johnson says. It lasted more than 25 years, was "never really completed" and employed so many thousands of workmen it practically bankrupted the economy.

But Edward's castles worked. They were so impenetrable that in 1294, 37 men defended Harlech against the entire Welsh army. Giants like Conway or Caernarvon or Beaumaris, partly ruined today, were garrisoned by only 50 to 50 soldiers.

When feudal wars ended, castles changed from purely military fortresses to fortified manor houses, then to peaceful palaces we now call the stately homes of England.

Even then castle building didn't stop. There was a Victorian fad for what one architect called "the monstrous practice of castle building" — using romantic notions of castles as an architectural style.

This "medieval-romantic revival" produced some of Britain's most appealing follies, from outright phonies like huge Penrhyn Castle, begun in 1827, to unbelievably faint-boyant Victorian reconstructions like Cardiff or Eastnor or Castle Coch.

They are all part of the panorama which Johnson's book explains, a tapestry of crenelated buildings whose awesome or charming towers still can be discovered by Britain's visitors.



Crathes Castle, near Aberdeen, Scotland, is open to visitors



Dear Abby

Mental health important

By ABIGAIL VAN BUREN

© The Chicago Tribune-New York News Syndicate, Inc.
 DEAR ABBY: You constantly urge people to get counseling or therapy to help solve their problems. This might seem to be a cop-out to some, but I know how helpful it is.

At 14 my daughter was having problems. She wasn't popular, her grades were poor and we were constantly at each other's throats. She threatened several times to run away, and I was worried.

Her teacher called me in and recommended a psychologist. My daughter agreed to go "just once." It worked out splendidly. It took only six months. (Both of us went so we could learn to understand each other better.)

Today my daughter is the mother of two well-adjusted children. When they showed signs of emotional turmoil, she saw to it that they went to a professional therapist, just as she did, in order to understand themselves better. (Kids frequently need to talk to someone other than their parents because their parents usually are the problem.)

Don't let up, Abby. Mental health is the most important thing in the world. I dread to think of what might have happened had I been too proud, ashamed, stingy or whatever it is that keeps so many people from seeking the help they need.

DEAR THANKFUL: Thank you for the testimonial. I know of no one who, at some time in his or her life, couldn't have used counseling. Not everyone needs years of analysis. But in times of stress, sorrow or indecision, a few sessions with a trained therapist can work miracles. Help is as near as one's mental health clinic. And the price is always right.

DEAR ABBY: Will you please find a nice girl for my son? Burton is 33, nice looking, plays the piano, and is not dumb. He's had three years of college, but he lacks

ambition and drive.

He's gone out with lots of girls, but he never calls them. If they call him, or if I arrange a date for him, he'll go. He has a few friends, but if they don't call him, he doesn't call them. I'm sure the right girl could motivate Burton to be a little more active socially.

His father and I would like to be grandparents, but Burton is our only child and he doesn't seem to be in any hurry to have a home of his own.

He lives with us, has an 8 to 4 job, and that's his life. Do you know of a nice girl for my Burton, Abby?
 WORRIED IN PATTERSON

DEAR WORRIED: If Burton wants a girl he will have to find one himself. Perhaps one of his problems could be a mother who does too much for him. Burton sounds like a nice fellow. If he wants any help from me, I'll be glad to help him, but I can't intrude on a man's life because his mother asks me to.

DEAR ABBY: Can you give us a definition of "maturity" without going into a lot of detail? You seem to have a gift for putting a lot into just a few sentences. Thank you for your time.

SIXTH GRADERS
 DEAR SIXTH GRADERS: Maturity is the ability to do a job whether you're supervised or not; finish a job once it's started; carry money without spending it. And last but not least, the ability to bear an injustice without wanting to get even.

Do you hate to write letters of condolences, congratulations, and thanks. It's not difficult when you let Abby guide you in her booklet, "How to Write Letters for All Occasions." Send \$1 and a long, stamped (28 cents), self-addressed envelope to Abby: 132 Lasky Drive, Beverly Hills, Calif. 90212.

Parents fearful about child's sexuality

By ARTHUR J. SNIDER

© Chicago Sun-Times

Parents have four fears about their children's sexuality, a psychiatrist finds.

The first is the fear of creating a sexually unhealthy home environment. They want a home that is affectionate, or at least sexually unashamed, but they do not want to make it overstimulating. They want to take a middle course between modesty and openness. This causes them to puzzle over the extent to which they should allow, for example, nudity, mutual bathing and other displays of sexually tinged affection in their home.

Parents who are torn between the new morality of sexual openness and their own early upbringing should not

force themselves to feel ill at ease,"

advises Dr. Alvin Rosenfeld, director of training in child psychiatry, Stanford University.

"They would be better off trying to provide a warm and loving home environment where their words and actions are both consistent and comfortable for them. Children are affected less by what their parents say than by the underlying ease and conflict they convey in their actions."

A second fear is that other parents will disapprove when children are given accurate information about sexuality. Parents find themselves telling their children that some of what is spoken of in the house is private and should not be discussed in detail. This mixed message is often confusing to the child who still thinks

in absolutes.

"Perhaps the best parents can do is to convey honestly and directly the facts about different cultural standards," Rosenfeld suggests. "As the children grow older they will usually develop a more stable sense of what is socially appropriate and why their parents conveyed information the way they did."

"White-molestation can be temporarily disturbing to the child, usually no long-term harmful effects occur if the parents are supportive of the child. If the parents try to deal with their guilt feelings by trying to punish or attack the offending adults, the child may develop a revulsion against all future sex feelings and experiences."

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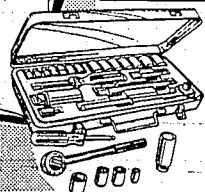
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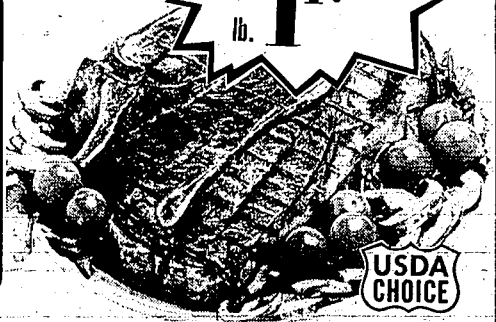


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Technical courses now hottest items in Yale curriculum

© N.Y. Times News Service
NEW HAVEN — The hottest new course at Yale this term is not taught by a famous scholar. The 84 enrolled students receive no credit. There are no term papers. The course is auto mechanics.

Other Yale students are learning how to tend bar, disco-dance, and perform magic, all under the auspices of three sophomores who call their enterprise Yale Student Tech.

The idea for Yale Tech was born of a shrinking bank balance, says its under, Ken Gollin. "I was broke riding on a train down Trapp, Providence. I thought if I knew something about auto mechanics I could make a pile. If I could teach other people about auto mechanics I could make even more," he recalled.

Gollin soon convinced two friends, Mark Lane and John Tittmann, to

help with the legwork. The three spent the rest of last fall lining up not only the auto course but other courses, finding teachers — most of them graduate students — and undergraduates who are paid \$200 per course — and convincing administrators to allow them to use the Yale name and register as a student agency.

Several months and \$1,000 in expenses later, Gollin's idea has resulted in nine courses with a total enrollment of 270 students each paying \$25 to \$35 per course. Gollin and his two friends are each \$400 richer.

"It works out to something like \$1.60

an hour," Gollin said, but he adds: "It's a start. If it goes well this term it'll snowball."

Official Yale has kept its distance from Yale Tech, except to rent the young enterprise classroom space at

a nominal fee. The program has no accreditation and no educational endorsement from the university. "I think this is a good thing but it's an extracurricular thing," says the dean Griffin.

Valley favorites

Week's recipe winner

MRS. A.M. SWAINSTON
 Rt. 4 Box 281, Jerome
BANANA-APRICOT TRIFLE

1 cup light cream
 1/2 cup sugar
 1/4 cup all-purpose flour
 1/2 teaspoon salt
 1 egg
 3 large bananas, sliced
 1/2 teaspoon vanilla
 1/2 teaspoon grated lemon rind
 1/4 teaspoon nutmeg
 1 baked 9-inch pie shell
 1 can (1 lb.) apricot halves, drained, reserving liquid and sliced thinly
 1 envelope unflavored gelatin
 2 bananas sliced and set aside

In the top of a double boiler, scald cream. In a small bowl, combine sugar, flour and salt; stir in the

scalded cream. Pour mixture into the top of the double boiler. Cook over boiling water, stirring constantly until mixture is thickened. In a small bowl, beat the egg; stir in a small amount of hot cream mixture. Stir egg mixture into remaining cream mixture in double boiler and cook 1 minute, stirring constantly. Remove from heat and cool. Add sliced bananas to cooled filling. Stir in vanilla, lemon rind and nutmeg. Turn into pie shell. Chill.

In a small saucepan, combine apricot syrup and gelatin. Let stand 1 minute. Remove from heat and chill until the consistency of unbeaten egg white. Arrange banana and apricot slices over cream filling, and spoon thickened gelatin over fruit. Chill 1 hour or until set.

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Buhl captures state title in overtime

NAMPA — The Buhl Indians, riding the overall play of Rolland Hansen, got two free throws from senior Jim Smutny with 24 seconds left in overtime to edge Rigby 51-50 and claim the state A-2 basketball championship Saturday night.

The basketball championship trophy will rest in their trophy case beside the state A-2 football trophy which the Indians won in November.

Smutny's charities gave Buhl a three-point margin and left meaningless a last-second steal and cripple by

Rigby's Shane Shippen.

The victory avenged a loss to Rigby in the state finals a year ago, some 365 days that the four returning Buhl starters could remember that Rigby had come from 17 points down in the first half to take away the title in the closing two minutes.

Those two schools have won the last four A-2 titles, Buhl in 1976 and Rigby the next two years.

Buhl placed four men on the first and second all-tournament team. Smutny and Dave Davis made the

first unit along with Alan Klege and Jeff Kroll of Soda Springs and Dana McCandless of Rigby. On the second unit were Rolland Hansen and Robin Juker of Buhl and Alex Flores of Kellogg, Zane Briggs of Rigby and Olaverson of Rigby.

Hansen was the bellwether of the victory as he scored 20 points, blocked at least seven shots and dominated inside. He held Rigby's Kevin McCandless, who averaged 19.5 in the first two tournament games, to six points. He made two of the blocks

after the score had reached 46-46 and his free throw some 50 seconds into the overtime gave Buhl the lead for keeps.

Rigby also almost had a hero as Shippen came off the bench late in the third quarter and hit five straight outside shots to keep Rigby just ahead over the closing quarter usually.

Buhl, which managed the final tie in regulation play by Hansen with 1:10 left, had to wait a last-second shot by Shippen to get into overtime. Rigby controlled the overtime tip and

worked the ball for 50 seconds before missing a shot, Hansen rebounding for Buhl. That possession led to Hansen's free throw and kept the pressure on Rigby — at least to the point of having to look for the shot. After another Hansen rebound, Buhl missed a free throw.

After getting the ball back again, Buhl's pressure hit Rigby through — having to wait through a timeout between shots. Rigby then turned the ball back to the

Indians with 15 seconds left. Shippen stole it and scored at the buzzer but by then Buhl was thinking of net-cutting anyway.

Buhl took off well as Hansen hit six early points for an 8-2 lead. But over the next three minutes the Indians went scoreless while Olaverson and Kevin Blöxham brought Rigby back.

The Trojans tied it at 10 and then went to 12-10 at the buzzer. Jim Smutny tied it to open the second

●Continued on page C2

Sports

Twin Falls, Idaho

Sunday, March 11, 1979

The Times-News

Another playoff ahead

CSI rolls by Ricks for regional crown

By LARRY HOVEY
Times-News writer

TWIN FALLS — It was a team win Saturday night when College of Southern Idaho won the region 18 basketball championship by beating Ricks College 69-59.

The Golden Eagles, after a cold shooting first 10 minutes, fashioned a lead on a sudden burst by tournament MVP David Thirskill but the victory probably came more from defense and rebounding than anything.

Earlier, Chemeketa dropped Southwestern Oregon 61-39 for the consolation award.

Thirskill won the MVP in the all-tournament voting and was joined on the team by teammates Jerry Williams and Orlando Bryant along with Ricks' hardnosed competitor Todd Anderson of Ricks; Eric Bailey of Chemeketa and Mark Leader of Southwestern Oregon. Coach Mike Mitchell was named regional coach of the year in post-tournament presentations.

Thirskill dumped in 10 points midway through the first half to break CSI from a 10-7 problem and into a 25-15 lead. But Ricks, behind the play of Anderson and Tony Orcino, refused to quit and CSI couldn't count the

victory until it hurried into a 17-point lead with 3:34 left.

The victory means CSI will entertain region one champion Dixie College at 7:30 p.m. Friday or Saturday in the inter-regional, a one-game playoff to which advances to nationals in Hutchinson, Kans., the following week.

Coach Mitchell didn't have many relaxed moments on the bench. "They matched up pretty well with us in that zone and we didn't get any offense out of our inside guys. But I guess we're pretty much a one-dimensional offensive team. In the second half we finally started getting some offensive rebounds and putting the ball back in," the coach said.

"But I thought our defense really won it for us. The guys played strong defense all night."

Dixie College had a four-man scouting staff watching the finals, giving the St. George, Utah, team an advantage for the inter-regionals. "It should help them," Mitchell smiled. "Four brains are better than one."

Both teams appeared tight or cold or both in the early going as it took six minutes to get eight points combined — on the board. Bryant and Richard Prospero sent CSI ahead 10-6

and after a Larry Tobler free throw, Thirskill hit two straight CSI field goals. Bryant followed with a tip and Prospero fanked a long jump to explode CSI into an 18-7 lead.

But Ricks steadied at that point as Todd Anderson hit six points and Orcino added a jumper.

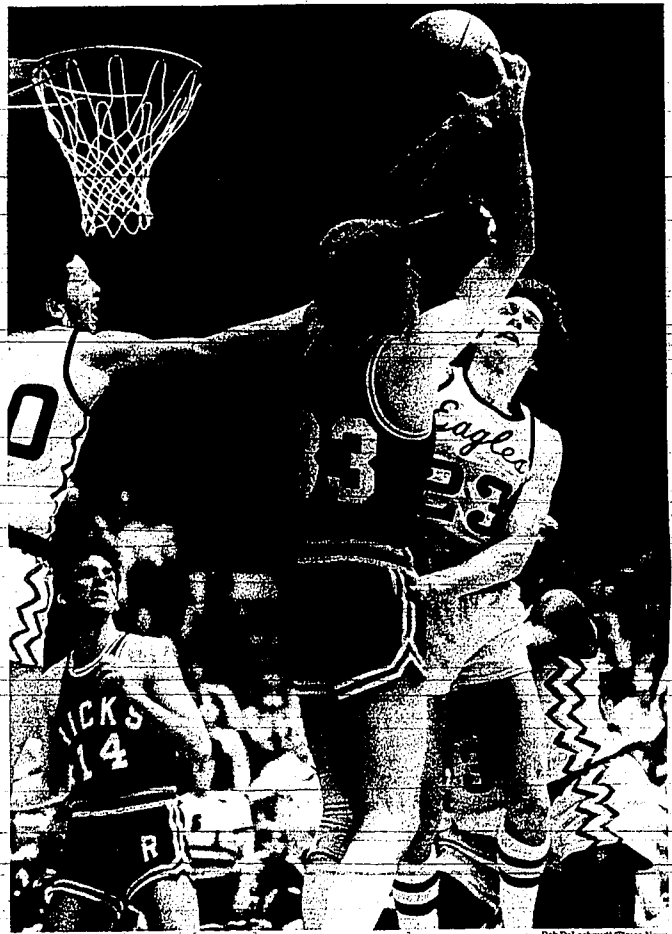
CSI stayed ahead by nine to 11 through the half.

Early in the second half Anderson and Chris Owens pulled Ricks to within six before Prospero got four CSI points. That set the formula for the rest of the game. CSI would spurt into leads and Ricks would counter.

In the late going, Orcino put on a strong one-man show, making steals, handling the ball well and shooting better. But he wasn't enough to keep the firing Rigby crew — playing its third straight days — in the game.

Bryant slam tipped in one offensive rebound and added a free throw to open up a 14-point lead with 10 minutes left. But still CSI couldn't blow Ricks away. It was two straight buckets by Bryant that made it 17 for the first time with 3:34 remaining and that was enough to assure the victory.

Bryant hit 12 of his 14 points in the second half and help CSI dominate the glass. He played the last period with four fouls. CSI also had to pick up the slack for 10 minutes in the second half when Williams got his fourth foul and took a long rest.



Bob DeLashmuth/Times-News

CSI's Kipp Bedard (23) and the rest of the Eagles kept Ricks jumping all night

Williams coaches' choice

TWIN FALLS — The chances of CSI sophomore Jerry Williams' becoming a first-team junior college all-American selection took a big jump Saturday when region 18 basketball coaches named him the district's most valuable player.

Golden Eagle freshman David Thirskill joined Williams on the all-region first team, which also included Gordon Herbert of North Idaho, Todd Anderson of Ricks, Eric Bailey of Chemeketa.

From the east side, guard Claude Butler of North Idaho, Rick Owens of Treasure Valley and Chris Owen of

Ricks were placed on the regional second unit.

Williams' all-American chances now have the blessing of the home region and, of course, the added support of the National Junior College Basketball Coaches Association president, who happens to be CSI Coach Mike Mitchell.

"There is no doubt that Jerry has the credentials for first team all-America," Coach Mitchell said. "He led us in just about everything last year and has been very consistent this season."

Player	pts	reb	blk	stl	ft	fg
SWOCC	16	11	1	1	1	1
Scott	2	1	1	1	1	1
Seyler	1	1	1	1	1	1
Salling	1	1	1	1	1	1
Swain	1	1	1	1	1	1
Marion	0	1	1	1	1	1
Leader	0	1	1	1	1	1
Nichols	7	1	1	1	1	1
Doneworth	1	1	1	1	1	1
Totals	25	9	2	2	2	2
Chemeketa	26	25	0	0	0	0
Southwestern Oregon	23	28	2	2	2	2
CSI	16	11	1	1	1	1
Prospero	0	1	1	1	1	1
Bedard	0	1	1	1	1	1
Williams	4	1	1	1	1	1
Thirskill	7	1	1	1	1	1
Ike	1	1	1	1	1	1
Nichols	5	1	1	1	1	1
Bryant	5	1	1	1	1	1
Totals	21	19	2	2	2	2
North Idaho	33	25	0	0	0	0
Southern Idaho	33	25	0	0	0	0



Dianore Hagaman/Times-News

There's nothing like winning a state championship as Nezperce's Terry James discovered

Nezperce makes it look easy in A-4

By RANDY FREY
Times-News writer

TWIN FALLS — To say Nezperce has some shooters would be an understatement.

Most basketball teams rely on one or two players to consistently put the ball in the hoop, but all five Nezperce starters have what is known in the basketball world as "a dead eye."

Maybe that's why the Indians were crowned A-4 basketball champions Saturday at the College of Southern Idaho.

Brothers Craig and Clarke Bradley blistered the nets for 20 points each as Nezperce won its second straight A-4 title with a convincing 66-49 victory over Plummer.

It was the first time a team had won back to back championships since Oakley turned the trick in 1970-71.

In other games Saturday, Greenleaf Friends Academy took the third place trophy with a surprisingly easy 67-46 win over Camus County, and Murtaugh won the consolation bracket with a 57-51 victory over Cascade.

"We played very well," said an elated coach Terry Gorton, who saw his Indians shoot 53 percent from the field in the first half.

"We have been shooting well all year, but not quite as well as we have the past three days," he said.

The game started as if it would

be close, each team trading a pair of buckets.

But then Nezperce completely took over, reeling off 13 straight points for a 17-4 lead. The game was never close after that.

"I knew Plummer would try to control the middle, so we had to hit from the outside and we did," Gorton said.

Doing most of the work in the early going was junior Craig Bradley, who scored 10 first-quarter points and 16 in the first half. And he did it without his lucky wristbands.

"I always wear wristbands on my wrists but I was so nervous before the game I forgot to put them on," he said.

"I put them on a halftime and only scored four more points. Maybe I should never wear them again," he said.

Nezperce received another excellent performance from its play-making guard Scott Riggers, who played despite a severely bruised left elbow which was protected by pads wrapped in an Ace bandage.

Riggers landed on his elbow Friday while trying to take a charge, but did not notice the swelling until after the game.

He was taken to the hospital where X-rays proved negative. Nevertheless, it was very painful.

●Continued on page C2

NCAA Toledo, Oklahoma score upsets

By United Press International
Stan Joplin sank a 29-foot jump shot with one second to play Saturday to give Mid-American Conference co-champion Toledo a 74-72 upset over 11th-ranked Iowa, the Big Ten co-champ, in the NCAA Midwest Regional.

Joplin's basket capped a rally that brought Toledo from a 45-31 deficit early in the second half at Bloomington, Ind.

Ron Lester scored 18 of his game-high 23 points in the first half, staking Iowa to a 41-29 lead. But after increasing the margin to 14 points a few minutes into the second half, Iowa lost its shooting touch. The Hawkeyes went seven minutes without scoring a point while Toledo gradually caught up.

In the second Midwest Regional game Saturday, ninth-ranked Louisiana State, behind Rick Mattick's 14 points and a sticky zone defense, overpowered Appalachian State 71-57.

LSU, the Southeastern Conference champs, pulled away from a 17-17 tie midway through the first half to take a 31-20 halftime advantage.

In the East Regional at Providence, R.I., Rutgers upset 12th-ranked Georgetown 64-58 and 10th-ranked Syracuse withstood a Connecticut rally to post an 89-81 victory.

Center James Bailey scored 19 points, including 11 in the second half, and pulled down 14 rebounds to help Rutgers surprise Georgetown. The Scarlet Knights, 21-9, advance to the regional semifinals next weekend in Greensboro, N.C., against the winner of Sunday's St. John's-Duke game.

Marty Headd and Louis Orr each had 18 points to lead Syracuse, 26-3, into next weekend's matchup against the winner of Sunday's Penn-North Carolina contest. UConn cut a 25-point first-half deficit to 84-81 with 24 seconds left but Syracuse guard Eddie Moss scored 7-of-8 free throws in the frantic closing moments to seal the victory.

In the Midwest Regional at Dallas, No. 19 Louisville held off Southern Alabama 69-66, and Oklahoma knocked off No. 15 Texas 90-76.

Raymond Whitley and Aaron Curry wiped out a Texas comeback by combining to score 39 points in Big Eight champion Oklahoma's upset victory.

Whitley finished with 25 points and Curry 14 as the Sooners, making their first "NCAA" tournament appearance in 32 years, moved into next Thursday's nights regional semifinals against the winner of Sunday's game in Lawrence, Kan., between top-ranked and unbeaten Indiana State and Virginia Tech.

Scorer McCray scored 21 points and Darrell Griffith had 17 to enable Louisville to hold off pesky South Alabama, which trailed by only one with 4:15 to play. A three-point play by Griffith with 1:40 remaining put Louisville up by seven.

The West Regional at Tucson, Ariz., hosted a pair of routs as No. 17 San Francisco blasted Brigham Young 89-63 and Marquette whipped Pacific 73-49 to advance to the West Regional semifinals.

Bill Cartwright paced San Francisco with 17 of his game-high 24 points in the second half. The Dons led by only three at the half after having trouble with BYU's zone defense but in the second half David Cornelius engineered San Francisco's offense against the shorter Cougars, who suffered their worst defeat of the season.

San Francisco plays next Thursday in Provo, Utah, against the Sunday's winner between No. 2 UCLA and Pepperdine.

Like USF, Marquette had trouble in the first half, leading Pacific by only six points. But in the second half Sam Worthen and Bernard Toone each scored 18 points to blow the game open.

Marquette's next opponent is the winner of today's Southern Cal-DePaul game.

Larry Nelson takes four shot lead in Gleason tournament

LAUDERHILL, Fla. (UPI) — This is the third time Larry Nelson has gone into the final round of a tournament with a lead, but this time he says it'll be different.

Hale Irwin isn't so sure. Nelson shot a steady 5-under-par 67 Saturday to take a four-shot lead over Irwin and Grier Jones with a three-round total of 13-under-par 203 in the Jackie Gleason classic.

Nelson, winless in more than five years on the tour, also led after three rounds at Philadelphia two years ago and in the Heritage Classic last year.

"I think my attitude's different this time," Nelson said. "At Heritage I was just trying to protect my lead. Tomorrow I'd like to win with a six-shot lead rather than a four-shot lead."

"I just hope I can hit the ball as well as I did today and the last two days," the balding 31-year-old fifth year tour veteran said.

But Irwin doesn't foresee that happening.

"Tomorrow is catch Larry day," Irwin said. "It's a horse race now. I'm looking forward to it."

"With these scores, I might shoot 61 tomorrow," joked Irwin, a 12-year veteran, who shot a 62 on Friday. Irwin shot even par on Saturday and Jones had a 69.

Next at 208 was Raymond Floyd with a 67 Saturday on five birds and no bogeys.

Great Britain's Mark James, playing in only his fourth tournament in this country, carded a 70 and was tied with Tommy Aaron at 209.

Aaron, who had gone into the day tied for the lead with Irwin — one stroke ahead of Nelson — was victimized by a wet triple bogey seven on the 17th hole, and finished at 2-over-par 74, five shots off the pace at 7-under 209.

Although Nelson has yet to win a tournament, he has been among the top 60 money winners the last three years and went into this tournament 17th on the 1979 winnings list at \$32,317. His best finish in seven starts this year was third at Hawaii.

Zendano, Wilson pace Eagles past Utah in baseball sweep

TWIN FALLS — Rocco Zendano and Tony Wilson delivered homers as College of Southern Idaho opened its baseball season by sweeping University of Utah 9-0 and 9-6 Saturday.

Lee Cline worked the first four innings for CSI as the teams went 0-0 in the opener. Mark Johnson picked up the win by hurling the next two innings when CSI was exploding for all its runs. Rich Kellogg nailed down the shutout in the seventh.

Wildness got CSI going in the bottom of the fifth when Kelly Deaton, Mark Johnson and Zendano all walked. Andrew Barbee drove in two runs with a single and Al Romero's double chased the next two home.

An inning later, Jim Ezilo lived on an error with Deaton following with a

double. A walk to Art Lagaly loaded the bases and Johnson sent in a run with a sacrifice fly before Zendano crashed his three-run homer. The final run followed when Barbee lived on an error and Romero plated him with a base hit.

The second game was marked by a lot of unearned runs with Utah, after falling behind 2-0, coming back to a 3-2 lead in the third inning. The Utes stayed ahead until Wilson unloaded his homer and CSI scored twice after that to expand the final margin.

CSI next will play in the CSI Invitational, scheduled next weekend.

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CR78x15	56.88	\$45	2.94
AR78x14	59.88	\$45	3.03
AR78x15	62.88	\$47	3.24

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Scores and stats

Basketball

College scores

Saturday's College Basketball Results

Arizona	85	78	Arizona State
California	78	75	California State
Colorado	75	72	Colorado State
Idaho	75	72	Idaho State
Montana	75	72	Montana State
Utah	75	72	Utah State
Washington	75	72	Washington State
Wyoming	75	72	Wyoming

NBA standings

NATIONAL BASKETBALL ASSOCIATION

Eastern Conference	Atlantic Division	Central Division	Western Conference
Washington	1	1	Portland
Philadelphia	2	2	San Antonio
New Jersey	3	3	Phoenix
New York	4	4	Los Angeles
Boston	5	5	Golden State

Baseball

Saturday's Exhibition Baseball

Idaho	7	6	Idaho State
Idaho State	7	6	Idaho
Idaho State	7	6	Idaho
Idaho State	7	6	Idaho
Idaho State	7	6	Idaho

Golf

Jackie Gleason Invitational Classic

Jackie Gleason	1	72
Tommy Bolt	2	73
Tommy Bolt	2	73
Tommy Bolt	2	73
Tommy Bolt	2	73

Track and field

AAU Indoor Championships

100m	1	11.2	Tommy Bolt
200m	1	23.8	Tommy Bolt
400m	1	51.2	Tommy Bolt
800m	1	2:05.0	Tommy Bolt
1600m	1	4:25.0	Tommy Bolt

Racquetball

Carney Wall Racquet Club

Carney Wall Racquet Club	1	3-0
Carney Wall Racquet Club	1	3-0
Carney Wall Racquet Club	1	3-0
Carney Wall Racquet Club	1	3-0
Carney Wall Racquet Club	1	3-0

All-stars named for March 20 game

MAGIC VALLEY — Bob Brice of Twin Falls, being pumped as the SIC player of the year, and four Buhl Indians head up the western boys team for the Magic Valley Easter Seals all-star basketball game.

The west boys and east girls teams are announced today while their opponents will not be named until Monday or Tuesday pending clarification on some voting and coaching points.

The eastern girls lineup is dominated by girls from Burley and Minico although it has representation from most of the schools involved.

Brice, who led the SIC in scoring, was the only Twin Falls Bruin named to the outfit while Buhl, Rolland Hansen and Dave Davis. The remainder of the roster includes Tony Smith of Filer, Eric Fulton of Glens Ferry, Cliff Bunn of Wendell, Brad Gough of Hagerman and Dave Ivie of Camas County.

The interesting part of the team, selected by coaches from within the western division, is it includes only Smutny from the guard position, again emphasizing the feeling throughout Magic Valley coachdom this year that the area was hurting for guards.

Wayne Humphrey, who led his Filer Wildcats to third place in the A-3 state tournament, will coach the western stars.

Jim Thomas, who led Richfield to the A-4 girls state championship, will handle the eastern girls team.

Members of that team are Lori Vegwert and Linda Martin, both of Burley; Wendy Schwarz of Valley; Kim Stanger of Hansen; Kody McFarland of Naama; Karen Exon of Richfield; Maureen Katten and Paula Jensen of Minico; Cheryl Crothers of Kimberly and Gwen Fowers of Kimberly.

To facilitate program printing, the coaches have scheduled practices for 4 p.m. Monday. The western boys are asked to meet with Coach Humphrey at 4 p.m. in the Filer high school gymnasium. They are asked to bring their dark uniforms with them for picture purposes.

Coach Thomas will greet his girls in the Richfield gymnasium at 4 p.m. and those girls are asked to bring their white or light uniforms.

All-star game will be played March 20 at College of Southern Idaho and all proceeds will go to the Fourth District Idaho Interscholastic Activities Association and Easter Seals.

It will be the eighth edition of the state's oldest all-star game with the east boys holding a 5-2 edge.

Villanova claims indoor track trophy

DETROIT (UPI) — Suleman Nyambu, a 28-year-old Texas-El Paso freshman from Tanzania, finished an incredible two-mile, mile double with a meet record 3:27.89 in the mile Saturday but his team was edged by Villanova in an equally incredible finish to the 15th annual NCAA Indoor Track and Field championships.

Villanova, which scored just two points Friday night, grabbed off three first places and totaled 50 points Saturday to wrest the team championship from Texas-El Paso, 52-51. The Miners were disqualified from a second-place finish in the two-mile relay, where they would have had their fifth team championship in the last six years.

Sophomore hurdler Benaldo Nehemiah of Maryland got the meet record he was after in the 60-yard hurdles, with a time of 6:30 seconds. He also won the event last year.

Villanova's Anthony Tufarelli captured the 600 at 1:09.41 and ran a leg on the Wildcats' winning mile relay team that won the last event with a time of 3:15.52.

Don Paige of Villanova, who won the 1,000 last year, set a meet mark in the event this year with a clocking of 2:07.27 that was just 0.02 over the record. Mark Belgier of Villanova set two years ago. Texas A&M's standout junior football tailback, Curtis Dickey, repeated in the 60-yard dash, nipping Auburn's Harvey Ginnick, the 1976 winner, with a time of 6:15 seconds.

But the sensation of the meet was unquestionably Nyambu, who joined Ryan and Marty Liquori as the only performers to win both the mile and two-mile in the same NCAA indoor meet.

"I don't know that I broke the record even now," said the Tanzanian, who looked like he was going to get whiplash because of his penchant of turning back to see how far ahead of his opponents he was.

Nyambu would spring out into a comfortable lead, and then relax and run only as hard as he had to during the mile trials Friday night and while winning the two-mile Saturday in 8:37.87.

"All I know is that I won," he said. "I didn't get a real challenge in the two-mile so I feel good when I come back and run the mile. Obviously, I felt I could win the mile and two-mile."

Nyambu didn't take the lead until only two laps remained around Cobo Arena's 11-laps-to-the-mile pineboard track.

He went into the first turn of the last lap and thrust his right arm up into the air, which brought a near capacity crowd of some 9,500 fans to their feet. Nyambu then cheered himself on with his upraised hand as he roared through the last lap to break former Kansas star miler Jim Ryan's 1967 standard of 4:38.68.

Texas El Paso lost the meet on the third leg of the two-mile relay when George Mehalie tripped Notre Dame's Chuck Aragon and was disqualified as a result.

Harvard's Geoffrey Stiles won the pole vault at 17-3 while Jim Fringle took the high jump at 7-2.3.

Hollis Stacy leads Lopez by two

LOS ANGELES (UPI) — Hollis Stacy, two-time U.S. Open champion from Savannah, Ga., shot a 1-under-par 71 Saturday to gain a two-shot lead over defending champion Nancy Lopez after three rounds of the \$100,000 Sunstar Golf Classic LPGA event.

After 54 holes of the second annual tournament at the 6,268-yard Rancho Park Golf Course, Stacy has a 54-hole total of 209, 7-under.

Stacy, 36, shot a 71 on Saturday to lead Lopez, 35, by two strokes. Lopez, who shot a 73 on Saturday, had a 207 total through Friday.

Stacy's 71 included a 10-hole birdie streak from the 10th to the 19th holes. Lopez's 73 included a 10-hole eagle streak from the 10th to the 19th holes.

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NIT to resume Monday

By FRED DOWN
UPI Sports Writer

Once upon a time there was a school named Alcorn State.

So what is going on down there 20 miles outside of Lorman, Miss., and three miles up the road apiece from Resume Speed?

"I really don't know," replied Davey Whitney, coach of the little, predominantly black basketball team which has suddenly thrust itself into the national spotlight because of its 89-78 victory over Mississippi State in the opening round of the National Invitational Tournament. "We've got some pretty good youngsters and nothing is going to bother them."

"Yes," he said in answer to a direct question. "We can go all the way. That's what you play for — to go unbeaten. We have a Seattle team. We use nine or 11 people in every game. We average about 6 feet, 4 1/2 inches in height. We are trying to represent our school well and we are not going to be intimidated by Indiana or anybody else."

"We have played our crucial game and we won it."
Whitney referred to Alcorn State's triumph over Mississippi State in Thursday's opening round game. Alcorn State won 27 consecutive games during the regular season but the feat went virtually unreported and the Braves were nicknamed "The Invisible Team." That Thursday night victory made them very, very visible and people are beginning to ask questions about them.

"We don't know very much about Indiana," said Whitney, referring to the Braves' opponent Monday night in Bloomington, Ind. "But they don't know much about us either."

"We have some films of our games and we'll gladly hand them over to them so they can scout us," said Whitney. "That's provided, of course, they are willing to give us some films they may have."

Alcorn State finds that its fans are rallying behind the team and that a large contingent of Mississippi fans plus another big group from Kentucky are making the trip to Bloomington to see their unknown heroes really break into the Big Time against Indiana.

Somewhere down that giddy road the Braves are traveling, there could be the grand windup at New York's Madison Square Garden, complete with reporters swarming all over the place and radio-and-television announcers thrusting those microphones in the face of anybody who looks like he might be associated with Alcorn State.

For the moment, however, the Braves are thinking only of Indiana and Bloomington, Ind.

In other Monday night second round games it will be Purdue vs. Dayton, Alabama vs. Virginia and Texas A&M vs. Nevada-Teno.

Purdue is a solid favorite to win the tournament. But, so too, was Goliath.

New York not for sale

ST. PETERSBURG, Fla. (UPI) — Seeking to dispel reports that the New York Mets are up for sale, board chairman Lorinda deRoulet told the Mets' players Saturday that there was no foundation in the report.

Joe McDonald, the Mets' general manager, delivered Mrs. deRoulet's message to the players before their opening spring exhibition against the St. Louis Cardinals at Al Lang Field. "Mrs. deRoulet has asked me to say because of somewhat conflicting recent reports by the press that the Mets are not for sale and that the family is four-square behind you, the players," McDonald said.

A story in Saturday's edition of the New York Daily News said that Mrs. deRoulet's father, Charles Payson, principal owner of the Mets, was disillusioned with the showing of the club the last two years in which they finished last in the National League East and that he was considering selling out.

"We'll see how the club goes this year," Payson was quoted. "The family will meet to discuss the situation at the end of the year."

ACC names top rookie

RALEIGH, N.C. (UPI) — Charles Williams, one of only two players to start every game for Maryland in the 1978-79 season, Saturday was chosen as the Atlantic Coast Conference's Rookie of the Year by the conference Sports Writers Association.

A 6-foot-8, 215-pound freshman heavily recruited in high school, Williams was Maryland's most consistent performer. He averaged 10.5 rebounds each game and 10 points a game as he took on some of the leading players in college basketball on the inside.

Williams got 81 of the 105 votes, with Alvis Rogers of Wake Forest a distant second with 12 votes. Getting six votes each were Jeff Jones of Virginia and Guy Morgan of Wake Forest.

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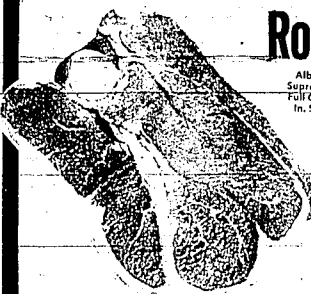
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By Roger Bollen

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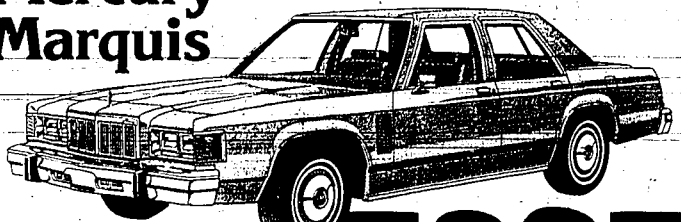
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 Excellent Buy! Exceptionally Clean Inside and Out. 41,000 Actual miles. This 1/2 Ton Pickup Has a 6 cylinder Motor With Manual Transmission & A Camper That Slides In! Stock No. 1934 **\$2975**

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1977 FORD GRANADA GHIA
 4 Door Sedan
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1970 DODGE CORONET
 2 Door
 Stock No. 108 **\$1050**

1976 DODGE ASPEN
 4 Door Sedan
 Stock No. 894 **\$2875**

1977 LINCOLN CONTINENTAL
 4 Door Sedan
 Stock No. 909 **\$8975**

1976 CHRYSLER CORDOBA
 Bronze with a white vinyl roof
 Stock No. 976 **\$4595**

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 Roadrunner. Beautiful black outside, black vinyl roof, black vinyl bucket seats. AM-FM radio, an extra sharp automobile! Test drive this one today!
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1974 DODGE DART SPORT
 2 Door
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1973 OLDSMOBILE
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 Extra clean inside & outside; 6 cylinder engine! 3 speed manual transmission; exceptionally good transportation for the price range! Stock No. 127
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 With Camper Shell
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 Stock No. 1908 **\$950**

1977 DODGE 1/2 TON PICKUP
 6 Cylinder; 4 Speed
 Stock No. 1885 **\$3950**

1973 DODGE 3/4 TON PICKUP
 Stock No. 1912 **\$2150**

1976 DATSUN LONG BED PICKUP
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1978 DODGE 1/2 TON PICKUP
 With Sunroof
 Stock No. 1906 **\$795**

1967 CHEVROLET 1/2 TON PICKUP
 Stock No. 1910 **\$1250**

1975 DODGE 1/2 TON ADVENTURER
 SE Pickup
 Stock No. 1904 **\$3950**

1978 DODGE 1/2 TON PICKUP
 10,000 Miles
 Stock No. 1895 **\$5550**

1977 FORD 1/2 TON PICKUP
 Camper Shell
 Stock No. 1905 **\$5250**

1978 CHEVROLET 1/2 TON 4x4 PICKUP
 Stock No. 1909 **\$5550**

1973 JEEP CJ-5 EXTRA SHARPI
 Stock No. 1903 **\$3150**

1978 DODGE ADVENTURER 1/2 TON PICKUP
 One of the sharpest in the Magic Valley 310 V-8 motor, automatic transmission, power steering, tilt steering wheel, 17015 radial tires, chrome wheels, sun roof, and much, much more! Hurry in today! This one won't last long!
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 Stock No. 952 **\$3395**

1976 CHRYSLER NEWPORT
 4 Door Sedan
 Stock No. 963 **\$3375**

1976 PLYMOUTH VOLARE
 2 Door
 Stock No. 965 **\$3750**

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 White with a black vinyl roof
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1977 LINCOLN MARK V
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 2 Door Hardtop; Beautiful Automobile. Inside & Out; Medium Metallic Blue; Parchment Top & Color Keyed Vinyl Interior; You'll Like The Way This Car Is Equipped! HURRY IN TODAY & TAKE A TEST DRIVE!
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1973 FORD PINTO
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1973 MAZDA RX2
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 Stock No. 909 **\$995**

1974 DODGE MONACO
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1977 ASPEN STATION WAGON
 Stock No. 993 **\$4475**

1977 DODGE ASPEN
 2 Door
 Stock No. 890 **\$4995**

1974 DODGE CHARGER
 Bright red with black vinyl roof; chrome wheels; V-8 motor; automatic transmission; power steering. You'll like the ride & handling quality. Stock No. 110.
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Despite beer business cut, future looks good for barley

By LONNIE ROSENWALD
Times-News Writer

BUHL — Idaho barley growers will lose some of their beer business this year, but the future looks brighter for the grain farmers.

Adolph Coors will contract 2,000 fewer Idaho-barley acres this year, Coors elevator manager John Holt said Tuesday. Coors needs less barley this year because its beer sales have been decreasing for two years. An

employee strike coupled with a beer boycott brought sales down substantially in 1977, and down another 2 percent last year. At the same time, high Idaho yields over the past three years have forced the company to curb its liberal buying practices here.

But signs are the Colorado brewery will increasingly depend on Idaho for its barley, 20 percent of which is already grown here. A good sign is that last year Coors doubled the size

of its Barley storage bin, from a 3 million to 6 million bushel capacity.

Right now, the bin is filled half with barley, the main beer ingredient, and half with rice.

"In the future we do have plans to increase our Idaho acreage," said Coors Manager John Sitzman. But Sitzman couldn't say when that will be, or how much more Idaho barley Coors will buy.

About one-third the barley, and

virtually all the malt barley grown in Twin Falls County, is sold to Coors. The remaining acreage raises lower grade feed barley.

Besides cutting its 1979 contracts by 10 percent, Coors will also limit the barley tonnage it will accept.

"In the past we bought all yields for contracted acreage," Sitzman explained. "Now we're sticking to pound allotments."

This year Coors only needs 18,000

acres worth of Idaho barley, compared to last year's 20,000 contracted acres. The Idaho acre will produce over three million barrels of beer.

Coors contracts with 225 Idaho farmers. There are about 80 growers in the Buhl area, 80 in Idaho Falls and 65 in Burley.

The company came to Idaho in 1970. Holt said Idaho barley is normally the best in Coors' growing area, which includes Colorado, Wyoming and

Montana. Because of Idaho's dry harvest season, this state's barley is the brightest in color, which means it makes better tasting beer, Holt said.

Barley contracts are worth \$5.25 per hundredweight this year, plus bonuses for quality. Last year, with that same base contract, Idaho growers received an average payment of \$5.60 for their crops, according to Holt.



Farming

Twin Falls, Idaho

Sunday, March 11, 1979

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• Business

The Times-News

Farm-related weather his specialty



Maurice Faubion checks one of his orchestra of weather instruments
Bob DeLashmutt/Times-News

By LONNIE ROSENWALD
Times-News Writer

KIMBERLY — Maurice Faubion stands in a playground of odd-shaped instruments, each one tuned to measure a different, seemingly abstract weather factor.

Faubion refers to a pale blue tin bucket, in which a pointed fishhook floats. That one tells how much water, to 3 centimeters, has evaporated in a day.

After checking the evaporation, he goes over to a yard-long plastic tube which is inserted deep into the ground. From this blue-liquid-filled instrument, Faubion figures the depth of soil freeze.

Two minutes later, the meteorologist is back in his office, translating those technical indicators into a plain, ordinary weather forecast. The forecast goes on to a tape, which radio stations broadcast to farmers and others all over the Magic Valley.

This spring the locally well-known weatherman will retire, leaving many Idahoans without their handy source of meteorology.

During Faubion's five years as weather forecaster at the Kimberly Weather Station, farmers and businessmen have come to treat him like a personal consultant. An Idaho potato company calls to ask what the temperature is at its Bakersfield, Calif., winter fields. Irrigation consultants like Stukenholtz and Computerized Farming have depended on Faubion for information they use to devise their plans.

Not just farmers call him on the phone for information. A skier calls to find out if there's enough snow expected at Sun Valley to justify a trip up. Engineers ask for evaporation information so they know how big to design settling ponds, and energy systems designers ask him how much solar energy hits the ground in a certain spot.

With 30 years of meteorological experience, Faubion is "one of the best people the National Weather Service has," according to a fellow Idaho weather expert. Farm-related weather is Faubion's specialty.

Some of the more comprehensive tools Faubion has given farmers are a

system he helped devise for predicting when the ground gets too cold for potatoes, and a soil frost monitoring program that helps predict frosts.

"Good afternoon," he begins the midday forecast. While others may talk of tenths of inches of rainfall, Faubion skips the numbers and simply says, "Today's rain is really not worth mentioning in the forecast."

Every day some Magic Valley residents call him to get the inside story on moisture levels, soil temperatures and wind velocity, facts they use in deciding when to plant or harvest their crops, how much water to put on a field, or where certain crops grow best.

Faubion's kind of personal service is fast disappearing from the weather service. Such free advice is being replaced by an efficient computerized service that can instantaneously run out record temperatures, average rainfalls and nationwide climatic trends.

Even as this new era arrives, Faubion remains rooted in the world of charts, instruments and voluminous data. He reads temperatures from thermometers, humidity from barometers, and, if someone wants to know how hot it was in Twin Falls on a date 50 years ago, he plucks the number out of a chart on his bookshelf.

Faubion began his weather career as a naval forecaster. After the Navy, he spent 10 years trying to make a go of farming in Kansas and Missouri. When the farm hit a dead end, he turned back to forecasting and joined the National Weather Service. Until 1970 he worked at the Boise weather station, then spent two years in Klamath Falls, Ore., and returned to Kimberly in 1973, where he was hired as an Advisory Agricultural Meteorologist. That position is going to be eliminated by the Weather Service this year, because of newly imposed personnel ceilings. Faubion, luckily, was planning to retire this year, anyway.

He says modestly his absence won't hurt farmers.

His job may not be needed

anymore, partly because computers can do the work faster, and he says, because he has completed his duties of finding out what kinds of weather information farmers need.

The farm adviser service was created in 1962 in response to farmer demands for more specialized information. As a result of the efforts of Faubion and other "agricultural weather specialists, information like soil temperatures, the likelihood of frost, and the amount of sunlight that hits the earth is calculated daily.

The University of Idaho at Moscow will take over major weather liaison duties, although no special farm services have been designated. The National Weather Service plans to shut down many weather stations entirely, replacing them with service provided through grants and contracts.

Faubion said the shifts are due to "politics." North Idaho has always had skimpier weather service than the south, mostly because the population has been heavier here.

Daily forecasts will continue from Kimberly after Faubion leaves, with meteorological technician Bill Galkin taking over.

"These people won't feel it too much," Faubion said. "They won't lose the basic service."

But Faubion's departure will mean the end of the local touch he added to Magic Valley weather reporting, through comments which sometimes drew angry phone calls from Boise headquarters.

"I'm allowed to play a little more fast and loose with this," Faubion said.

Certainly Faubion has been able to dig up complex or obscure weather information faster than the Environmental Service Center in Ashton, N.C. And he has established a special weather link to farmers.

After he goes, "what little of that link is done will fall on the local weather service," he said.

Perhaps, he noted, weather isn't as important on the farm as it once was.

"The farmer needs to improve his marketing now. He's already got too much production," Faubion said.

State climatologist deals in trivia

MOSCOW — If you want to know what was the hottest day, the coldest winter, or the worst blizzard...

...now Idaho has a state climatologist who can dig up these facts, along with other weather trivia.

Dr. Myron Molnau, agricultural engineering professor at the University of Idaho, was appointed state climatologist last summer, filling a gap created when federal climatologists were eliminated in 1973. By answering weather questions or referring inquiries to experts, Molnau plans to become a centralized source of weather information.

Molnau's job is to provide basic meteorological information like temperature ranges and rainfall levels, or to analyze simple weather trends. He gets his weather figures from a data bank designed in 1974 by the University, the Agricultural Extension Service and the U of I Water

Resources Research Institute.

Anyone may use the services of the state climatologist. When Molnau doesn't have the information on hand, he refers inquiries to other authorities.

Some weather questions, Molnau has fielded:

A California advertising firm wants to know where it can depend on six inches of snow in a "rural setting" in Idaho, for a commercial weather filming. Information provided: Priest River, McCall or Sun Valley.

A Pocatello homeowner whose dry well flooded is thinking of suing the contractor who built it. Information provided: amount of rainfall during the period just before the well failed.

A West Virginian wants to buy an orchard in the Northwest, and wants to know where are the best places to grow various fruits. Information provided: rainfall levels in different

areas of Idaho.

The Forest Service needs to know average snowfalls before it schedules timber sales, so the buyers aren't closed out of the forest. Information provided: maximum and minimum precipitation and temperatures.

A corporation asked where would be a good spot in Idaho to build a wind-powered plant. Information provided: a Northwest study of wind levels in Idaho is done with data from Oregon.

Except for exceptionally lengthy requests, Molnau will speedily answer all information requests submitted to him by mail at the Agricultural Engineering Department, University of Idaho, Moscow, Id. 83843, or by calling 885-6182.

Now you know...

By United Press International

Bananas don't grow on trees; they grow on a stalk that has no woody trunk.

North Dakota water project fight looming

WASHINGTON (UPI) — Interior Secretary Cecil Andrus Wednesday says he now favors a reduced irrigation project planned for North Dakota in a move that could trigger another water fight between the administration and Congress.

Congress in 1965 authorized the Garrison water project for diversion of Missouri River water. The project, expected to cost about \$690 million, would irrigate 250,000 acres, provide water for 15 cities and towns, produce some hydroelectric power and control floods.

Andrus said in a statement this week he prefers a reduced project that would irrigate only 96,300 acres. He said he would ask the Office of

Management and Budget and the Environmental Protection Agency to review the proposal.

About \$160 million has been spent on the project for a pumping station and a 74-mile canal.

An angry Sen. Milton Young, R-N.D., said Andrus is picking on North Dakota because it has a small congressional representation.

"Secretary Andrus' vicious attack is intended to kill this project," said Young. "He is against most all irrigation projects and he undoubtedly feels that since North Dakota is a small state with only three members in its congressional delegation he has a much greater chance of

killing this project than some in California which has about 45 members of Congress."

"All western states are faced with the same problems as North Dakota and are united in their opposition to Andrus' objective," said Young, who predicted Andrus would fail to get Congress to change its mind about the project.

The Canadian government has opposed the project, saying its reservoirs will muddy and pollute rivers across the border.

One of President Carter's first action in office was to attempt to eliminate 82 water projects. Congress killed only nine.

Researchers seek improved soybean strain

By SONJA HILLGREN
UPI Farm Editor

WASHINGTON (UPI) — Researchers at the University of Illinois are working to develop soybean strains that contain 30 to 50 percent more protein and may not require heating in processing.

Theodore Hymowitz, a plant genetics professor at the Urbana-Champaign campus, explained his research at an International Soybean Fair held this week on Capitol Hill.

As about 1,000 people gathered to eat hors d'oeuvres made from soy products, Hymowitz stood at one end of a giant Canon Office Building room with a cardboard chart explaining his work. It was something like a booth at a county fair.

Ten years ago a search began for soybean seeds without an anti-nutritional factor found in American soybean products.

Currently, all soybeans must be heated to remove the anti-nutritional factor before they can be

converted into food or feed.

Finally, Hymowitz found two Korean soybeans without the factor. The traits were inherited and easy to transfer, researchers discovered.

"We are beginning a soybean breeding project," he said. "It takes some time."

In four years, he predicted, varieties would be developed through genetics that so seeds could be sold commercially.

Studies indicate the soybeans could be 30 to 50 percent more nutritional than soybeans now grown. Hymowitz said researchers have found that removing the anti-nutritional factor would not reduce yields.

He said it is possible new varieties "may save energy" if soybeans no longer need to be heated to remove the anti-nutritional factor, but processors will have to determine if that is the case.

Rep. Paul Findley, R-Ill., chairman of the soybean fair, said he was excited about the potential of the research.

He introduced Hymowitz to domestic soybean growers and processors who sponsored the event, to congressmen and to ambassadors who were invited to the fair in an effort to promote soybeans around the world.

Nearly 50 ambassadors and representatives of 80 countries attended the event, where they were "confronted with food uses of soybeans" who are usually thought of as animal feeds, Findley said.

The menu included cocktail mini-burgers, with a hamburger analog made from vegetable protein, and Chinese kabobs, with a pork-sausage analog also made of protein. The chicken in dumplings was augmented with 18 percent protein fiber.

Chinese Ambassador Chai Zemin was an honored guest and stood in the receiving line for two and a half hours. His embassy provided 10 of the soybean delicacies served at the fair.

Agriculture Secretary Bob Bergland was honorary chairman.

Findley said he was pleased Ambassador Fumihiko Togo of Japan, the largest customer of American food exports, attended the fair, which is the third Findley has sponsored in seven years.

The Illinois congressman said he could not trace any case histories of sales resulting from his fair, but he believes they have helped in expanding record U.S. soybean exports.

He said government cannot do an adequate job of export sales promotion, but private firms should "hold the hands of these big customers abroad every day of the year. It's a neglected field. We do some but not much."

Merlyn Grob of Manson, Iowa, president of the American Soybean Association, said the fair "calls attention to the importance of soybeans. Protein is one of the big interests in the world."

He said soybean use would expand and the "potential is still substantially higher than where we are."

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Idaho commercial pear growers granted OK for Pydrin use

MOSCOW — The Environmental Protection Agency has granted the state of Idaho an exemption from certain provisions of federal pesticide law that will allow commercial pear growers in five Idaho counties to use Pydrin for controlling pear psylla.

The exemption, which covers pear orchards in Canyon, Gem, Payette, Twin-Falls and Washington counties, will be in effect until June 30, 1979, according to Gene Carpenter, University of Idaho extension pesticide coordinator.

Idaho State Department of Agriculture officials will administer the special exemption program.

"A recently developed product, Pydrin is a synthetic pyrethroid," Carpenter explained. "It's one of the most effective control agents for pear psylla."

The insect, which looks like a

miniature elcadd, has developed resistance to most other pesticides, and some products that were effective have been withdrawn from the marketplace. The U. of I. entomologist stated:

Pydrin are vectors or carriers of the virus-like mycoplasma that causes pear decline disease which can destroy crops and trees. In addition, fresh fruit quality is lowered when sooty black fungus grows on the honeydew dripped by feeding psylla nymphs or immatures and russeting can develop.

Defoliation and stunting of growth may result from heavy infestations.

The EPA exemption notice contains several specific restrictions on how Gem State pear growers may use Pydrin, Carpenter pointed out.

Up to 0.4 pounds of active ingredient per acre can be applied at each

application. Just two applications are authorized, and these must be made during the dormant to pre-bloom stages of pear tree development.

"Right now is when most growers will be considering whether to use Pydrin," the U. of I. specialist indicated. "We suggest using it as a dormant spray. Pydrin cannot be applied to trees bearing fruit."

Whether flown on by aircraft or sprayed on with ground equipment, the pesticide may only be applied by state-certified private or commercial applicators. A maximum of 300 acres — nearly the entire acreage of pears in Idaho — may be treated.

"Those who choose to use Pydrin should take special precautions to avoid spray drift to non-target areas," Carpenter stressed. "Pydrin is extremely toxic to fish and aquatic

invertebrates and is highly toxic to bees exposed to direct treatment or residues on crops or weeds."

Use the pesticide with care near any bodies of water. Pydrin should not be applied when the weather favors run-off or drift.

Do not contaminate water by cleaning spray equipment or disposing of wastes in lakes, streams and ponds, he warned.

"Don't apply Pydrin or allow it to drift to weeds in bloom on which an economically significant number of bees are actively foraging," he cautioned. "Also, the exemption prohibits feeding or grazing livestock on cover crops in treated orchards."

Growers may sell or ship their fruit in interstate commerce as long as residues of Pydrin do not exceed 0.01 parts per million.

Carpenter suggested that U. of I. extension entomologists Craig Baird, Caldwell and Robert Slaton at Twin Falls can provide growers with additional information about controlling pear psylla with Pydrin.

Offices of the U. of I. Cooperative Extension Service in the five counties

included in the exemption action also can offer guidance and information about safe handling of pesticides.

Further details about the EPA notice are available from Patrick McGourty, Idaho State Department of Agriculture registration specialist, Boise.

Improved water supply in prospect for Idaho

BOISE (UPI) — Snowpack measurements as of March 1 indicated there should be a marked improvement in the water supply outlook for Idaho during the summer months, the Soil Conservation Service reports.

State snow survey Supervisor Jack Wilson said seasonal streamflow forecasts vary from 63 percent of average for the Big and Little Wood rivers to 121 percent for the Montpelier Creek drainage in southeast Idaho. Runoff in most streams is expected to range from slightly below to near normal.

About 85 to 90 percent of the snowpack has accumulated by March 1 of each year, Wilson said. Major storms over the state during late February greatly improved the snow water equivalent in the mountain snowpack.

Watersheds in north Idaho and western Montana from the Spokane

River north increased an average of 28 percentage points to 89 percent of normal; the Clearwater and Salmon drainages improved 20 percent to 84 percent; the central and eastern watershed north of the Snake River improved 25 percent to 76 percent of average; the Snake River and tributaries above American Falls Reservoir increased 15 percent to 108 percent of normal; and the Bear River tributaries in southeast Idaho improved 6 percent to 114 percent of average.

Reservoir storage is good to excellent and some 17 irrigation reservoirs in the Snake River Basin show a combined carryover volume of 108 percent of normal.

Wilson said that if normal climatic conditions prevail for the rest of the season, forecasted streamflow and good storage indicate water supply should be adequate for the rest of 1979.

Good snow cover for South Hills

TWIN FALLS — Most snow courses providing water for the Salmon and Roseworth Tracts continue to show well above normal snow and water content for this time of year and indicate a good water year.

Twin Falls Soil Conservation District officials said the March 1 report shows Shoshone Basin has the best record with 229 percent of normal, while Cedar Creek reports 139 and Magie Mountain 120 percent of the long-time average.

Measurements were made on the 11 snow courses in the South Hills area on Feb. 27.

The lowest water content readings are at the Goat Creek and Hummingbird Springs courses with 87 and 88 percent of normal.

Measurements — by course, snow depth, water content for the current report, snow and water amounts last year, and the average water content and percent of normal for Feb. 27 of this year include:

Magie Mountain, 62 inches of snow and 20.3 inches of water this year, 56.1 inches of snow and 18.5 inches of water last year, for 120 percent of the 33-year average of 16.8 inches of water; Deadline Ridge, 62.2 inches of snow and 22.4 inches of water this year; 56.4 inches of snow and 19.5 inches of water last year, 19.1 inches of water average for 117 percent of normal; Shoshone Basin, 35.2 inches of snow and 11 inches of water this year, 20.8 inches of snow and 5.6 inches of water last year, 229 percent of the 22-year average of 4.8 inches; Hummingbird Springs, 59.4 inches of snow and 16.7 inches of water this year, 63 inches of snow and 22.8 inches of water last year, 88 percent of the average 18.9 inches of water; Pole Creek, 50.6 inches of snow and 15.9 inches of water this year, 50.8 inches of snow and 15.3 inches of water last

year, 96 percent of the 16.6 inch water average; Goat Creek, 46.7 inches of snow and 13.5 inches of water this year, 52.6 of snow and 17.5 inches of water last year, 87 percent of the average 15.5 inches; Cedar Creek, 41.2 inches of snow and 12.3 inches of water this year, 29.9 of snow and 8.9 inches of water last year, 139 percent of the average 8.8 inches for the past 45 years; Bear Creek Meadow, 50 inches of snow and 17 inches of water this year, 60.2 inches of snow and 20.7 inches of water last year, 99 percent of the 17.2 inch water average for the past 45 years; Fox Creek, 40.4 inches of snow and 10.2 inches of water this year, 37.3 of snow and 10.3 inches of water last year, 105 percent of the 45-year average of 9.7 inches of water; 46 Creek, 37.6 inches of snow and 13.8 inches of water this year, 40.5 inches of snow and 13.4 inches of water last year, 106 percent of the 13-inch eight-year average; and Wilson Creek, 47 inches of snow and 14.5 inches of water this year, 41 inches of snow and 12.1 inches of water last year or 132 percent of the 18-year average of 11 inches of water.

Bar on buffalo sought

TWIN FALLS — Buffalo producers are calling on President Carter to impose an embargo on imports of water buffalo meat, which they say is hurting U.S. production.

At their annual winter meeting in Twin Falls last weekend, members of the National Buffalo Association adopted a resolution calling for the embargo on the imported meat, "until such a time as it can be properly labeled and identified as water buffalo meat."

The resolution claimed water buf-

falo is not only inferior to American bred buffalo, or Bison bison, but the foreign product isn't properly labeled or inspected. Water buffalo is sold cheaper than American buffalo meat, the NBA said, and is thus undercutting the growing domestic industry.

"Water buffalo meat is generally inferior to our Bison buffalo meat, and it discourages consumers who think they are eating Bison buffalo meat," read an NBA letter being sent to President Carter and other federal officials.

Conference in Boise

BOISE — Annual conference of the Western Society of weed science will be conducted at the Roadway Inn in Boise March 20-22.

The program will include presentations by university, state and federal officials on topics related to weed control in the western states.

Wheat program signup open

TWIN FALLS — Wheat growers who want to participate in the 1979 Wheat and feed grain Program can sign up at the Twin Falls County Agriculture Stabilization and Conservation Service office between now and April 30.

In order to qualify for the program guaranteed target price, support loans or disaster payments, growers must agree to set aside 20 percent of their 1979 wheat acreage, 20 percent

of their 1979 barley acreage or 10 percent of their 1979 corn acreage. Total normal crop acreage (NCA) plus that set aside can't exceed the NCA established for farms.

The 1979 target prices through deficiency payments are: wheat, \$3.40 per bushel; barley, \$2.40 per bu.; corn, \$2.20 per bu. The loan prices are: wheat, \$3.29 per bu.; barley, \$1.66 per bu.; corn, \$2.17 per bu.

NEED EXTRA CASH?

PAWN

RED'S TRADING POST

You can trade just 12 bushels an acre for a Zimmatic

Now don't have to pay a fixed price your entire year to look a better deal. The exclusive Lindsay Crop Lease plan can be your best payment in the changing crop prices of the year. You can use your Zimmatic Center Pivot on corn or some other crop, but even so, as the price goes down, your payments go up. You need your own payment insurance with your crop insurance? Plus you can have the convenience of all the extra benefits you can get under Zimmatic's program.

Here's how a typical Lindsay Crop Lease plan works: The average Zimmatic, with 2000-2500 wheels, will be worth about 12 bushels of corn per acre annually. Therefore you pay Lindsay whatever 12 bushels of corn bring during the year. Each Chicago cash price for the previous 12 months. Corn prices will go up 45¢ down and so does your price. You're accordingly, but you never pay more than what you get for that 12 bushels of corn per acre price.

Lindsay's Crop Lease plan is a great way to eliminate some of your commodity price risks and at the same time help you increase your per-acre production and net income.

You can choose an electric or hydraulic Zimmatic Center Pivot and have a custom designed to fit the special needs of your farm.

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Loj Joff Shorburno, now Branch Manager, or Gordon Janson, Irrigation Consultant, show you how this unit, along with all the rest of the Wade Rain line of irrigation equipment.

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RECREATION '79' MARCH 9-11, 1979 COLLEGE OF SOUTHERN IDAHO EXPOSITION CENTER

SCHEDULE OF EVENTS

FRIDAY - 5:00 pm to 10:00 pm

6:30 pm - The Ladies of The Valley (singers)
8:30 pm - Trampoline Demonstration
9:00 pm - Hobby Town Demonstration

SATURDAY - 10:00 am to 1:00 pm

11:00 am - Trampoline Demo
12:00 pm - Carey Archery Demo
12:30 pm - Rebounder Demo
1:00 pm - Hobby Town Toys
1:30 pm - Mountaineering
2:00 pm - Tennis Demonstration
2:30 pm - Remote Airplane Demo
3:00 pm - Rebounder Demo
3:30 pm - Hobby Town Toys

4:00 pm - Trampoline Demo
4:30 pm - Carey Archery
5:00 pm - Mountaineering
5:30 pm - Fly Fishing Demo
6:00 pm - Old Time Fiddle
6:00 pm - Rebounder Demo
6:30 pm - Hobby Town Toys
9:00 pm - Carey Archery
9:30 pm - Trampoline Demo

SUNDAY - 12:00 pm to 5:00 pm

1:00 pm - Trampoline Demonstration
1:30 pm - Carey Archery Demonstration
2:00 pm - Tennis Demonstration
2:30 pm - Hobby Town Toys Demonstration

3:00 pm - Fly Fishing Demonstration
3:30 pm - Rebounder Demonstration
4:00 pm - Carey Archery Demonstration

PARTICIPATING DEALERS

Century Hobbies
Tom's Marina
Leisure Living Motor Homes
Gem Lawn & Leisure
Globe Sand & Food
Miller Honda
Hobby Town Toys
Ace Hansen
Brockmans
Backwoods Mountaineering
Magie Valley International

Carey Archery
Charly Horse
Forest Service
Herretts Museum
Narghette
Skinner Bowling Center
Hitch Post
Jerome Implement
Intermountain Motor Homes
Sail Haus
Hobby Town

1/2 Of All The Proceeds Go To The Development Of The Herretts Museum

Business world freebie goes on danger list

WEST LAFAYETTE, Ind. (UPI)—Add the freebie to the endangered species list. "It's being squeezed to death," said Robert W. Johnson of Purdue University's Krannert graduate school of management. "The notion that one receives something for nothing is a paradox, anyway, clearly excepted. That there is no such thing as a free lunch is a truism. "An oil and grease job used to get

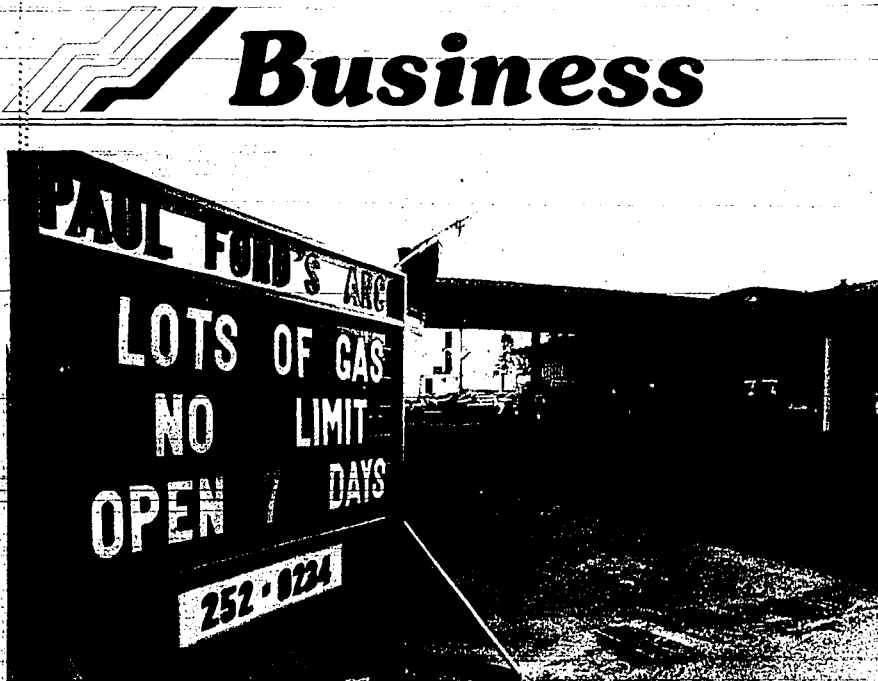
you a vacuumed car and washed windows, but no more. Service station operators can no longer afford it." The same applies to road maps and free air for tires. "If the consumer gets a matchbook 'free,' he is paying for it indirectly in some other way," Johnson said. "Whether the businessman counts its as advertising or not, it is still an item that must be accounted for in his profit-and-loss statement." "Clearly, the American buyer likes

his amenities but the services are not really given away." American consumers want service, and invariably will get it, Johnson said. He cited "the new discount store with its pipe racks full of self-service clothing." "Patrons soon want an alterations department," he said. "Then clerks appear, and a floorwalker, followed by carpeting, acoustic ceiling and indirect lighting."

"Some hotels provide shower caps, sewing kits, ice, coffee, stationery, ash trays," said Lee M. Kreul of Purdue's department of restaurant, hotel and institutional management. "It is all charged to advertising. But is it free? Is it a cost of doing business which is offset by charges to the customer in some other way?" Popcorn and peanuts in some taverns and restaurants are "free," Kreul said, but really are "designed to make one thirsty so more drinks

will be purchased." "If customers have the feeling they are getting something for nothing, they are pleased," Kreul said. "Airline tours provide carry-on bags, folders for visas—and passports, baggage stickers, other little 'memorables,' for free." There is little doubt, however, that the cost is included in the package tour price." Sylvia C. Howell of the department of consumer sciences and retailing, said some stores still offer special

services free in the hopes increased traffic will offset the cost. "There are free cooking schools, and free lessons on painting or wallpapering," she said. "These are to encourage people to buy appliances or merchandise." "But the buyer is actually subsidizing these promotional efforts. Department store profits today are as low as 3 percent. That doesn't leave much room for free services."



Upheavals put dollar under more pressure

By LEONARD SILK
©New York Times Service
NEW YORK — This was to be the catch-up year for the dollar, with a return to equilibrium among the industrial countries as the United States economy slowed down and the Western European and Japanese economies moved up faster. Then came the upheaval in Iran, the cut in world oil supplies and the run-up of oil prices. Is it a new ball game now? Is the industrial world facing a shock like that provided by the energy crisis of 1974? Soon after taking over the presidency from Richard M. Nixon in 1974, Gerald R. Ford held an economic "summit" conference, at which he sought the advice of private economists on the problems before him.

lead to the erosion — the upward erosion — of the price schedules ratified by OPEC. Thus far the cutoff of Iranian oil has not had much effect on output in the industrial world, thanks to large reserves. But reserves are being drawn down by an extra two million barrels a day, as other oil producers have been filling in only about half the gap caused by Iran's cutoff. Saudi Arabia, which has the capacity to make up fully for Iran's lost shipments, has declined to do so, for reasons that are unclear. Economists cannot forecast how severe the crunch will be without knowing how long the Iranian shutdown will last. Otto Eckstein, president of Data Resources Inc., concludes that, even if the Iranian situation resolves itself along relatively favorable lines, it will still raise the inflation rate in the United States, lower the prospects of real activity and create the need for at least limited direct measures to curtail energy demand.

Richard W. Cooper, now a professor at Yale and then under secretary of state for economic affairs, was the only economist at that Sept. 23-24 meeting who warned President Ford that the most serious problem he faced was not inflation (as Ford, his aides and virtually all the other economists had designated as the "No. 1 problem") but instead was a deepening recession.

And if Iran really turns its back on economic development under the Khomenei regime, holding down its exchange requirements and hence its need to export oil, Eckstein says, a large gap will be left in the world oil balance that could be closed only by a combination of "higher" prices and demand limitations, such as rationing. The result would be a serious loss in real output and worsening inflation.

Unemployment, which was 5.8 percent in November 1974, climbed to a peak of 9 percent in 1975. And inflation, as measured by producer prices, came down from an average of 18.3 percent in 1974 to 6.6 percent in 1975. The federal budget, which had shown a small deficit of less than \$5 billion in the 1974 fiscal year, grew to \$15.2 billion in the 1975 fiscal year and to a record \$24.4 billion in the 1976 fiscal year. It was the worst recession since World War II, and the nation has not yet rid itself of its aftereffects.

Thus the United States is again facing severe cross-winds of inflation and recession stemming from the energy crisis. Secretary of Defense Harold Brown has warned that the United States would, if necessary, use military force to protect its oil supplies.

The current year has yet to produce an oil price explosion comparable to that of 1974, when oil prices quadrupled, and is unlikely to. Nevertheless, the pressures are real and building. The Organization of Petroleum Exporting Countries had agreed to raise prices this year by 14.5 percent — a bigger jump than had been expected — before the Iranian revolution and the cutoff of oil from Iran. Spot prices for oil, which were less than \$14 before the Shah fell, have jumped to \$17 and \$18 a barrel.

International shock is further complicated by the simultaneous flareup of conflict in Indochina involving Cambodia, Vietnam, China and potentially the Soviet Union. In the circumstances there is a greater likelihood of increases, rather than cuts, in United States defense expenditures. The national mood seems set against any tax increases, and the chances are that the net effect will be "bigger budget" deficits than are now planned. Yet, as in 1974, there is a risk of focusing too narrowly on inflation and underestimating the dangers of serious recession.

"The danger now," Cooper said, "is that a series of high spot prices will

Plenty now, but come summertime . . .
Motorists can find all the fuel they need at some service stations in Portland, Ore., among them this one operated by Paul Ford. He said his March allocation allows him to stay open as much as he wants. "Right now I'm pumping 2,500 to

3,000 gallons a day and I can pump 6,000 and not run out," he said. However, during summer months he might not be able to since his allocation will be lower than it is now.

Few gasoline shortages found

NEW YORK — Despite the loss of oil supplies from Iran and the series of announcements by oil companies that they must reduce gasoline deliveries to their dealers, motorists have so far encountered few shortages, a nationwide check has shown.

The check showed that consumers are paying more for gasoline and occasionally have to shop around to find some, but seem to be getting all they need. "There's more of an anticipation of a shortage than a real shortage," said a Gulf dealer in Bronxville, N.Y., a suburb north of New York City. "I haven't been inconvenienced — not yet, anyway," commented Chris Oliver, who lives in Los Angeles and drives each day to his airline job at the Hollywood-Burbank airport. "I don't let the gas situation lirk me because there's nothing an individual can do about it. You either pay the price or you don't drive."

"Sixty cents a gallon will be a thing of the past," predicted Wayne King of the American Automobile Association affiliate in Houston. "All the price patterns have been broken. They used to rise and then fall around Labor Day. Now there's only one direction: up."

Motorists are starting to run into supply gaps, according to The Times check, which covered a dozen major population centers, but to date no one region of the country seemed to be hurting more than any other. And throughout the nation, most dealers and customers, who were interviewed said the shortages had so far amounted "to little more than occasional nuisances. "A lot of people don't know and don't care," observed Lannie Young, owner and operator of the Sagemount Shell station on the heavily traveled highway from Houston to Galveston. "I close on Sundays because I haven't got any gas, but they just zoom a little further down the freeway and get all they need."

Tuesday the Mobil Oil Corp. announced that it, too, would start allocating gasoline supplies, starting Thursday. Mobil said that next month it would offer its dealers no more gas than they received during March 1978. Shell, Texaco, Standard of California (Chevron), Arco, Conoco and others have already announced allocation plans. Still, with the shortage of crude oil in the United States currently estimated at just 2½ percent over all, oil experts say it will be some time before gasoline becomes really difficult to get, even if Iran does not start exporting again soon.

"The current calm among the motorists will help keep the problems to a minimum, the experts say. Government energy officials say that panic buying was a major reason for the long lines at gasoline stations in many parts of the country during the Arab oil embargo five years ago, when the shortage of oil in the United States was for the most part "only about twice as big as it is now. "A repetition this summer of the embargo situation is highly unlikely," Stephen Potter, a senior vice president of the American Petroleum Institute, told reporters in Washington. Added Charles DiBona, president of the institute: "You should be able to get what you want, but it will be a little less convenient."

Dollar gas will alter driving habits

Industry data show that over the last year, gasoline prices have climbed 6 or 7 cents a gallon nationwide, and many dealers interviewed in the last few days reported that prices had jumped several cents a gallon since Christmas. Few people seemed to expect early relief, and oil analysts noted that new increases were being announced almost daily by oil-exporting countries.

More than half of this country's motorists will "greatly" change their driving habits if the price of gasoline escalates to between \$1 and \$1.25 a gallon.

This was the finding of a national survey conducted by the Motor and Equipment Manufacturers Association.

William A. Rafferty, president of the MEMA, said the survey addressed the question of how hikes in the cost of gasoline would affect driving habits.

At approximately that point, 62 per cent of those polled said their households would greatly reduce their driving. Some 14 per cent said there would be a slight or medium effect on their driving, and 10 per cent said there would be no change in their driving.

Reaction, although the \$1.25 figure seems to be the magic number. "At approximately that point, 62 per cent of those polled said their households would greatly reduce their driving. Some 14 per cent said there would be a slight or medium effect on their driving, and 10 per cent said there would be no change in their driving."

April may lead nation to era of 'stagflation'

Asked if the United States should accept a recession in order to bring inflation out of the economy, Hagedorn replied: "Yes, that's the only way that has a track record (for overcoming inflation)." "It is not fair or productive to think that we can find a fiscal or monetary policy that will restrain inflation without causing a recession," he said. "I don't think that middle ground exists. . . But it has to go as far as stopping increases in the money supply of 6, 7 or 8 percent a year when production is increasing only 2 percent."

Hagedorn said he hoped that the expected deflation would not parallel that of 1929-32, when prices tumbled.

The National Association of Manufacturers is recommending that its members observe President Carter's voluntary guidelines on wages and prices.

Despite this, imports accounted for more than 17 per cent of the United States' new-car market last year, with sales of nearly 2 million units. "Sales of foreign cars remain strong because their buyers feel they're getting more than just the allure of something different," Elpern said.

initial cost, better resale value, solid workmanship and lower maintenance costs. But Elpern said these reasons for purchasing foreign cars are being countered by downgrading of domestic autos along with the upgrading of their fuel economy.

Rakish styling, advanced technology and economy attracted younger, better-educated, more upscale buyers — compared to the profile of buyers of domestic new cars.

Air of adventure sells foreign cars

Trade winds



WAYNE MOBERG
... association head

Moberg elected

BUHL — Wayne Moberg, manager of Buhl Cable TV Co., is the new president of the Idaho Cable Communications Association for 1979.

Moberg was elected at the association meeting in Boise. He has been in the field since 1968 and has managed the Buhl system since its inception in 1974. He also manages systems in Hazelton and Shoshone.

Association directors from this area are Gene Ritnor of Magic Valley Cablevision in Twin Falls and Richard Green of Multi-Pix Cablevision in Burley.

Williams tops

TWIN FALLS — Scott Williams of Twin Falls has been chosen manager of the year for the Sundraper Restaurant chain.

Williams, 29, has managed the Twin Falls operation since it opened in December, 1976.

His selection came at the quarterly meeting of the Boise-based chain of five steak and seafood restaurants.

Agents advance

TWIN FALLS — Two promotions and opening of a new Twin Falls service office for Allstate Insurance Co. have been announced.

Grant Gillette and Ken Ballantyne have been promoted to senior account agents with the company. Ballantyne joined the firm in 1956 and Gillette followed in 1961.

Their promotions are accompanied by a relocation to the new office at 1029 Shoshone St. N. Allstate will continue to provide service through the Sears store on West Main, said F. Kent Stoner, regional vice president.

Schultz promoted

TWIN FALLS — Wayne Schultz has been appointed sales manager for radio station KMTW-FM.

Schultz has been employed as a salesman at the station since 1974. As sales manager he will conduct sales training sessions, sales meetings and sales promotions, according to Mark Whitesides, general manager.

Schultz attended a Radio Advertising Bureau seminar in Denver along with Doug Van Tuyl and Kathie Gier of the station's sales staff.

Collections dip

TWIN FALLS — Severe winter weather during January reduced aluminum recycling collections in southern Idaho to 103,100 pounds, with payments to collectors totalling \$17,520.

Peter Whitted, district recycling manager for Reynolds Aluminum Recycling Co., said the sum paid out was under the old price of 17 cents a pound. On Feb. 20 Reynolds increased the price to 20 cents a pound for beverage cans and light household aluminum.

In Twin Falls, the recycling center at 349 Maxwell Ave. is open from 2 to 4:30 p.m. Tuesday and Friday and on Wednesday, Thursday and Saturday from 9 a.m. until 4:30 p.m.

Record volumes

CHICAGO — The Chicago Mercantile Exchange reports record volume in the cattle complex and gold bullion during February with peaks scored for the 19th month in a row.

Total volume for February was 1.4 million contracts traded, up 3% per cent from the same month in 1978. All-time monthly records were set in gold bullion with 397,322 contracts traded and in feeder cattle with 65,465 contracts traded.

New securities fight on

CHICAGO — The Securities Industry Association has opened a new front in its battle to preserve the traditional business of the nation's stock and bond brokers.

In a press conference here, SIA chairman Willard S. Boothby Jr. defended a rule aimed at selling new stocks and bonds at a single price when they are initially offered in a syndicate underwriting.

The U.S. Justice Department last month opposed a rule of the National



GARY CHRISTENSEN
... fills Burley slot

Manager named

BURLEY — Gary Christensen has been appointed manager of the Rain for Rent facility in Burley, Don Lake, marketing manager, said.

He has extensive experience in the irrigation industry in California and Indiana, and for the past eight years has been general manager of Gifford-Hill Industries in Visalia, Calif. That firm makes aluminum tubing and plastic pipe. Christensen and his family will live in Burley. The firm's offices are on the Burley-Paul highway.

Lawson attends

KING HILL — John Lawson attended the third annual color photographic seminar of Camera Art in Billings, Mont. Seventy-five studios in the western states were represented at the seminar.

Brizee best

TWIN FALLS — Dana Brizee, 17, has been elected the top store employee of the Baskin-Robbins store in Twin Falls.

Mrs. Stan Harrison, store owner, said Brizee was chosen on the basis of service to customers, personal attitude, dedication to school and community activities. He is now eligible for district-level honors in the Baskin-Robbins international championship awards campaign to recognize 75 outstanding employees from around the world.

Powell promoted

SUN VALLEY — Cathy Powell has been promoted to manager of marketing services for Scott USA.

She was formerly marketing administrative assistant for the ski equipment manufacturing company. She now coordinates sales with production, is in charge of all data processing information for marketing and will conduct marketing research.

Powell has been with Scott for five years.

Townley choice

CLEVELAND — John L. Townley, whose wife Lucille is the daughter of Marlon Langdon of Twin Falls, has been promoted to marine superintendent of the marine division of the Cleveland-Cliffs Iron Co.

Townley, a former naval officer, joined the company in 1977 as fleet captain. He will supervise operation of the company's 14 vessels.

Grange gains

NAMPA — Grange Mutual Life Co. recorded "an excellent year" during 1978. Raymond Warner, president, said.

Assets increased 29.3 percent to \$27.4 million; premium income increased 31.5 percent to \$17.5 million; net investment income was up 34.1 per cent at \$4.1 million and a net yield of 8.6 percent on total assets was achieved.

Surplus was up 24.4 percent at \$13.3 million and operating gain after taxes was up 62.7 percent at \$1.2 million.

Tenders to G-P

PORTLAND — Georgia Pacific Co. has received tenders for an estimated 25 million shares of its common stock and will purchase 4.5 million shares at \$31 a share in cash.

The purpose of the tender offer was to obtain shares for use upon conversion of the corporation's 5% percent convertible subordinated debentures and upon exercise of employee stock options.



Edward Smith

Pension alternatives available

Question: I expect to retire soon, and I am concerned about taxes I might have to pay on the money I will receive from our company profit-sharing plan. Will you comment on this situation pointing out some of the pitfalls and alternatives that I should look for?

Answer: It appears that some personnel/benefit directors are not adequately informing departing employees as to alternatives in the handling of their retirement plan payments. The individual retirement account (IRA) "rollover" came into existence several years ago so that employees could defer taxes on lump-sum distributions they received from plans when leaving their employment.

This approach is particularly good if the departing employee is again immediately employed and remains in a substantial tax bracket. Use of the IRA rollover, when allowable, lets

the employee defer tax on his benefit plan payment until he reaches retirement age.

CHOICES AVAILABLE UPON TERMINATION OF A QUALIFIED PENSION OR PROFIT-SHARING PLAN.

When a qualified plan is terminated, a participant is generally faced with one of two situations. He may either receive his vested interest in the plan and pay current taxes or he may defer current taxation until a time of his choosing in the future. This is done by utilizing certain tax deferral techniques legislated by Congress. Actually, the choice of the deferral method to be used may not be solely at the election of the participant.

Under one method, the plan trustee must initiate the action. This is referred to as the "distributed annuity" method. The other technique, the "IRA rollover" method,

allows the participant complete control over the transaction. Often the plan trustee will consider the participant's desires when termination payments are to be made, thus allowing the participant some input into the decision.

The two deferral techniques, the "distributed annuity" and the "IRA rollover," are discussed below.

The "distributed annuity" When a qualified plan is terminated, if the plan so provides, the trustee may make distribution to an ex-participant by means of a single premium deferred annuity. Any federal income tax consequences to such ex-participant are delayed until distributions from the annuity are taken. This opportunity to defer taxes is advantageous to many of these persons since they continue to be employed and remain in high tax brackets.

Of course, certain procedures must be followed and certain restrictions must be placed on the annuity if it is to properly qualify for this tax break. For example:

1. Under the terms of the plan, the trustee must be allowed to use the annuity form of distribution.
2. Generally speaking, the participant need be identified as the owner and the annuitant.
3. The annuity must make benefits payable to you and a survivor unless you elect another option.
4. The annuity can neither be assigned nor forfeited.

Next week, we will discuss the alternative of an Individual Retirement Account as a choice upon termination of an individual's corporate pension or profit-sharing plan. I am sending you our booklet on annuities which are available for individuals who are contemplating retirement or who have already retired. This booklet is available to the public by writing or telephoning Mr. Smith at Edward G. Smith and Associates, 219 2nd St. N., Twin Falls, Idaho 83301; Telephone, 734-464.

Copiers go to satellite

©Chicago Daily News

CHICAGO — AM International has won a contract to produce communications copiers that will instantly zip letters, memos and reports from one office to another by way of a space satellite.

The company will begin immediate development of the high-speed terminals at its Multigraphics division plant in suburban Mount

Prospect. Eventually the company hopes to have several hundred employees working on the terminals there when they go into full production.

The devices will be owned by Satellite Business Systems of McLean, Va., a partnership of Aetna Life & Casualty Co., COMSAT General Corp. and IBM.

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Seminars start across Idaho to upgrade water treatment

BOISE — The only program in the state to provide Idaho with trained water and wastewater operators begins this year at the Boise State University Vocational-Technical School.

Working on water/wastewater technology curriculum aimed at those entering the field and at upgrading of qualifications for those already working at Idaho water and wastewater facilities are Jim Felton, coordinator, and John Anderson, program instructor.

Under joint grants of the U.S. Environmental Protection Agency (EPA) and the Office of Education to the Vo-Tech School, Anderson is preparing for short schools and seminars which he and Felton will take to operators in Coeur d'Alene, Lewiston, Boise, Twin Falls and Pocatello, beginning in March.

A short course for about 100 Boise area water/wastewater operators was conducted on BSU campus in early January, while in February the two conducted a 30-hour water/wastewater mathematics class. Beginning Feb. 21, a basic wastewater operators course was conducted on campus with Felton and Randy Roberts, chief operator for the City of Meridian, instructing. Anderson will conduct early March workshops on water distribution for state operators.

Felton comes to BSU from heading the training program for wastewater operators at Lin Benton Community College, Albany, Ore. He has also been employed in the industrial waste field by Potlatch Forest, Inc., Lewiston, and was superintendent of wastewater treatment for the City of Rupert in 1972-73.

Currently there are a tremendous number of federal and state dollars going into wastewater and water facilities, Felton says. In Idaho alone, he reports, over \$2 million are available for need-based construction.

"Because of this," he says, "There are many opportunities for men and women in plant operations and laboratory technology with beginning salaries usually good (\$750-\$1,000 per month) and fringe benefits."

The BSU training program is well located in Boise, Anderson and Felton both feel. "We can't afford to buy a waste water treatment plant," says Felton, "but we have excellent local resources. Boise facilities are available for instruction, and have recently expanded with plants at Lander Street and West Boise."

"This is a new industry," Felton points out, "and there is a great need for qualified persons in it." He cites recent wastewater construction in Nampa, Caldwell and Meridian, which has a \$6.5 million facility now about 88 percent completed.

The Boise State curriculum, Felton says, will include training in basic science, mathematics and mechanical ability and placement of students at area wastewater facilities for on-the-job training. Summer semester will find students in area plants for regular 40-hour work weeks.

A vo-tech certificate will be issued after completion of the course, and Felton hopes that in a few years BSU will offer a two-year associate degree in water/wastewater technology. State certification is administered by the Idaho Water Wastewater Certification Board with the Idaho Department of Health and Welfare.

For water operators already working in Idaho plants, certification is voluntary, and, according to Anderson, usually by self-training. However, he says, there is a trend in the United States toward requiring certification, and operators who are certified may find better job opportunities. About 300 operators in the state are already certified or about to be.

"We hope that all Idaho cities will recognize the value of having certified water plant operators," he says. A 12-member advisory committee together with the Idaho State Department of Health will give curriculum guidance for the program. Members are drawn from water/wastewater superintendents, professional engineers and regulatory agencies.

Power use, customers increase

BOISE — Idaho Power Co. reported Wednesday — that new customer hookups and electric use continued to climb in 1978.

"More new customers, most of whom were residential, applied for service in 1978 than in any other year in the company's history," said A.E. McIlveen, general manager of the customer service/energy management department.

"Residential use reached a record level in spite of Idaho Power's stepped-up efforts to encourage the wise use of energy through practical conservation."

He said year-end figures showed:

- 1) 11,563 new residential, commercial, industrial, irrigation and street lighting customers — a 5.1 percent increase over 1977 that boosted the total connected in the last five years to 60,187.

- 2) 11,144 new residential customers — a 5.9 percent increase over 1977 that raised the number extended service in the last five years to 43,854 and increased the total served by Idaho Power at year's end to 200,950.

- 3) 11,096 new residential electric-heat customers, including both new and converted systems. This was an increase of nearly 20 percent over 1977 and pushed the total number of residential electric space heating customers to 66,755.

- 4) 147 new small commercial customers, nine new large commercial customers, 262 new irrigation customers, and one new street lighting customer.

- 5) Electric use by all types of customers rose to more than 8.6 billion kilowatt-hours (kwh) — up by 3 percent from 1977 and an increase of more than 1 billion kwh over customer requirements five years ago.

- 6) Residential use increased by 6.4 percent to more than 2.7 billion kwh, or more than 807 million kwh above residential use in 1974.

- 7) Commercial residential use climbed to 14,008 kwh — up from 13,888 kwh in 1977 and 12,007 kwh five years ago. This high average use, largely the result of increasing electric space heating, is some 50 percent above the national average.

- 8) Use by both small and large commercial customers increased by nearly 4 percent.

McIlveen said customer requirements pushed the winter hourly peak demand on Idaho Power's system to successive new records in December. An all-time record was set on Dec. 8, when the demand soared to 1,643,000 kilowatts (kw). This was eclipsed early in 1979, however, by successively higher winter hourly peak demands of 1,654,000 kw on Jan. 2; 1,713,000 kw on Jan. 8; 1,776,000 kw on Jan. 29 and 1,824,000 kw on Jan. 31.

Closing near for registry by companies

SAN FRANCISCO — Assistant Secretary of Agriculture Carol Tucker Foreman has announced that food service management companies expecting to participate in the 1979 summer food program must register on or before March 15 in the state in which they wish to participate.


"We want to make sure that this requirement is widely broadcast," Foreman said. "Companies need to know that they must register in order to participate."

Regulations were adopted last year to assure that companies providing food for the summer food programs are reputable and able to meet the terms of their contracts.

Under the rules, at the time of registration food service management companies must provide states with detailed information on their operation for the past two years.

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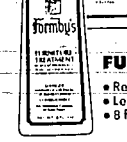
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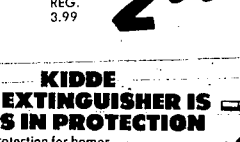
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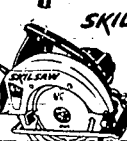
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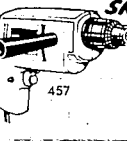
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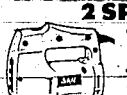
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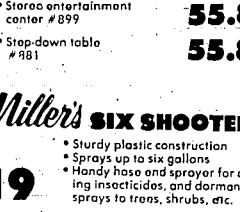
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Jerome family competes in TV game

By RAY SULLIVAN
Times-News Writer

JEROME — The questions aren't tough and the participants are expected to "jump around like foals."

Nonetheless, Dr. John Stelle says appearing on the nation's highest-rated television game show was his toughest experience.

The Jerome optometrist and his wife, Linda, were among five members of the MacPhee family who taped a show on ABC-TV's "Family Feud."

It airs on cable television Monday at 2:30 p.m.

"It is one of the most mentally and physically exhausting things I've done, bar none... It was really kind of anguishing," he recalls of the three-day taping session in Hollywood last month.

The pressure of knowing 30 million people will be watching overrode any public speaking experience he's had, Stelle explained.

"I've never been on a game show

before and I probably don't intend to be on another one, but it was a great experience."

The Stelles appeared with Linda's grandmother, Marjorie "Buddie" MacPhee, 72, who arranged the initial interview last November. The MacPhee family was one of five chosen from 300 families interviewed to appear on the program.

Also appearing with the Jerome residents were Linda's mother, Jane Collins, and her cousin, Matt.

The doctor won't say how well the family did, but he said after the Internal Revenue Service took its share and travel costs were paid, the remaining winnings won't make anyone rich. They will be split among the 23 direct descendants of the MacPhee family.

The game show pits two families competing against one another for prize money by answering questions in a limited period of time.

"If you had more than three

seconds, none of the questions would be very difficult," the doctor admits. "Winning the game show does not depend on your amount of recall or intelligence. I think it depends on luck. I didn't think that way before, but I do now."

An added plus to appearing on the show was an article detailing the family's experience which ran on the front page of the San Francisco Chronicle last week.

Stelle said a Chronicle reporter-photographer team followed them

during the three days of waiting and taping. He said the newspaper picked them because the MacPhee family is based in northern California.

The Stelles are the second Jerome family to be involved with a national television network this year.

Joe and Ruth Kukal won a three-day trip to Los Angeles in February for the filming of the 20th episode of CBS-TV's "All In The Family," which was aired on KNVT-TV last Friday night.

North Valley

Twin Falls, Idaho Sunday, March 11, 1979

The Times-News



Land board members, from left, Joe Williams, Gordon Trombley and Pete Cenarrusa discuss TB hospital

TB hospital plan gets support

By DOUG TULLIS
Times-News Writer

GOODING — The Southern Idaho Regional Treatment and Training Center may win out in efforts to retain a lease on facilities at the old tuberculosis hospital here.

During an inspection tour of the facility last Thursday, Idaho State Land Board members Joe R. Williams and Pete Cenarrusa voiced approval of the center's proposal that the state retain ownership of the most modern building and six acres of the hospital grounds.

Williams and Cenarrusa met with representatives of the alcoholism center and the general public to gather comments about the disposal of the old hospital.

Williams said he was impressed with a proposal by alcoholism center officials that suggests a public auction of hospital buildings and land with the exception of six acres and the most modern building now housing the center, which would remain state property.

The alcoholism center proposes to then lease that building from the state

and install storm windows, insulation and a new heating system. The proposal suggests the other two buildings be torn down and the land used for housing or other development.

Both Williams and Cenarrusa said they were impressed with the center's proposal and agreed the alcoholism treatment facility is needed.

Williams, the state treasurer, said the state spent \$3.2 million in profits from liquor sales on schools last year.

"If we're talking that much out, we ought to put that much back to cure the alcoholic," Williams said. Cenarrusa also expressed the same opinion later in the meeting.

The land board must take action in the next few weeks because the state legislature has cut the \$140,000 maintenance funds from the state budget for the old facility.

State Lands Director Gordon Trombley said that since there will be no more money for maintaining the facility beyond July 1, it could become abandoned as was the Albion State Normal School.

Cenarrusa said there is also another

sense of urgency in disposing of the facility.

Center officials would like a long-term lease on the most modern building but state law limits leases of state property to 10 years.

As a result, the state legislature must pass a law allowing a longer term lease. Both 50-year and 99-year leases have been mentioned as possibilities.

Only one other group has expressed interest in the old hospital site and that is a group of Gooding businessmen which has formed the Jerico Corporation.

Jerico spokesman Mike Silman said the group is in favor of the center's proposal for the use of the land.

"We felt the property should be utilized, and that's why we made the offer before," Silman said of the corporation's offer to buy the land and buildings.

He said his group would be interested in bidding on the remaining land if the land board decides to keep the largest building and lease it to the center.

The old hospital grounds and

buildings were declared surplus state property by the Idaho Department of Health and Welfare after the hospital closed several years ago.

Trombley said the state was left with three options.

"First, we canvass all state agencies to see if anyone would like to use the facilities. Second, we could sell the land at fair market value to any state, federal or local public agency or third, we can sell it at a public auction.

Trombley said the first two steps were taken and no agencies or governmental bodies were interested in using the buildings.

Since a proposal to make it a women's prison was turned down last year, the only option left was to sell the property in a public auction.

The state-land board is scheduled to meet in Boise March 13 and could possibly make a decision then, Williams said.

However, if they don't reach a decision then, Cenarrusa said the board would hold a special meeting to take action shortly after that.

Group to woo industry for Jerome urged

By RAY SULLIVAN
Times-News Writer

JEROME — An industrial development association could help ensure a stable economy for the Jerome area, says the former executive director of a similar organization for Cheyenne, Wyo.

Warren Slagle, who now farms 40 acres here on a mile west of Hazelton, told the Jerome Chamber of Commerce last Wednesday he favors establishing a community-backed organization to bring in diverse industries acceptable to the residents.

Slagle is a retired Air Force colonel who moved here from Wyoming a year ago. He said he spent 25 of 33 years in the military in industrial management, and from 1974 to 1977 he served as executive director of the Cheyenne Industrial Development Association.

Slagle said he also filled in as the chamber executive director there for a short while during that time.

He said an industrial development association can help prevent the community economy from stagnating, reduce unemployment, provide greater socio-economic harmony.

More industry—usually means a more stable political system, encourages development of all business and keeps a city's young people in the area to direct the future growth, he added.

Slagle said a successful association requires the cooperation and participation of the chamber and professional businessmen such as lawyers, industrialists and real estate developers.

Hand in hand with them are the city, county, state and federal governments, he added, as well as the utility companies, the construction industry and "John Q. Citizen."

As a non-profit corporation, he noted, the association can determine what the community's needs and desires are and then figure out what it will take to bring in that type of industry.

Slagle said a community needs a profile sheet and a detailed fact book giving community demographics as well as other pertinent information that might attract new businesses.

At the same time, he said the association board can project what it expects the community's needs will be in the future to maintain its current

economic status and how to improve it.

Selecting diverse industries to move into the area is an important consideration for an industrial development association because a diverse economic base can mean averting recessions if a major industry located in a town runs into trouble.

Using Cheyenne as an example, he said Boeing was the major employer there in the 1960s. Some astute businessmen had organized an industrial development association in Cheyenne in 1967, he said, in preparation for the day when Boeing payrolls began shrinking.

That foresight paid off three years later, Slagle noted. Today, the number of industries in Cheyenne has risen from seven major corporations employing 700 to 800 people to 18 industrial plants last year providing 1,800 people with jobs.

"By planning and watching what was going on when the time came they could function," he said.

Slagle told the chamber members he has the time and expertise and would like to help develop such a program in the Jerome area.

According to Ethel Neilson, chamber secretary, a similar association, the Jerome Development Co., currently is inactive and may disband when its annual meeting is held in April.

No action was taken on Slagle's suggestion.



WARREN SLAGLE suggests planned industry

Blaine schools report contract talks positive

By JIM SHULL
Times-News Writer

HAILEY — Teacher contract negotiations underway for the 1979-80 school year are being called positive by both the Blaine County school administration and the education association.

What final action the state legislature takes on the implementation of the percent initiative will preclude the settlement of contract items, including salaries and a possible reduction in the number of teachers.

Superintendent Dick Jones said negotiations on salaries and a reduction in force policy will probably be discussed at the next negotiating session scheduled for Monday afternoon. The final settlement on a contract last year took ten months.

"The atmosphere at this point is very positive. The teachers and the administration are trying to work together very closely," Jones said. The negotiations chairman for

the teachers, Irene Healy, voiced a similar feeling concerning recent meetings between the two parties.

"I thought everything went very smoothly. There was really no animosity at all, and I really don't expect to see any next Monday either," Healy said.

Agreements that have been tentatively agreed upon include a new preamble to the master contract and teacher evaluation and grievance procedures. The school board members have not utilized the services of professional negotiators as they did last year and are taking a more active role in these negotiations this year.

Jones said it's difficult to say when these negotiations will be finalized as it's not known at this point what roadblocks concerning dollar amounts and other items lay in store at future sessions.

"Really fed's following a legislative decision, negotiations could be wrapped up with several meetings.

Evans writes Leader publisher

GOODING — Gov. John Evans has told Gooding County Leader Publisher Robert Crompton in a letter he was disturbed by Crompton's reaction to a congratulatory letter sent to a competing newspaper.

Evans sent a copy of a Times-News article detailing the county commissioners decision to move legal notices from the Leader to the Enterprise and across the bottom of that copy was a note of congratulation to Enterprise publishers "Ma and Pa Brown."

Crompton asked Evans in a letter

March 2 if someone had taken advantage of the governor's name and if he was endorsing the competing newspaper.

Evans' press secretary Steve Leroy told the Times-News last week that such congratulations are sent out on a regular basis to recognize individuals or organizations that excel.

The letter from Evans to Crompton reaffirmed Leroy's statement.

"Your letter of March 2 greatly disturbed me, for I am sure you understand the customary congratulations I frequently offer my many

friends across the state. I consider Ma and Pa Brown my friends, as I consider you a friend.

My congratulations were not intended as an affront to you or any publisher of weekly newspapers.

It is my hope that you understand my congratulatory note and it is my intention to make myself and my office available to you, as well as all publishers, to comment as appropriate, on news of the day," the letter says.

Crompton said he didn't think the governor realized what he was doing

when he sent the note.

He said had no idea whether the governor knew the congratulatory note would be published in the Enterprise or not.

He said Enterprise publisher Robert "Pa" Brown "should have realized that it would have embarrassed the governor."

The letter-writing incident began Feb. 16 after the Gooding County Commissioners voted 2 to 1 to move legal advertising from the Leader to the Enterprise.

Jerome board, teachers to begin talks

JEROME — A five-member negotiating team from the Jerome Teachers Organization will open contract negotiations with the Jerome County School District board Monday.

JTO President Paula Miller declined Friday to discuss what the teachers would tell the school board during its regular monthly meeting. She said the negotiators want to meet with the board first before making any statements on the opening round of talks.

Mrs. Miller said besides herself the other four teachers on the negotiating team are Marla Schofield, Jane

Nellis, Juanita Baltazar and spokesman Wesley Gates. The five were chosen at a teachers meeting last Thursday.

Superintendent Percy Christiansen said he didn't know what the salary negotiations would be like this year until the Idaho Legislature determines how much money school districts will get for the 1979-80 school year. Jerome teachers received a 10 percent across-the-board raise last year.

The Jerome County School District received \$1,376,670 in state and county funds for the 1978-79 school year.

Sen. John Barker, R-Idaho, told the Times-News last week it would be at least another week before several bills dealing with public school appropriations are sent to Gov. John Evans to be signed.

Although he didn't know what that total would be, nor exactly how much money each school district would get, Barker estimated the total would be 5 percent above last year's.

With inflation hitting 10 percent, he explained that that means districts buying power would be reduced by 5 percent.

"I have to say that if it is that close,

that's not too bad," the senator reasoned, because some school officials feared the fiscal picture wouldn't be that bright.

The school districts with declining enrollments might find funding slipping, Barker added, while those with the same or larger numbers of students probably wouldn't feel the financial pinch.

Christiansen said if that proves to be the case, the Jerome schools budget might not be pinched too badly because enrollment has been increasing steadily in the district recently, at about three percent yearly.

Winterholler vies for stipend



SETH WINTERHOLLER
Jerome senior

JEROME — A Jerome High School senior vies for a chance to win an \$8,000 college scholarship Monday — at the 42nd annual American Legion State Oratorical Contest.

Seth Winterholler, 17, of 800 E. 11 St., goes up against three other Idaho youths at the College of Southern Idaho in Twin Falls. The final debates begin at 10 a.m., with everyone speaking on the U.S. Constitution.

The winner goes to the national finals at El Reno, Okla., April 27. Several scholarships will be awarded, with the national champion receiving the \$8,000 scholarship.

As well, Winterholler, the son of Fred and Bettie Winterholler, could win one of three prizes given at the state contest. Prizes for first, second and third places, respectively, are a gold medal and \$100, a silver medal and \$50, and a bronze medal and \$25.

He will compete against Marcia Peterborg of Lewiston, John Kidd of Chester and Darin Dawson of Boise.

Winterholler, student body chaplain and a former high school debater, said he has given his speech on "freedom through the constitution" about 10 times publicly in the last three months. The last time he did, he won the area competition held at Filer on Feb. 28.

On Monday, each contestant will give a memorized speech for 8 to 10 minutes and then speak extemporaneously for 3 to 5 minutes on one of the articles or amendments to the constitution. Contestants will have five minutes to prepare for the extemporaneous competition.

The Jerome youth said he plans to major in pre-law at Ricks College in Rexburg after he graduates and then possibly transfer to Brigham Young University in Provo.

Grindstaff opposes signs

JEROME — Mel Grindstaff is flatly opposed to installing road signs and renumbering Jerome County residences.

The Jerome County Commission chairman said last Wednesday he wants it understood he sees the U.S. Post Office here benefiting the most from such a project. That is fine, Grindstaff said, but the post office would not help pay the costs, the county taxpayers probably would.

Grindstaff said he felt a story in last Wednesday's North Valley edition didn't make his position on the proposal very clear.

He said it might be possible to find

grant monies to foot the costs, which haven't been tabulated yet, but he warned that those funds are from tax dollars collected and "don't grow on trees."

Commissioners Russell Howell and Henry Schulte agree with Grindstaff that the project basically sounds worthwhile.

However, unlike the chairman, they said they would have to see if funds were available, once the effects of the 1 percent initiative on the budget are known, before they would decide how

to vote.

Jerome Postmaster Jerry Albers suggested the road signs and the renumbering at the February planning and zoning meeting. He said the county population is growing so rapidly several routes will have to be changed this summer.

Rather than have to assign new addresses sporadically as growth dictates, he said — a permanent numbering system and road names should be assigned so it would not have to be done again.

Seeking jury trial

Wendell student sues school

WENDELL — A Wendell High School student is asking for a jury trial in a \$75,000 personal damage lawsuit against the Wendell School District.

The suit was filed by Danny Lafferty of Wendell, who was injured March 13, 1978, when he put his hand through a glass door at the Wendell High School.

As a result of the injury, Lafferty and his father, Wayne Lafferty, filed a \$75,000 claim against the insurance company which carries the liability insurance for the district.

According to Robert Paine of Twin Falls, attorney for Great American Insurance Co. of Denver, the insurance company "disputed" the liability of the school in the incident,

resulting in the lawsuit.

The complaint filed against the school district says Lafferty received cuts on his right forearm which left a scar and loss of feeling in a portion of his hand.

Paine said it may be some time before the matter comes to trial because the motion for a jury trial hasn't been answered by the insurance company.

The Lafferty suit is asking for \$75,000 general compensatory damages for physical, mental and emotional trauma and extreme pain from the incident along with current and future medical costs and attorney's fees.

The suit alleges the school district was at fault because the glass door was not made with laminated safety glass or wire mesh.

Jerome OKs bids for new waste plant

JEROME — The Jerome City Council authorized its engineering firm to advertise for bids on construction of its new \$4 million waste water treatment plant.

The council Tuesday night approved a resolution giving CH2M and Hill of Boise the authority calling for bids.

City Public Works Director Ed Evans said the advertisements will begin appearing in local and regional publications after March 20.

Bids will be opened at 8 p.m. April 24 at a special council meeting at the city hall. Interested firms can submit bids at city hall until 5 p.m. that day, Evans said.

He said he still aims to have construction under way in July. The project will take about 16 to 18 months to complete.

The new sewer plant, financed with \$650,000 of local funds and the rest coming from state and federal coffers, will be built across the M Canal from the city's present sewer plant on 64 acres some 3 1/2 miles northwest of the city center.

Electric customers added

HAILEY — Idaho Power Co. Hailey District Manager Al Hill said the number of new customer hookups in Blaine County rose by 8.9 percent during 1978.

The increase reflects the addition of 560 residential, 21 small commercial, and one large commercial and four irriga-

tion customers last year. Hill said the growth rate last year was about the same as in 1977.

Statewide, over 11,500 new residential, commercial, industrial, irrigation and street lighting customers were added to Idaho Power's service area last year.

Heideman hearing scheduled in April

GOODING — A preliminary hearing for a Hagerman man charged with voluntary manslaughter in the death of a Buhl resident will be held April 12 in the Gooding County Courthouse.

Carl Heideman of Hagerman is charged with voluntary manslaughter in the Jan. 30 death of Joseph "Gill" Klenen of Buhl.

Klenen died in a Boise hospital Jan. 30 after receiving a blow on the head in an altercation at the Wilson Bar in Hagerman three days earlier.

The preliminary hearing is to determine whether there is enough evidence to bind Heideman over to 5th District Court for trial.

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NorthSports

City to hold softball meetings

JEROME — Organizational meetings for city league men's and women's softball will be held the first week of April, according to Mike Pepper, Jerome Recreation District director.

The men's meeting will be April 2, while the women will organize April 5. Both sessions begin at 7 p.m. in the basement of the courthouse.

Coaches and anybody else interested in the city's program should attend the meetings, he emphasized.

Pepper expects a total of 16 teams to participate again this year.

"We just started women last year, and there was a real good response," he said. "We hope we can expand on the program a little this year."

The director said the city can accommodate more teams if they sign up.

Each team will play one or two games a week, with both men's and women's action taking place twice a week.

Around the valley

City champs

JEROME — Canyonside Really rolled by Farm Equipment Exchange 7-53 Thursday night to claim the men's city recreation A-division championship.

Canyonside also won the regular season championship with an 11-1 record. Farm Equipment, on the other hand, had sported only a 3-9 mark, going into the tourney.

Canyonside was led in the championship game by Larry Walter who copped 23. Dennis Capps had 22 for Farm Equipment.

Other A-division scores last week with high point men in parenthesis were Monday, KART won by far, over Farm Equipment; Tuesday, Canyonside (Gary Walter 10) 6-0, KART (Jerry Ivie 17) 4-6; and Wednesday, Farm Equipment (Dennis Capps 15), KART (Bill West 11) 3-5.

B tourney

JEROME — Action resumes Monday in the men's city recreation B division tournament.

Four teams remain unbeaten after last week's action including Northside News, Volca, First National Bank, and First Security.

City Recreation Director Mike Pepper said the double elimination tournament will have games Monday and Tuesday of this week, and then windup next Monday and Tuesday.

Last week's tournament scores and high scorers:

Monday, St. Benedicta 26, United Fire 15 (Dennis Capps 12, Dave Key 10); Moore's Business Forms 42, Jerome Recreation 29 (Jim Edgerdort 16, Roy Prescott 11);

Tuesday, First Sec. Bank 46, Jerome Club 41 (Gary Pool 22, Dan Norris and Bill West 11);

Wednesday, First National 35, St. Benedicta 29 (Greg Thompson 11, Tom Smith 12); Northside News 55, Moore's Bus. Forms 4 (West Krohn 3, Jim Edgerdort 12); Warren Gordon 21, Edgio George 13; Jerome Rec. 45, Prescott 32; Warren Gordon 21, Edgio George 13; Jerome Rec. 45, Keller 10 (Ed Prescott and Gary Dalton 15, Bill Vinyard 10);

Thursday, St. Benedicta 32 (Dick Bowers 20, Bob Eldred 11);

Friday, Prescott 53, United Fire 20 (Tim Matthews 16, Fred Edgerdort 10);

Saturday, 64, Jerome Rec. 35 (Mike Grammer 19, Gary Dalton 19).

New classes

JEROME — Three new classes have been announced by the Jerome Recreation office.

They include:

- Fly tying, for beginners and advanced, one evening per week for six weeks, class will start as soon as 15 signups, \$5 fee, furnish own materials, instructor Bob Amoureux.

- Youth program, begin in late March, available to all fourth through eighth graders, meet after school one day a week, in basement of courthouse, no cost, city will furnish all materials, as many classes as there is demand, instructor Mary Freeman, county home economist.

- Pottery, once per week for six weeks, junior high school annex, third through sixth graders, \$2.50 fee, city will provide clay, etc., instructor Willard Brown.

For more information about these classes, contact the city recreation office at 324-3767.

Rodeo tickets

TWIN FALLS — Tickets are now on sale at Ross' Western Wear in Jerome for the Third Annual Interscholastic Rodeo Association Rodeo March 30-31 at the College of Southern Idaho.

The rodeo will feature several teams from the Idaho, Oregon, Utah and Nevada region.

Ticket prices for a special matinee on Saturday are children, under six, free; students and children over six, \$1, and adults \$2.

Regular rodeo performances will cost \$3 for adults, \$1.50 for students and children over six. Children under six are free.

Hound show

TWIN FALLS — The Southern Idaho Coon Hound Association of Jerome will sponsor the state championship bench show March 18 at the Rancher's Auction, 536 Maxwell Ave.

Dog exhibitors from Utah, Oregon and Idaho are expected to attend the event. It begins at 11 a.m.

Elkhorn to host para-ski nationals

SUN VALLEY — U.S. championships for men and women and a \$5,000 purse will be at stake April 3-5 during the fifth annual Cuervo National Para-Ski Championships at Elkhorn.

About 100 contestants are expected for the nationals which requires mastery of two vastly different skills — accuracy parachuting and slalom skiing.

During the three-day contest, competitors will make four parachute jumps and four slalom runs. Those with the highest combined scores will be named U.S. Men's and Women's Para-Ski Champions by the U.S. Parachute Association (USPA) which sanctions the meet.

Para-skiing began in America at Lake Placid, N.Y. in 1970. Since then

approximately 20 major contests have been held.

For the second consecutive year, several European contestants are expected to enter the Cuervo Nationals.

Pre-contest favorites in the 1979

competition sponsored by Jose Cuervo Tequila are the current U.S. Para-Ski Champions — Nick Kingery, 29, of Snowbird, Utah, the only person to win two consecutive titles, and Patricia Shelton, 30, of Anchorage, Alaska.

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Winterholler vies for stipend



SETH WINTERHOLLER
Jerome senior

JEROME — A Jerome High School senior is vying for a chance to win an \$8,000 college scholarship Monday at the 42nd annual American Legion State Oratorical Contest.

Seth Winterholler, 17, of 800 E. H St., goes up against three other Idaho youths at the College of Southern Idaho in Twin Falls. The final debates begin at 10 a.m., with everyone speaking on the U.S. Constitution.

The winner goes to the national finals at El Reno, Okla., April 27. Several scholarships will be awarded, with the national champion receiving the \$8,000 scholarship.

As well, Winterholler, the son of Fred and Bettie Winterholler, could win one of three prizes given at the state contest. Prizes for first, second and third places, respectively, are a gold medal and \$100, a silver medal and \$50, and a bronze medal and \$25.

He will compete against Marcella Peterborg of Lewiston, John Klid of Chester and Darin Dawson of Weiser.

Winterholler, student body chaplain and a former high school debater, said he has given his speech on "freedom through the constitution" about 10 times publicly in the last three months. The last time he did, he won the area competition held at Filer on Feb. 28.

On Monday, each contestant will give a memorized speech for 8 to 10 minutes and then speak extemporaneously for 3 to 5 minutes on one of the articles or amendments to the constitution. Contestants will have five minutes to prepare for the extemporaneous competition.

The Jerome youth said he plans to transfer the matter here at Ricks College in Rexburg after he graduates and then possibly transfer to Brigham Young University in Provo.

Seeking jury trial

Wendell student sues school

WENDELL — A Wendell High School student is asking for a jury trial in a \$75,000 personal damage lawsuit against the Wendell School District.

The suit was filed by Danny Lafferty of Wendell, who was injured March 13, 1978, when he put his hand through a glass door at the Wendell High School.

As a result of the injury, Lafferty and his father, Wayne Lafferty, filed a \$75,000 claim against the insurance company which carries the liability insurance for the district.

According to Robert Palne of Twin Falls, attorney for Great American Insurance Co. of Denver, the insurance company disputed the liability of the school in the incident.

The Lafferty suit is asking for \$75,000 general compensatory damages for physical, mental and emotional trauma and extreme pain from the incident along with current and future medical costs and attorney's fees.

The suit alleges the school district was at fault because the glass door was not made with laminated safety glass or wire mesh.

Electric customers added

HAILEY — Idaho Power Co. Hailey District Manager Al Hill said the number of new customer hookups in Blaine County rose by 8.9 percent during 1978.

The increase reflects the addition of 50 residential, 21 small commercial, and one large commercial and four irriga-

tion customers last year. Hill said the growth rate last year was about the same as in 1977.

Statewide, over 11,500 new residential, commercial, industrial, irrigation and street lighting customers were added to Idaho Power's service area last year.

Jerome OKs bids for new waste plant

JEROME — The Jerome City Council authorized its engineering firm to advertise for bids on construction of its new \$4 million waste treatment plant.

The council Tuesday night approved a resolution giving CH2M and Hill of Boise the authority calling for bids.

City Public Works Director Ed Evans said the advertisements will begin appearing in local and regional publications after March 20.

Bids will be opened at 8 p.m. April 24 at a special council meeting at the city hall. Interested firms can submit bids at city hall until 5 p.m. that day, Evans said.

He said he still aims to have construction under way in July. The project will take about 16 to 18 months to complete.

The new sewer plant, financed with \$500,000 of local funds and the rest coming from state and federal coffers, will be built across the M Canal from the city's present sewer plant, on 64 acres some 3 1/2 miles northwest of the city center.

Grindstaff opposes signs

JEROME — Mel Grindstaff is badly opposed to installing road signs and renumbering Jerome County residences.

The Jerome County Commission chairman said last Wednesday he wants it understood he sees the U.S. Post Office here benefiting the most from such a project. That is fine, Grindstaff said, but the post office would not help pay the costs, the county taxpayers probably would.

Grindstaff said he felt a story in last Wednesday's North Valley edition didn't make his position on the proposal very clear.

He said it might be possible to find

grant monies to foot the costs, which haven't been tabulated yet, but he warned that those funds are from tax dollars collected and "don't grow on trees."

Commissioners Russell Howell and Henry Schutte agree with Grindstaff that the project basically sounds worthwhile.

However, unlike the chairman, they said they would have to see if funds were available, once the effects of the 1 percent initiative on the budget are known, before they would decide how

to vote.

Jerome Postmaster Jerry Albers suggested the road signs and the renumbering at the February planning and zoning meeting. He said the county population is growing so rapidly several routes will have to be changed this summer.

Rather than have to assign new addresses sporadically as growth dictates, he said — a permanent numbering system and road names should be assigned so it would not have to be done again.

Heideman hearing scheduled in April

GOODING — A preliminary hearing for a Hagerman man charged with voluntary manslaughter in the death of a Buhl resident will be held April 12 in the Gooding County Courthouse.

Carl Heideman of Hagerman is charged with voluntary manslaughter in the Jan. 30 death of Joseph "Gil" Kienten of Buhl.

Kienten died in a Boise hospital Jan. 30 after receiving a blow on the head in an altercation at the Wilson Bar in Hagerman three days earlier.

The preliminary hearing is to determine whether there is enough evidence to bind Heideman over to 5th District Court for trial.

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City to hold softball meetings

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The men's meeting will be April 2, while the women will organize April 5. Both sessions begin at 7 p.m. in the basement of the courthouse.

Coaches and anybody else interested in the city's program should attend the meetings, he emphasized.

Pepper expects a total of 16 teams to participate again this year.

"We just started women last year, and there was a real good response," he said. "We hope we can expand on the program a little this year."

The director said the city can accommodate more teams if they sign up.

Each team will play one or two games a week, with both men's and women's action taking place twice a week.

Around the valley

City champs

JEROME — Canyonside Realty pulled by Farm Equipment Exchange 72-53 Thursday night to claim the men's city recreation A-division championship.

Canyonside also won the regular season championship with an 11-1 record. Farm Equipment, on the other hand, had scored only a 3-9 mark going into the game.

Canyonside was led in the championship game by Larry Walter who canned 23. Dennis Capps had 22 for Farm Equipment.

Other A-division scores last week with high-point men in parenthesis were Monday, KART won by 7r, over Farm Equipment Tuesday, Canyonside (Gary Walter 18) 60, KART (Jerry Ivie 17) 48; and Wednesday, Farm Equipment (Dennis Capps 15), KART (Bill West 11) 35.

B tourney

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Four teams remain unbeaten after last week's action including Northside News, Volco, First National Bank, and First Security.

City Recreation Director Mike Pepper said the double elimination tournament will have games Monday and Tuesday of this week, and then windup next Monday and Tuesday.

Last week's tournament scores and high scores: Monday, St. Benedict's 28, United Presbyterian 24 (Bob Eldred 11), Dave Koy 61; Moore's Business Forms 42, Jerome Recreation 29 (John Edgerly 15, Roy Prescott 11); Tuesday, Tupperware 41 (Eddie George 14, Rick Bowers 13), First National Bank 36 (Mike Greinner 10, Gary Dalton 10); Wednesday, 44 (Harry Pool 22, Dan Norris and Bill West 12); Thursday, First National 25, St. Benedict's 20 (Greg West 10, Tom Edgerly 10); Friday, Northside News 25, Moore's Bus. Forms 43 (West 10, Tom Edgerly 10); Saturday, Volco 42, Prescott 32 (Warren George, Eddie Edgerly 22); Jerome Rec. 40, Kettles 40 (Ed Prescott and Gary Dalton 15, Bill Vinard 10); Tupperware 21, Benedict's 26 (Rick Bowers 20, Bob Eldred 10); Thursday, Prescott 53, United Presbyterian 26 (Tim Matthews 16, Fred Galt 10); Tupperware 64, Jerome Rec. 35 (Mike Greinner 10, Gary Dalton 10).

New classes

JEROME — Three new classes have been announced by the Jerome Recreation office.

They include:

- Fly tying, for beginners and advanced, one evening per week for six weeks, class will start as soon as 15 signups, \$5 fee. Furnish own materials, instructor Bob Amoureux.
- Youth macrame, begin in late March, available to all fourth through eighth graders, meet after school one-day-a-week, in basement of courthouse, no cost, city will furnish all materials, as many classes as there is demand, instructor Mary Freeman, county home economist.
- Pottery, once per week for six weeks, junior high school annex, third through sixth graders, \$2.50 fee, city will provide clay, etc., instructor Willard Brown.

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During the three-day contest, competitors will make four parachute jumps and four giant slalom runs. Those with the highest combined scores will be named U.S. Men's and Women's Para-Ski Champions by the U.S. Parachute Association (USPA) which sanctions the meet.

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For the second consecutive year, several European contestants are expected to enter the Cuervo Nationals.

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competition sponsored by Jose Cuervo Tequila are the current U.S. Para-Ski Champions — Nick Klingery, 29, of Snowbird, Utah, the only person to win two consecutive titles, and Patricia Shelton, 30, of Anchorage, Alaska.

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Chamber of Commerce ballots due on Monday

JEROME — Ballots for three new board members must be turned in to the Jerome Chamber of Commerce office by Monday.

Candidates for the three-year terms are Roger Burdick, Wayne Carlton, Ray Leavitt, Reed Skinner, Jeanne Vandiver and Robert Williams.

Chamber President Chuck Marshall said the three winners will be announced Wednesday at a

special meeting of the 10-member board of directors at Wood Cafe. A time for the meeting has not been set, Marshall said, but indicated it might follow the regular noon meeting Wednesday.

When the board convenes, new officers also will be elected. Charles Correll, president-elect, is expected to succeed Marshall, and two members will be voted in as president-elect and vice president.

Minimum sentencing bill knocked

HAILEY — Blaine County Prosecutor Keith Roark feels the minimum sentencing bill now before the Idaho Senate is a case of "legislative showboating."

Last week, Idaho representatives approved House Bill 118 by a 52-42 vote. Sponsored by Rep. Tom Silvers, R-Twin Falls, the bill provides for a minimum five-year sentence upon second offense for such crimes as aggravated assault and battery, escape, resisting officers, possession of a deadly weapon with intent to assault, murder, kidnapping, grand larceny, rape and robbery.

Roark, a Democrat, says he doesn't feel the bill is an effective crime

deterrent.

"This is the kind of thing that makes politicians look good in the eyes of the voters, and lets the politician tell the voters that he's tough on crime," he

said. "Our problem right now is that we don't have sufficient prison facilities to handle these people who ought to be locked up."

Roark said the same people who

introduced the bill are the people who have refused to appropriate funds to build and maintain adequate prison facilities.

Jerome screens construction firms

JEROME — City officials will screen firms interested in designing Jerome's \$400,000 street improvement project on North Fillmore Street.

The Jerome City Council last week appointed Mayor Marshall Everheart, Councilman Fred Kiser and Public Works Director Ed Evans to pick two consulting firms for final

interviews. Other council members also may assist the trio.

Evans said they hope to interview the two firms picked from letters applicants must submit outlining their cost estimates and qualifications.

The consulting firm would draw up final plans before bids are let, and

construction started on widening and improving North Fillmore between Main Street E. and 16th Street.

Preliminary drawings call for widening the street to 44 feet by 1981, and pouring five-foot wide sidewalks on both sides of the road.

The federal and state share amounts to 78 percent of the total costs and would come from federal gasoline tax monies. The remaining 22 percent, or about \$88,000, would come from federal revenue sharing funds.

Cablevision installation hiked

JEROME — Hikes in cablevision installation rates were given final approval from the Jerome City Council.

The city fathers last week okayed an ordinance tripling the standard installation charge allowed Magle Valley Cable Vision. That fee goes up from \$10 to \$30.

Other rate changes include doubling from \$7.50 to \$15 the charge for relocating an outlet, and quadrupling the fee from \$5 to \$20 to reconnect an existing outlet.

Two new fees include \$5 to change the name of an account and \$10 to relocate an outlet when a cablevision employee is making a call at a home.

City Attorney Robert Williams said the ordinance takes effect after it is published in a local newspaper.

The new ordinance doesn't change the monthly subscription rate. It still

remains at \$6 for the first outlet and \$1 for each additional hookup.

Plea entered

MOUNTAIN HOME (UPI) — A pair of Mountain Home brothers have pleaded innocent in 4th District Court to charges of rape and conspiracy to commit rape in connection with a woman found dead south of the city last month.

District Judge Robert M. Rowett set trial Oct. 9 for Horacio Silva, 23, and his brother Rafael, 19.

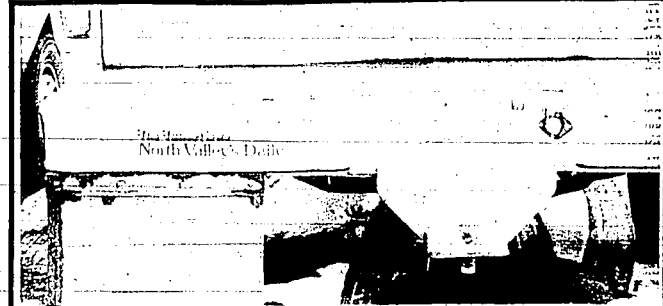
The nude body of 25-year-old Teresa Stokesberry of Mountain Home was found by a passerby on a snow-covered road 10 miles south of the city.

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IDAHO ELECTRIC CO.

318 South Lincoln Jerome Ph. 324-4331

It's right time to beware of yard care schemes.

"QUESTIONS PEOPLE ASK" is a readers' service column. Queries should be addressed to Ken Thornberg, Executive Director, at BBK, Idaho Building, Suite 224, Boise, Idaho 83720. Questions of greatest general interest will be answered here. Others will be answered by mail.

Q: Some guy stopped us in a parking lot the other day in Boise, and said he was from a group called ISKON, and was raising money to write "clean children's books." What are "clean children's books?" What is ISKON, anyway? A.M., Boise.

A: ISKON is the acronym for the International Society for Krishna Consciousness Church. These fellows are out of Portland and are raising money for their church. Due to their deliberate misrepresentation (even though they are licensed to solicit in Boise) for raising money, they do not

meet BBB Standards for Solicitations. However, the BBB will not comment on the nature or validity of their teachings. A local library should be able to help you find material on their religion; look in the periodical section, in particular.

Q: It's about that time of year for schemes to come out of the woodwork, especially in the lawn care and shrub business. Had any good ones cropped up lately? Mrs. R.S., Middleton.

A: Yup. A lady in Treasure Valley recently had a man come to her door wanting to trim her shrubs. After he asked for and received pre-payment for his work, he told the lady that he had to go to the store to get some gas for his chain saw. So he took off for the

store to get the gas and has not returned so far. Fortunately for the lady, he forgot to take his chain saw, so she may end up with the last laugh. I hope anyone reading realizes the foolishness of paying someone for work of this nature before it has been both completed and looked over for satisfactory performance. There are lots of poor crooks in this kind of business.

Q: Gentlemen, I got a bill in the mail to my company from a Mountain States Directory in Salt Lake City. The bill was for Yellow Pages Advertising for \$28, and it had the Mountain Bell logo at the top of the bill. Are these firms related? F.K., Boise.

A: Not at all. Mountain Bell is investigating this company, as we are and possibly the Attorney General's Office. We do not approve of this type of deliberate misleading solicitation and will hopefully be able to stop it shortly. In the meantime, do not be misled into purchasing advertising in a phone directory that appears to have Mountain Bell's blessing.

Q: For the past several weeks you have been commenting on the tax credits available for people who made improvements on their home that would save energy such as insulation and weatherstripping. I think you should tell the people that an even greater credit can be had for those homeowners who install solar heating

equipment. R.J., Boise.

A: Right. Under the new energy law, those who install solar, geothermal or wind energy equipment in their dwellings can subtract 30 percent of the first \$2,000 and 20 percent of the next \$8,000 spent under the "Renewable Energy Source" provisions of the law.

Q: I am confused. In last Sunday's paper there was an advertisement in the comic section for a "Magnificent Genuine Porcelain Doll - Collector's Buy of a Lifetime" for \$14.98. The mail order address was American Consumer, Caroline Road, Philadelphia. In the same edition of the paper, this time in a supplement section, the same, identical doll was

advertised using the same identical copy but the price was only \$3.88, and the address was Mary Allen Gifts, Caroline Road, Philadelphia. Is it the same company, and is it the same doll? If so, what are they trying to prove? Mrs. M.L., Emmett.

A: It is the same doll, and Mary Allen Gifts is one of the many trade names of American Consumer, a huge mail order company. I imagine there are some red faces on Caroline Road in Philadelphia about now. At any rate, this is an excellent example of one of the hazards of responding to mail-order advertisements. How do you know you are getting your money's worth when you can't shop and compare?

Hailey looks at zoning

HAILEY — More than 50 persons attended a public hearing held by the Hailey Planning and Zoning Commission last week concerning a proposal to increase the availability of business zoned land.

The commission has suggested changing six blocks and 12 half-blocks from "limited business to business zoning, and three full blocks along with six half-blocks from general residential to limited business. The affected area lies one and one-half blocks either side of Main Street from Galena Avenue to Airport Way. The business zone allows retail sales, while limited business does not.

The commission wants to increase business zoning in the downtown area in order to avoid commercial growth to the north. Chairman Grant Patterson said, Tuesday night, there has been no change in the business district in 10 years.

Main Street resident, V.K. Jeppesen, opposed to the measure, occupied much of the hearing time, pointing out that lots under current business or limited business zoning are available. Jeppesen was often challenged by others in attendance who stated that those particular properties were either sold, or not for sale. Others stressed that more planning is needed to insure that aesthetic values will be met if the zoning is changed.

The public hearing was recessed until the commission's April meeting. Before a change can be made, the city council would have to conduct a public hearing of its own, and go through the procedure of passing an ordinance.

Dairy forum to be held in Gooding

GOODING — The Idaho Dairyman's Association and University of Idaho Cooperative Extension Service will offer a dairy forum at the Gooding County Courthouse at 10 a.m. March 23.

The forums are aimed at informing dairy farm families of trends, policies and programs afforded to them through the two organizations. The single-day events will start at 10 a.m. and conclude at 3:30 p.m.

Topics to be discussed include: care and management of the dry cow; programs of the Idaho Dairyman's Association and Idaho Dairy Products Commission; management of the dairy heifer; maintaining rumen function; and methods to increase profits.

A new addition to the forum format this year is a Ladies program. Arlene Optmor of Caldwell, president of Idaho Dairy Wives, will be present to meet with dairy wives and others interested in promoting dairy industry in Idaho. The Idaho Dairy Council will also present a program for dairy wives on nutrition education. Dairywomen who have questions about programs are asked to contact the IDA office in Boise.

Gooding chamber invites legislators

GOODING — The Gooding Chamber of Commerce will sponsor a weekly breakfast call to area representatives each Tuesday beginning March 13.

Chamber spokesman Severt "Svend" Swenson said the breakfast calls to Rep. John Brooks, Rep. Gordon Hollifield and Sen. Kenneth Bradshaw will be conducted each Tuesday between 7 a.m. and 8 a.m.

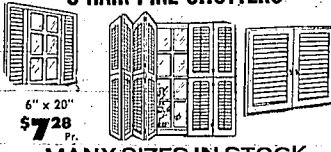
The breakfast will be held at the Lincoln Inn every Tuesday until the legislature adjourns.

Swenson said area residents and chamber members will be able to ask questions or comment on pending legislation.

The calls are scheduled to begin from 7:25 a.m. to 7:30 a.m. and last as long as people continue to ask the three men questions.

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<p style="text-align: center;">HOW-TO-DO-IT BOOKS</p> <p style="text-align: center;">20% LIST PRICE</p> 	<p style="text-align: center;">CABINET HARDWARE</p> <p style="text-align: center;">by Merlock</p> <p style="text-align: center;">20% OFF</p> 	<p style="text-align: center;">STUD FINDER</p> <p style="text-align: center;">Only \$1.43 Ea.</p> 
<p style="text-align: center;">CEDAR HOUSE NUMBERS</p> <p style="text-align: center;">2" thick Only</p> <p style="text-align: center;">\$3.16 Ea.</p> 	<p style="text-align: center;">WALL CORK</p> <p style="text-align: center;">20% OFF</p> 	<p style="text-align: center;">DAP CAULKING</p> <p style="text-align: center;">Rely-On</p> <p style="text-align: center;">64¢</p> <p style="text-align: center;"><small>A Tube Reg. 80¢</small></p> 
<p style="text-align: center;">CEDAR STRIP</p> <p style="text-align: center;">Sale \$12.68 Ea.</p> <p style="text-align: center;"><small>Reg. 15.85</small></p> <p style="text-align: center;"><small>Covers 32 sq. ft.</small></p> 	<p style="text-align: center;">O'HAIR PINE SHUTTERS</p> <p style="text-align: center;">6" x 20"</p> <p style="text-align: center;">\$7.28 Pr.</p> <p style="text-align: center;">MANY SIZES IN STOCK</p> 	<p style="text-align: center;">LESLIE-LOCKE ORNAMENTAL WROUGHT IRON</p> <p style="text-align: center;">20% OFF LIST PRICE</p>





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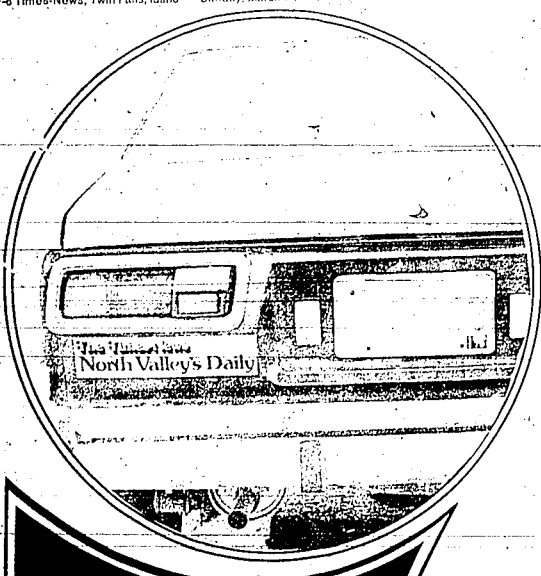
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\$50 IN CASH

Given each Wednesday and Sunday thru the month of March, 1979. The prizes will only be awarded to those persons who have the lucky Times-News bumper sticker prominently displayed beneath or adjacent to the car's license plate. Pick up bumper stickers at the Times-News North Valley office. \$500.00 total cash awards will be given.

BUMPER STICKERS AVAILABLE AT NORTH VALLEY BUREAU OFFICE!

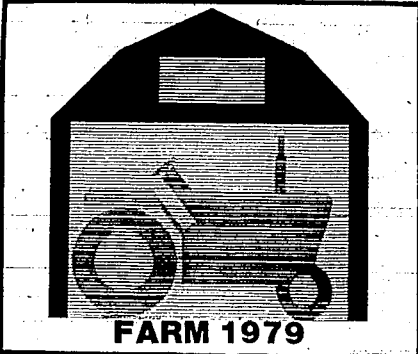
The Times-News North Valley's Daily

\$150,000 GRAND PRIZE CASH AWARD!

HERE'S HOW IT WORKS! Every day throughout the month of March, The Times-News mystery photographer will be taking pictures of North Valley automobiles displaying the Times-News lucky bumper sticker. Drawings will be held and a picture of the lucky winner's license plate will be pictured, just come to the North Valley Bureau office — bring your car registration for proof of ownership... collect your \$50.00 for the weekly prize — and automatically become eligible for the Grand Prize of \$150,000 cash. Bumper stickers are available at the North Valley Bureau office. No limit, display as many as you have cars, trucks. The mystery photographer will be looking for your car!

Lucky License plate sweepstakes ends March 31st. Winner of the grand prize will be published Sunday, April 1, in the Times-News North Valley edition.





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- *Fairly and Washington D.C.
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This year's farm machinery features little in new technology Page C4

COVER ART BY STEPHANIE PARKER

Chavez warns worker organizing may spread

By K. MACK SISK
SAN JUAN, Texas (UPI) — California Cesar Chavez has issued a gentle warning that organizing of Texas farmworkers has begun and could fan out from the lower Rio Grande Valley along migrant trails throughout the United States.

The warning came at a recent rally at a high school in San Juan, Texas. Of equal significance with what Chavez said was who was not there, what was not said and who sneaked in for a look.

The claim was made that Chavez' UFW now has the strength to lay siege to the lower Rio Grande Valley, the jumping off point for more migrants than any other place in the country.

The UFW says the rally marks the beginning for Texas of the same kind of struggle which forced California growers to sign union contracts and won collective bargaining rights for farmworkers. The California campaign involved strikes, boycotts and intermittent violence over a 17-year period.

Chavez said Orendain would be welcomed back to the UFW, but that it would be "just like any other farmworker." Orendain, therefore, would have nowhere near the influence he did before the split.

Stock protein supplements being used for human food

FORT COLLINS, Colo. — Cottonseed, soybean meal and other protein supplements commonly fed to livestock on rangelands are being increasingly converted to human foods.

This trend will most likely increase prices for these supplements and force farmers and ranchers to seek other lower-cost protein sources for cattle on rangeland. If this happens, the U.S. Department of Agriculture will be armed with data concerning the value of recently developed non-protein-nitrogen (NPN) products. These include gelatinized starch-urea, biuret, and isobutylurea, all pelleted for easy feeding.

These NPN products contain no protein. Instead, they provide nitrogen which bacteria in animals' rumens convert to protein. Cattle fed adequate levels of readily digestible sources of energy, like corn or barley, make economical use of most NPN feeds. However, cattle grazing on dormant rangeland forage usually do not make economical use of earlier-developed NPN feeds such as unmodified urea.

"The new non-protein-nitrogen sources would be economical for wintering cattle on blue grama range only when their cost per pound of protein-equivalent is considerably less than the price of cottonseed meal," says range scientist Marvin Shoop with the USDA's Science and Education Administration, Fort Collins, Colo. This is because yearling heifers fed NPN supplements on rangeland gained no more in the experiments than cattle fed a cottonseed supplement, containing an equivalent of only 60 percent as much protein.

All diets tested were supplemented daily with 1/2 quinces of dehydrated alfalfa, trace minerals, phosphorus, sulfur, vitamin A and salt.

Dehydrated alfalfa — a natural

protein source not fed extensively to over-wintering cattle in the past because of its high cost — was also evaluated. It produced greater gains on yearling heifers grazing upland blue grama range than cottonseed meal supplements. However, on range containing fourwing saltbush it produced the same gains as cottonseed supplements.

This three-year study was conducted in cooperation with the Colorado State University Experiment Station on two range sites at the Central Plains Experiment Range near Nunn. Blue grama grass was the predominant forage on both sites, but fourwing saltbush was also present on one site.

None of the NPN supplements tested caused health problems and did not significantly influence either favorably or adversely the date of first breeding, date of conception or length of pregnancy.

Chavez, in carefully measured remarks to the news media at an all-day convocation of 1,000 farmworker delegates, said his union was settling in for a long stay.

"I don't think it will be two more years," Chavez told reporters when asked when Texas farmworkers might be organized to the extent they are in California. "I think it will be longer."

UFW, Roman Catholic, and AFL-CIO leaders called the meeting a "new beginning" of the union movement among an estimated 100,000 Mexican-Americans who use the Valley as home base. Migrants work only five months of the year in the Valley, then board up their houses and spend the majority of the year in the fields of other states.

Chavez told the Valley farmworkers of the union successes in California's Imperial Valley and reminded them, "We should never forget that these gains have been paid for in blood, sweat and tears," including the death of four UFW members.

Chavez admitted the UFW spent "over a quarter-million dollars" in Texas in unsuccessful attempts to organize a farmworkers union. That resulted in violent confrontations in 1966-67 with a company of Texas Rangers in the Valley, and a subdued union role since then.

most of its time on marches to Austin and Washington demanding collective bargaining for field hands. Neither Orendain nor his lieutenants attended the Chavez rally.

Chavez said Orendain would be welcomed back to the UFW, but that it would be "just like any other farmworker." Orendain, therefore, would have nowhere near the influence he did before the split.

Regardless of what Orendain does, Chavez expressed optimism about the new push.

"In 1966, we had our hands completely full in California," he said. "Now we have over 100,000 members. I think Texas will be tough, but not as tough as California."

Chavez added, "It would be suicide and everybody knows that," to attempt anytime soon a massive strike in the Valley where growers have not signed one contract despite the 13-year presence of a union headquarters. He said he would visit the Valley from time to time over the next few years, but indicated others would direct the Texas organizing efforts.

Rebecca Flores Harrington, head of the Texas branch of the UFW, said that did not mean that spot "work stoppages and slowdowns" might not begin as early as this spring's onion harvest.

"You shouldn't be surprised if work stoppages occur," she said, "because it's probably going to happen."

Mrs. Harrington said Chavez's visit began the first phase of the union movement among Valley fieldhands and marked the first time that UFW

committees were established throughout the colonies and towns that dot the semi-tropical area bordering Mexico. The committees will be used to spread the union message among the field workers and when union membership and resources grow, then the real struggle will begin, she said.

"We have right now probably 2,000 workers organized," she said. "Everyone knows there are like 100,000 farmworkers in the Valley, so we have a lot of work to do. The migrants ought to be organized. That's the importance of Texas, because we feed into all the other states."

Asked about the timetable for organizing workers to an extent strikers would begin, she said: "That's what the press always wants to hear: When's the strike? When will there be a contract? But we have a lot of work to do and this is only the beginning of it. We're not going to tell anybody (in advance), either."

Security was extremely tight at the San Juan convocation — monitors with red arm bands roamed through the crowd and searched one news reporter's valise twice. Despite that the Farm Bureau and other growers organizations were known to have monitored the meeting.

Valley growers, admittedly concerned about Chavez's visit, always have been reluctant to be quoted criticizing UFW activities, saying they did not want to become "targets" of union action. Privately they have expressed pleasure with the split between Chavez and Orendain.

Western consumers continuing to use more of area's lumber

PORTLAND — The trend of more lumber manufactured in the West staying in the West is continuing.

Western destinations accounted for 63.1 percent of the Western lumber shipments during 1978, according to the Western Wood Products Association's destination of shipments report.

Only 10 years ago, the West consumed 34.6 percent of the lumber shipped from the West to the West. By 1973 it had risen to 46.0 percent, and today that figure has climbed to 60.1 percent, a gain of 14.4 percent in five years.

"We think the continuing increase in shipments of western lumber to the West is due mostly to the population shift," WWPA Executive Vice President H.A. Roberts said. "Many people are opting for western relocation and need our products for all phases of construction, especially home building. Just look at housing starts for the past few years and see the West emerge as one of the nation's leading growth regions."

While shipments from the West to the West have risen, shipments from the West to other geographic markets have declined. The Northeast, North Central and Southern regions all have fallen significantly.

"The reasons for the change are basically few," reports Roberts. The continual rise in rail rates to the Northeast almost single-handedly accounts for that decline. A good example of this is that in December, the rail carriers were given a 7 percent increase. In less than a month they (the railroads) are back petitioning the ICC for an additional 1 percent hike," Roberts said.

The western lumberman has seen

his market in the Northeast fall from 9.0 percent in 1968 to just about half, 4.7 percent in 1978. Southern competition and Canadian lumber have all but overtaken us in that area. This is due mostly to cheaper transportation costs.

"In the North Central region it's not as bad, yet," Roberts said.

"There the competition is from Canada and the South, and again the reason is transportation costs. Although the North Central area accounts for a fair-sized portion of our market, it continues to drop at an alarming rate. Over the past 10 years, we've seen that market almost cut in

half, falling from 33.9 percent in 1968, to 29.1 percent in 1973 to where it sits today at 20.6 percent.

"The South as a market has somewhat stabilized," Roberts said, "because we produce some specialty products they just can't realize from Southern Pine, which otherwise is experiencing a production resurgence. Those specialty products are mostly high and low-grade lumber. Steady demand for these products in western species should continue as it's unlikely that those grades will ever be produced in adequate volumes from Southern Pine."

Idaho Livestock Center at 2120 Airport Way, sharing the building with the Idaho Beef Council, the Idaho Cattle Feeders Association and the Idaho Brand Inspection office," Saylor noted.

Saylor said association membership has increased significantly since 1977, and the members have become more involved in association activities.

"The ICA has become increasingly active in public land matters and has developed a strong legislative and congressional action program," he pointed out. "These accomplishments are a direct result of outstanding leadership and participation by ICA officers, directors and the membership."

One result of the failure in Texas was the defection from the UFW of Antonio Orendain, Chavez' onetime right hand man. After Chavez publicly criticized activities by Orendain during the 1957 melon strike, Orendain quit the UFW and criticized Chavez for spending all the union's resources in California to the neglect of the Texas movement.

Orendain organized the Texas Farmworkers Union which has spent

million program began.

Spud farmers have diverted about 390 million pounds of their product, of 3.9 million hundredweight, away from fresh shippers and processors under the program, Solderbeck said.

The program to divert 9 million hundredweight of spuds was set up three months ago.

Chemical prices for farms decline

MOSCOW — Fertilizer and agricultural chemical prices decreased in 1978, but most farm production costs increased sharply.

"The prices paid by U.S. farmers increased 11 percent in 1978, compared to a 5 percent increase the previous year," extension specialists of the University of Idaho, Washington State University and Oregon State University stated this week in an economic outlook report.

"The long-run outlook, for the next three to five years, is for a continuation of the inflationary trend in farm input costs," the report said.

"Energy remains a primary problem — and the increase in energy prices is expected to continue during 1979 and in subsequent years," the report noted.

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Idaho spud growers turning to marketing

By JEFF SHER
Times-News writer
MAGIC VALLEY — Like any good businessman, a farmer continually streamlines his operation to maximize the return on his labor and investment.

But many Idaho potato farmers have fine-tuned their operations and still aren't realizing the profits they need and expect.

Logically, more and more farmers are looking beyond their fields to the marketing phase of the agriculture business.

Cutting out wasteful duplication in marketing can bring just as much return as cutting out waste in production, so why cut a packer in on the profits when a farmer can do the same job and keep all the profits himself?

Following that reasoning, more and more farmers are opting not to sell their potatoes on contract to processors or packing sheds. Instead they are holding onto their potatoes, setting up packing sheds, and flying furiously (and often in vain) around the country trying to do the marketing usually left to middlemen.

The concept, called vertical integration, combines all the steps of producing, packaging and marketing the product into one operation. It looks good on paper.

But local farmers who have tried it say vertical integration is not as easy as it sounds.

They have found that entering the business end of agriculture has its costs.

"What we've done is just bought ourselves a year-round job is all," said Ed Burgess of Paul.

Burgess, 37, his brother Wayne,

33, and his father Mel, 57, started packing and marketing their own potatoes three years ago.

Burgess, who has five years of retail experience, handles the marketing of the potatoes, his father runs the packing operation, and his brother does the farming.

Burgess said his family expanded into the packing business because "we just got tired of having to always go with our hat in our hand and get some processor or fresh packer to take them. We wanted to have a dependable outlet."

So they gradually phased more and more of their own potatoes off contracts and sold them themselves.

With the help of brokers, they moved just over half their potatoes by themselves the first year, about 60,000 hundredweight.

The next year they sold roughly 100,000 hundredweight on their own, and by the end of this year they expect to sell 120,000 hundredweight of their own potatoes plus some of their neighbors' potatoes.

Although the Burgesses have achieved some measure of success, the problems they encountered in establishing and supplying their own markets were legion.

First they had to find the markets, and though the Idaho potato is the country potato from Maine, Wisconsin or Colorado are closer to many markets and cost less to deliver.

Then they had to establish a recognizable brand name (their brand is Super Papa of Papa Jim), find a market which is not already

completely sewed up, and then "do a sales job on them, talk them into taking a load."

Once a customer buys Idaho potatoes, he seldom complains about the quality, Burgess said. But finding open markets is the trick, and a single farmer trying to compete with the packing sheds is in trouble before he begins.

Packers keep abreast of the quantities on hand in other states, Burgess said. They know when to sell and how much of their crop

they need to move. And they rarely relinquish a market.

"These packers guard their outlets like gold, because they are," said.

The chances for a single farmer to farm, run a shed and market his potatoes successfully are one in a hundred, according to Burgess.

"It's just too much of a headache," Alan Warr of Jerome agrees.

Warr, 40, says he quit the last two

years (about half his crop, the other half on contract), and it's killing me," Warr said.

Warr said he works "24 hours a day without sleep."

"I haven't got anybody to run it, and I have to run the thing myself."

Warr also ran into the problem of trying to train inexperienced help to sort potatoes correctly, all the while competing with the bigger sheds' electronic sorting equipment. At one point he had to return

his leased equipment and find new equipment.

Before he began packing, Warr had to line up his markets. Once potatoes are washed, they won't last forever.

Warr first went to Salt Lake to sell his potatoes and "could see it was tied up tight."

So he flew to Atlanta, Ga., on Christmas day and talked to a number of brokers; all but three of

whom were "a little fast talking for an old farm boy."

Eventually he talked to potential customers in Florida and Texas, and so far has succeeded in moving just under a third of this year's crop.

Burgess said when prices drop below the level at which he can realize a reasonable profit, he has the option to "just pull the plug on it (this packing operation) and stop running."

But then he risks losing his labor ("Employees want full-time work"), losing his markets (most retailers require a constant and even flow of potatoes to keep a limited shelf space stocked year round), and interrupting his cash flow.

Cash flow is critical for many farmers in these years of high interest, marginal returns and dependency on banks for money needed to plant in the spring.

Warr is confident that "if a guy had the money and the equipment he could develop some markets," but time and money don't come cheap these days. Warr said right now he is not sure "what we'll have from the bankers" this spring because "we don't know what we're going to get out of these spuds."

Burgess said bank pressure to realize some return on last year's investment—before seeking new spring planting money causes many farmers to load their spuds on freight cars and ship them back east unpriced and unsold.

He said farmers in effect are telling brokers to sell their spuds for whatever they can get, take out their—usual—profit—and—return

whatever is left.

Warr agreed: "We're our own worst enemy in selling these spuds on consignment."

These so-called "rollers" are lowering fresh spud prices for everyone and can be disastrous for a farmer. This is especially true if they sit on the rails unsold for any length of time, racking up freight charges.

So far Warr has resisted letting his spuds go on consignment, but his patience is nearing its end.

"It's definitely interfering with getting ready for next year," Warr said. "I'm definitely going to cut her back and go on the contract."

Comments from Idaho farmers on this year's market must be understood with the knowledge that a record potato crop is flooding the market, resulting in extremely low non-contract prices.

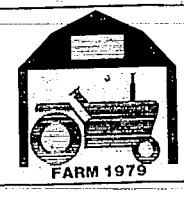
Warr said this year a farmer on contract could have made a decent profit because of the extremely high yields most farmers realized. But on last year's average crop, the average farmer couldn't make it.

Burgess said: "With the price of potatoes now, it's hard to say whether we'd have been better off contracting."

But Burgess also said farmers have no one to blame but themselves for the glutted market.

His family cut back their potato acreage by almost a third this year in anticipation of increased yields. He said, however, that many other farmers are "not cutting back and being responsible."

"If everybody cut back a third, everybody would end up with more money."



Incubated birth, regulated diet for pampered chickens

LITTLE ROCK, Ark. (UPI) — The chicken bought at the grocery store or the fast-food chain has led an amazingly pampered life—from an incubator birth to having its diet regulated by computers.

The cellophane-wrapped package of drumsticks or the \$1.95 box of juicy fried chicken, in essence, is the product of advanced science and technology.

"The only chicken I used to eat was on Sunday after church. Momma would wring its neck, pick it and fry it," said F.C. "Jock" Davis, an executive of a firm that hatches and raises broilers on a massive scale. "Times sure have changed dramatically since then."

So have America's eating habits.

In 1960, Americans consumed an average 23 pounds of chicken a year. The average consumption rose to 36.9 pounds by 1975, and now stands at 41.3 pounds a year. The trend means each American, on the average, is eating almost twice as much chicken now as he did 20 years ago.

Arkansas is the leading broiler producing state in the nation—providing 569 million chickens for

consumption last year. Holly Farms is the nation's leading producer, followed by Tyson Foods and then Valmac Industries. Valmac's egg hatchery is at Russellville and the firm's chicken processing plant is at nearby Dardanelle.

The process starts with the breeding bird, which produces the eggs that eventually grow into plump birds that give America its drumsticks, wings, breasts, thighs and other edible pieces.

"Breeding a bird's like developing and conditioning an athlete," said Dr. Bob Davenport, a Ph.D. who is director of production for Valmac. "We have a weight and conditioning program for the mother. After all, egg producing causes stress on the animal."

On down the line, the pampering of the chicken continues.

Baby chicks don't hatch through the warmth-providing efforts of a mother hen. They are carefully cultivated inside mammoth incubators.

And chickens don't scratch for their food anymore. Their weights are closely watched and their diets regulated by computers, a process

aimed at providing the consumer a plumper bird in less time.

Not many cooks still wring necks and pluck chickens. Highly advanced machinery now does "it all" on a single assembly line.

The Russellville hatchery, quiet except for the cheeping of thousands of chicks who have just been de-beaked, holds 24 incubators filled with thousands of eggs. This particular hatchery handles about 720,000 eggs a week that come in on trucks from farmers who contract with Valmac to provide the eggs.

The large incubators all are kept at 99 degrees and 86 percent humidity and have racks that automatically rotate the eggs every hour to guarantee warmth from all angles. Eggs stay in the incubators for 18 days and, when born, the chicks remain in the hatchery for another three days.

"This helps in two ways," egg hatchery foreman Bill May said. "It prevents them from pecking each other and it keeps them from wasting food."

From the egg hatchery, the chicks go to different farmers who raise

them into plump birds by following Valmac's feed ratios.

In an average time of 39 days, the farmer raises a 3.716-pound chicken. This compares to 13 to 14 weeks to raise a 3.5-pound bird 20 years ago. Technology also has cut in half the amount of feed needed to produce a pound of meat. Today, firms can produce a pound of meat with only two pounds of feed.

The chickens board a truck again—this time to the processing plant.

Before entering the processing plant, visitors must put on white hats and jackets for sanitation purposes in accordance with U.S. Agriculture Department regulations.

The plant—which processes 200,000 chickens a day—is heavily regulated by the USDA. Processing plant manager Glenn Holmes said 21 federal inspectors work alongside 952

Valmac employees at the Dardanelle facility.

Once past the inspectors, the birds head toward packaging. The assembly line takes the birds either to fast-food cuts, whole chicken or segments packaging.

Several football fields away from where the live chickens arrived on the trucks, workers wearing gloves place the finished product in cardboard trays, wrap it in cellophane and place it in boxes that are shipped on refrigerated trucks.

About 90 minutes has elapsed from the time a live chicken was placed on the conveyor belt until it has been inspected and packaged, Holmes said.

The assembly line continues non-stop through two eight-hour work shifts and then ceases for an overnight eight-hour sanitation shift. Holmes said all equipment in the

plant is dismantled, soaped and sanitized each night.

During the typical day, 206 tons of ice are used in the packaging process. Water is sprayed at the chicken carcasses on the assembly line from the minute their necks are slit. Holmes said his plant uses about 7.5 gallons of water per chicken. That translates to 1.5 million gallons of water a day.

"We have a (computerized) mathematical model of a bird and how it will respond to certain feed," Davenport said. "We formulate feeds that meet our nutrient requirements but have the least cost."

This requires close scrutiny of the grain markets, he said. Other factors, such as the weather, also must be considered.

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"JUST A STONES THROW FROM THE SINGING BRIDGE"

Government now added to farmers' adversaries

By SUSAN PRESTON
Newhouse News Service
WASHINGTON — The farmers say the solution to their problems is parity.
The Agriculture Department says they are wrong.
Weather and uncertain markets aren't the only adversaries of farmers these days. They're also doing battle with the federal department supposedly created to protect their interests.

to have been a relatively good year for farmers. Net income was \$28 billion, an increase of \$9 billion over 1977. And assets of farmers have increased \$92 billion to a record \$790 billion.
The farmers, mainly grain producers in Midwest, Southwest and Southern states, paint this picture in testimony before House and Senate agricultural committee hearings:
"They must be paid 90 percent parity on their crops. (Last year they wanted 100 percent parity.) Parity is based on farmers' buying power between 1910 and 1914. If implemented, corn prices would be \$3.50 a bushel; they now average \$2.34 a bushel. Wheat prices would climb to \$5 a bushel; they now average \$3.50 a bushel. Parity is the legislatively-set ratio of farmers' costs and the worth of agricultural products that determines the level of government commodity price supports.
"The Agriculture Department is refusing to pay 90 percent parity because it is using the farmers as a tool to fight inflation.
"Grain crops are being used as a bargaining tool around the international trade table... to encourage other countries to import grains and help the U.S. trade deficit.
"No one seems to care that the American family-owned farm is dying. High production costs, low profits and current tax laws make it almost impossible to pass a farm down through generations, so multinational corporations are taking over.
The Agriculture Department says it is sympathetic. It just sees different solutions, says Agriculture Secretary Bob Bergland.
Bergland has told the Senate Agriculture Committee: "We believe we have most of the authorities we need to cope with the changing and diverse forces affecting our food and agricultural system. Our programs to adjust production, to help protect

producers and consumers against uncertainty and wide fluctuations in prices, to remain a reliable supplier to our customers, already have been implemented and are working."
He said the department has three legislative goals in this Congress — an international sugar agreement, less restrictive international trade barriers, and a consolidation of all the disaster relief programs for farmers into one comprehensive program.
In 1977, Congress authorized the agriculture secretary to raise price supports to as much as 100 percent of parity, but only if a number of conditions are met. If a number of conditions is that price supports cannot be raised if such a step would make U.S. corn less competitive in world markets, or make U.S. wheat less competitive than other grains in U.S. and world markets. "If we outprice U.S. grain, other countries will undersell us and even in the United States, and the farmers will face even a bigger surplus than now," Webster says.
And if the farmers feel they are being used as tools to fight inflation, he says, so does everyone else from labor to business. "Everyone says that about the new inflation-fighting policy. Farmers are more frustrated than most groups because they are not responsible for high food prices and because they have been very hard-hit by inflation," Webster says.
The department says it cannot keep every farmer in business, but that through disaster loans and direct subsidies, more farmers will survive than the American Agriculture Movement will admit.
What Congress will do with these two sets of arguments no one knows. The congressmen who belong to the respective agriculture committees for the most part have strong rural ties, most coming from the states the demonstrating farmers come from. So there is a possibility that price support legislation will make it out of committee some time this session.
The Senate passed a price support bill last session, but it was defeated in the House — where urban interests generally prevail over rural ones. What eventually did pass both houses was an amendment to a rural support bill which improved government credit provisions for farmers and a guaranteed average wheat price of \$3.40 a bushel. It also provides \$4 billion in credit for farmers in

financial difficulty.
The Senate committee held one day of hearings for the American Agriculture Movement. The House committee wrapped up six days of hearings at the end of this past week.
The Agriculture Department has held several seminars and meetings with the protesting farmers, "so we can learn what the problems are on a region-by-region basis," Webster said. "In some areas it's drought, in others the high costs of irrigation, in still others the high cost of transpor-

rating the grain to the marketplace. We cannot stabilize the grain market overnight. I think the majority of farmers know that. That's why they're home and not in Washington this month."
"I'm sure not here for my health," retorts Kansas farmer Darrell Wark. "Anyone who tells me driving a tractor three weeks to get here is fun is crazy. We're not speakers; we grow food. But if they don't listen to us again this year, we'll have to come back next year."

There are farmers who were here for three months last year and who are losing patience with grassroots lobbying. They discuss dumping corn and wheat on interstate highways all over the country to dramatize the situation. Some take it one step further — burning down grain elevators and cutting down the power transmission lines through their fields.
Right now, neither side is backing down.

Value of parity underscores debate about U.S. farm policies

By SONJA HILLGREEN
UPI Farm Editor

WASHINGTON (UPI) — The value of parity as a guide to prices farmers receive for their crops underlies debate on farm policy which was stimulated with the arrival of American Agriculture Movement tractorcades into Washington.

Two days after their Feb. 3 arrival, the Agriculture Department released a briefing paper which criticized parity, saying it fails to reflect farmers' improvements in productivity.
Parity is a standard based on prosperous farm years from 1910-14, and was incorporated into farm law in 1933.

The Agriculture Department said parity is outdated and does not measure production costs, income, living standards or farmers' general economic well-being.
The AAM, which contends that parity prices would spur economic growth throughout the economy, criticized the release of the briefing paper.

AAM seeks a congressional mandate for Agriculture Secretary Bob Bergland to implement fully the 1977 farm law and set crop loan rates at 90 percent of parity.
The National Farmers Union does not support the AAM, but it supports the same goals.
At House Agriculture Committee hearings called to review farm policy after the AAM arrived in the capital, Reuben Johnson, Farmers Union lobbyist, Thursday issued a strong defense of parity prices.

Parity "is the only legally recognized standard that we have for measuring the fairness of prices being received by farmers," he said.
Johnson said parity has been updated almost continually to reflect changing farming practices. Parity was last revised in 1973 and is "every bit as reasonable, realistic and up-to-date as the Consumer Price Index," he said.

The lobbyist said that critics of parity do not want to be bound by a congressional commitment, dating back to the Agricultural Adjustment Act of 1933 and reaffirmed seven times by Congress.

He said that critics used "secure tactics" to persuade the American people that parity would be costly to consumers and taxpayers and that it would reduce demand for agricultural products and export sales.

Conceding that parity prices would result in some price adjustments, he argued that parity would stabilize prices for both farmers and consumers.

Export sales would not be as severely affected as critics contend and parity prices would reduce the U.S. balance of payments deficit, Johnson said.
"In fact, the major producing countries of the world would welcome the United States taking action to raise the support level to reasonable levels, as we set the world prices for wheat and feed grains, and today those prices are far below the cost of producing those crops," he said.

Parity critics contend higher farm prices would push up inflation and unemployment, but Johnson replied that increasing farmers' purchasing power stimulates the economy and provides more jobs.

Full parity was last achieved in 1952, when unemployment was 3 percent and inflation was 1.7 percent. When parity fell to 58 percent in 1952, unemployment averaged 23.6 percent.

Johnson submitted to Congress a chart and brochure prepared by Darrell Hanavan, a staff member of the Rocky Mountain Farmers Union, which charted a correlation between parity and unemployment.

Hanavan said that in 1973 when parity rose to 88 percent, unemployment dropped to 4.9 percent, its lowest level during the last eight years.

Dairying remains profitable

MOSCOW — Dairy men can expect "favorable price-cost relationships" to continue during 1979, extension specialists of the University of Idaho and Washington State and Oregon State universities state in an economic outlook report.
"Early 1979 milk prices will be good, but possibly somewhat unstable. More stability in prices is expected during spring and summer

months after the new support price becomes effective," the forecasters said.

"Late fall and winter price levels are less certain, but milk prices will probably improve from the 1979 summer levels. Such improvement may depend in part on legislative action affecting the price support program," they said.

The Senate passed a price support bill last session, but it was defeated in the House — where urban interests generally prevail over rural ones. What eventually did pass both houses was an amendment to a rural support bill which improved government credit provisions for farmers and a guaranteed average wheat price of \$3.40 a bushel. It also provides \$4 billion in credit for farmers in

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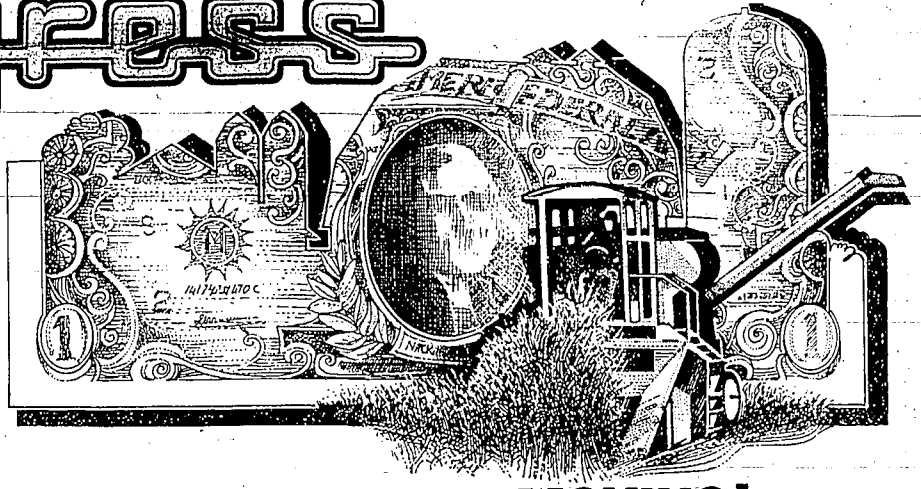
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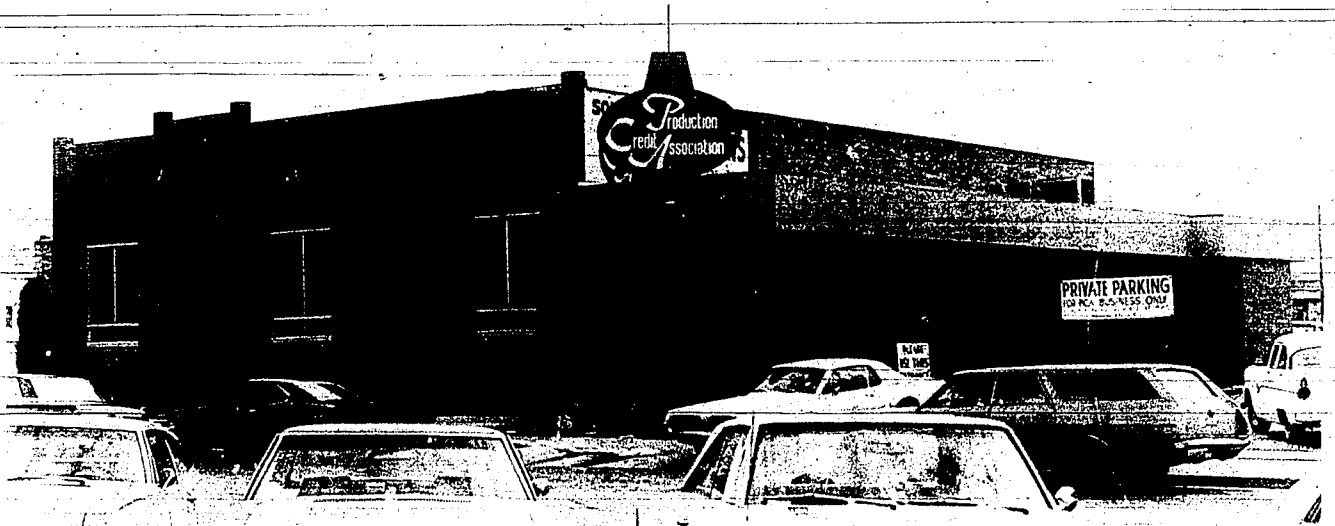
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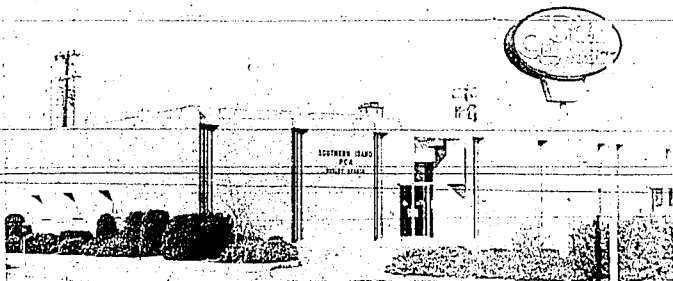
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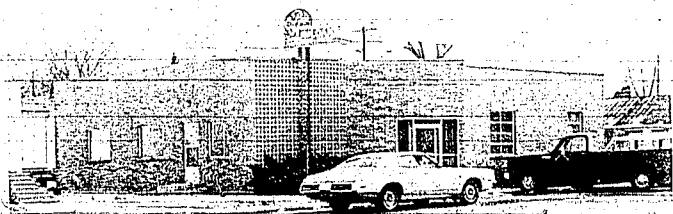
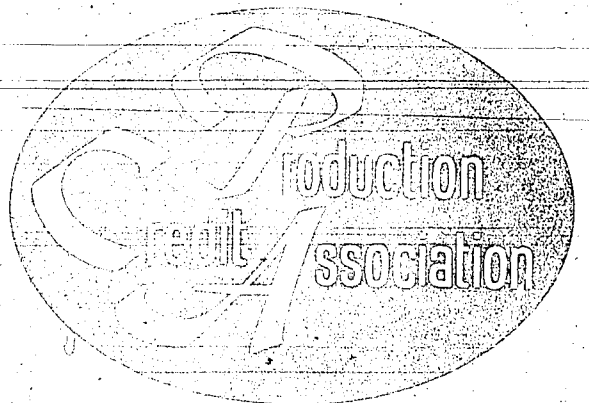


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Hydroponic system OK

SYRACUSE, N.Y. (UPI) — A "total control" growing system that produces salad vegetables year-round for consumers in this upstate New York city, usually buried under snow from November-April.

Most Americans probably would associate General Electric with light bulbs and home appliances but it has been in the vegetable business for several years and has developed a hydroponics system of raising plants and vegetables indoors in liquid mineral solutions.

Navy personnel in Argentina, Nfld., are recipients of GE's research, too. Three 12-by-42 foot trailers, using the GE-developed system, provide them with their oversized "military" salads all year-long.

"Officials say process may revolutionize vegetable production. This has fantastic potential," says GE engineer Lewis Fogg, "particularly in countries where there are problems with plant disease."

Presently, GE sells tomatoes under its Geniponics trademark at Syracuse area markets and restaurants.

Hydroponic vegetables mature in less time than greenhouse-grown, or field-grown crops. Tomatoes go from seeds to harvesting in 10 weeks and continue to produce for 14 to 16 weeks.

Compared with greenhouse crops, GE officials are getting 20 times as much lettuce, nine times as much tomatoes, and six times as much cucumbers, measured in pounds per square foot of growing area.

"The comparison with field-grown crops is perhaps even more startling: forty times greater for lettuce; 30 times greater for tomatoes and 50 times greater for cucumbers.

"They taste just as good; if not better, than anything grown in the garden," said Fogg, manager of the controlled environment agriculture operation.

The project was developed in the corporation's Electronic Systems Division in 1972 when certain government contracts became limited.

"The division had been doing military systems work for many years," Fogg said. "Starting in 1972, government contracts for radar and sonar became rather scarce. A

task force was organized to look at the possibility of taking the systems approach to solving some problems in agriculture."

The first production module, a growing chamber 14 feet by 20 feet by 13 feet, was completed in March 1973. A series of growing tests were conducted on tomatoes, lettuce, cucumbers and radishes, in which electric lamps were used as the prime energy source. The lamps were placed outside clear plastic, but engineers discovered the plastic reflected 30 percent of the light.

"We found the rooted crops, such as radishes, weren't helped by the controlled environment," Fogg said.

The engineers redesigned the facility, put the lamps inside, covered them with thicker, but highly reflective plastic and stopped growing rooted crops.

In December 1973, GE began feasibility tests on salad vegetables and ornamental plants, such as geraniums and ferns. About three years later, GE began studying the economics of each crop and decided to build four production modules, 50 feet by 30 feet.

Construction was completed in December 1977 and the planting began.

GE began marketing Geniponics tomatoes in various supermarkets and "better restaurants" in the Syracuse area in March 1978.

"We found that housewives were totally dissatisfied with tomatoes in winter because they're shipped in from California, Mexico and Florida and they're plect green," Fogg said.

"They don't have a chance to formulate vitamins and taste.

"We pick our tomatoes red ripe and deliver them in three hours. The response has been very favorable. They're decidedly better than the ones shipped in."

The plants are grown in open-topped troughs without soil. A thin film of recirculated nutrient fluid trickles through their roots from one end of the trough to another. The troughs are mounted on five-tiered, Christmas-tree type racks so that the vertical, as well as the horizontal dimension is filled, to take advantage of all the carbon-dioxide enriched atmosphere.



Cattle loaded at Oakland airport

Flying corral executive sees China as potential customer

By BARNEY LERTEN

OAKLAND, Calif. (UPI) — A fourth-generation rancher turned airline executive sees the People's Republic of China as possibly the biggest market ever for a concept he helped develop — the "flying corral."

Jim Anderson, cargo sales manager for Oakland-based Trans International Airlines, commutes to work each day from the Santa Rosa ranch where his father still tends 60 or so head of cattle.

TIA, a subsidiary of Transamerica Corp., began using planes to ship livestock in 1968. A Texas rancher wanted to fly 2,000 polled Hereford cattle from Fort Worth, Texas, to Punta Arenas, Chile, to help alleviate a serious beef shortage.

The airline developed the equipment needed for such an undertaking and worked with U.S. Department of

Agriculture officials to hammer out new regulations for livestock transportation.

Anderson joined the firm in 1971 when the market for flying cattle, horses, pigs, goats and other livestock was just getting off the ground. Since then, TIA has acquired several types of planes and outfitted them to accommodate livestock shipments around the world.

During the past 10 years the "flying corral" has flown more than 150,000 animals to every part of the world, to such important customers as the shah of Iran, and involving such famous passengers as the Kentucky Derby winner Secretariat.

A Trans International DC-8 was loaded with a \$500,000 cargo of breeding horses, cattle and polo ponies on a recent air-conditioned flight from Oakland International Airport to Hawaii where they arrived

five hours later.

The 85 animals in the shipment had been trucked to the airport from ranches in four western states. Most were to be used for breeding purposes in Hawaii while the remainder were ponies for use in polo matches in the islands.

Prior to a flight, the animals often are placed on special feeding routines and given antibiotics to increase their resistance. Horses are flown in individual stalls while cattle are flown in 150 square foot pens that can hold up to 15 animals. The air in the plane is turned over once a minute to insure an adequate oxygen supply.

Trans International has flown as many as 1,100 sheep in one plane, and on a recent flight, transported a pleneload of deer from New Zealand to Taiwan where their horns are in demand as aphrodisiacs.

Anderson, appointed by California

Gov. Edmund G. Brown Jr. to the state Agricultural Advisory Committee, says the animal airlift business has been growing at a rate of about 30 percent a year. He says TIA transported more than 17,000 animals in 1978 and expects to fly "a substantially larger number this year."

In March 1976 TIA shipped the first pleneload of livestock from the United States to China — since 1949, — and Anderson says he's had an enthusiastic response from ranchers anxious to enter the burgeoning market.

The airline plans to fly people, as well as pigs and cattle, to China on a regular basis. The Civil Aeronautics Board has given TIA permission to fly passenger and cargo charters into the country and the airline has filed a petition to begin regularly scheduled service between the United States and China.



Custom facilities transport area's products to market

By BONNIE BAIRD JONES
Times-News writer

TWIN FALLS — Magic Valley's agricultural industries ship their products to market by rail and truck. These transportation modes provide custom facilities for many commodities.

Facilities range from refrigerated trucks and rail cars for frozen potato products to specially built railroad sugar bins and trout tank trucks.

Officials of Ore-Ida's potato processing plant in Burley say they ship 49 percent of their frozen potato products by rail and about 51 percent by truck, mostly common carrier, but a few private haulers are also used.

The firm ships only frozen prepared potato products and all must go by refrigerated carriers. The Idaho potatoes which are processed and packed in the Burley plant go to every state in the nation and several foreign countries.

One of the most successful features of Ore-Ida's fast delivery systems is the use of seven public warehouses in various locations around the nation. The potatoes are taken to these warehouses by rail or truck from the firm's processing plants and housed there until needed by a customer.

Officials say they then ship from the nearest warehouse, easily filling an order within a few days — a week at the most.

Not only does Ore-Ida process potatoes, but the firm has plants in other areas which make pizza and Mrs. Goodiecookie ready-to-bake cookies.

Some of these latter items are stored in the Burley warehouse for customers in this area.

Another major shipper of Magic Valley products is Amalgamated Sugar Co.

Ralph Burton, manager in Twin Falls, says about 130 million pounds of



White Satin sugar leave the Twin Falls plant every year.

Most of it is sold to large companies such as candy and cereal manufacturing plants or baking mills in several areas of the United States. Those buyers receive their orders in bulk form. The orders are then shipped by rail from Twin Falls to Boise and on to more distant designations.

Union Pacific furnishes tank-like

cars which carry the sugar in about 190,000 pounds of bulk form for each car. Only a small percentage of the sugar processed in Amalgamated's Twin Falls and Paul plants is packaged in small containers for retail sale in supermarkets around the country, according to Burton.

He says the shipment of sugar beets from the fields to the receiving stations around the valley is done by trucks owned by the farmers.

From the receiving stations to the sugar factory, the beets are loaded and hauled for processing by contact carriers. Burton says Amalgamated does not own its own trucks.

Trucks and railroad cars carry other Magic Valley products including cattle, sheep, beans, peas and grain to market areas.

Only the trout industry, one of the fastest growing businesses in Magic Valley, uses air transportation, and this is only in the event of fresh trout orders.

Most of the frozen trout, which constitutes the majority of the area production, goes by refrigerated truck. Most firms use common carriers but a few contract with private haulers and some use their own trucks, for part of the shipments.

Magic Valley ships about 20 million pounds of fresh and frozen trout annually to all areas of the United States. Most of it goes to restaurants but some is purchased by institutional organizations including hospitals and schools.

Mom doesn't make all choices at supermarket

By LeROY POPE
UPI Business Writer

NEW YORK (UPI) — Advertisers who proceed on the assumption that Mom dictates the family's purchases at the supermarket may be deluding themselves, says a New York advertising agency.

Neve Savage of Cadwell Davis Savage in New York says this conclusion is based on a rather small sample 'in a few northeastern supermarkets but the interviews were in depth and Savage believes the trends noted are significant.

It was discovered that in these days of two-income families, when Dad and the older children do a lot of the shopping, Mom's brand preferences get shunted aside rather rudely in favor of other brands in many purchases.

This does not apply so much to staple foods, nor to such things as headache remedies, deodorants and diapers. On these, whoever goes to the supermarket is likely to follow Mom's list or usual buying preference.

Nevertheless, advertisers who direct most of their advertising to the "housewife" may be talking to the wrong person in selling a large number of products, Savage said.

The study covered 43 categories and showed that, overall, Mother's brand preference is ignored if Dad or one of the kids does the shopping.

The things on which Mother's preference is most likely to be flouted are: beer 90 percent of the time, frozen dinners 81 percent of the time, soap and toothbrushes 73 percent, shampoo 70 percent, mouthwash and

hand lotions 67 percent, frozen vegetables 67 percent and soft drinks 66 percent.

Savage labeled these "high interest" products, that is products that are consumed or used immediately and which are kept constantly in the public eye by advertising. Headache remedies are high interest but they "also depend on a high level of trust," Savage said, "so Mom's trusted product is not usually questioned."

Curiously, the survey found that price plays little role in the deviation by Dad or the teenage shopper from Mother's brands. The answers indicated all members of the family are about equally price conscious.

Nor were the switches from Mother's brands mere happenstance. "Those asked gave specific reasons for buying different brands," Savage said. "Somebody's advertising was paying off."

Husbands are more likely than the teenage kids to choose their own brands, the survey indicated. Daughters are more likely than their fathers to follow Mother's preferences, but they still chose different brands 47 percent of the time.

Other recent surveys have shown that Mother now does only about 35 percent of the family shopping alone. Forty percent of married men apparently do much of the shopping either alone or in company with their wives. One survey said 24 percent of all married men do a substantial part of the cooking and the older children cook as well as do other chores.



Bob DeLaCruz/Times-News

Special shipping tanks carry Idaho trout on journeys between homes

Oxygen injection keeps trout lively inside shipping tanks

By BONNIE BAIRD JONES
Times-News writer

BUHL — Magic Valley trout hatcheries ship young live fish over a 150-mile radius and they arrive lively and ready to grow, thanks to a special process which puts oxygen into shipping tanks much like an Idaho stream rippling over rocks.

Stan Ayers, processing distribution manager for Thousand Springs Trout Farm, one of the largest producing and processing plants along Snake River in southern Idaho, says about seven to eight tank trucks leave the plant each day.

Most tank truck shipments are relatively short hauls of about 150 miles. But some trout are shipped across the nation in this fashion, Ayers says.

Trout hatched at many of the local trout producing and processing firms are shipped to growing ponds where they are fed and cared for by individual trout farmers until they are large enough for processing. They then are returned to the Hatcher

firm, processed and shipped to customers throughout the United States.

Ayers says in excess of 20 million pounds of trout are shipped by the trout companies of Magic Valley each year. Clear Springs Trout Co. is the largest in Magic Valley.

Ayers says once processed, most of the trout is frozen immediately and kept frozen until it is ready to cook in some New York Restaurant or San Francisco grill.

All of the Thousand Springs trout are shipped with head and tail intact, but most are boned which consists of removing the spine and rib cage. Some of the trout are shipped fresh and packed on ice rather than being frozen in refrigerated storage. These generally are flown and can reach their destinations anywhere in the country within 36 hours.

Other shipments generally go by refrigerated truck, in most cases common carrier firms are used and the trout companies seldom if ever maintain their own truck fleets,

except for those used in shipping the live fish.

Thousand Springs sales are oriented toward restaurant customers although some processors do sell to supermarket chains.

One of the earliest trout processing firms established in the Buhl and Hagerman area, Thousand Springs employs about 155 full-time people.

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Tax filing review advised

BOISE — IRS District Director Philip N. Sansotta today encouraged all Idaho taxpayers to review the filing requirements for federal income tax returns.

Sansotta pointed out that every citizen and resident of the United States may be required to file a return each year, depending on age, marital status, and amount of gross income. Special rules often apply to dependent children with unearned income, self-employed persons, persons who have uncollected Social Security taxes on

tips and some families or individuals earning less than \$8,000.

According to Sansotta, except for special situations such as listed above, no return need be filed if gross income, after business deductions, is less than \$2,950 for a single person, \$4,700 for married couples who file a joint return, \$3,950 for surviving spouse with children, and \$6,200 for a couple who are both over 65.

Taxpayers can find additional information by checking the instructions in their tax packages.

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Farm loan interest rates seen hitting 12½%

By **LONNIE ROSENWALD**
Times-News writer

TWIN FALLS — Farm prices may rise and fall, but bank loans stay the same.

Except they get more expensive, of course.

Interest rates will climb as high as 12.5 percent this year, one Twin Falls banker predicts.

On the whole, Twin Falls farm lenders are making conservative, reassuring forecasts for the 1979 money situation. In interviews bankers express great faith in the local farm economy, and say they will wholeheartedly back farm operations.

They expect to lend the same amount of operating money as last year with an upward adjustment of 8 to 15 percent for inflation. Not much money will be lent for capital expenditures, and bankers say that's because farmers are "in a holding pattern."

"Because of the cost of money, he's not too anxious to expand," says one banker. He agrees with the farmer's judgment in this case, because "commodity prices are too low."

With a few crop exceptions, last year was a good year for farmers, one lender says. Most bankers say there's little change in the availability of funds or the number of borrowers. Only the Production Credit Association, a farmer-owned institution, says money may get tight.

Twin Falls PCA manager Kurt Wilkins says if the Legislature passes the usury bill, taking the lid off interest rates, PCA loans will become more costly. Higher interest rates would force up PCA's 10.4 percent payment on bonds, which in turn would drive up the cost of loans financed by those bonds.

PCA loans will still be cheaper than commercial bank loans, costing 9.5 to 10 percent, compared to 11.5 to 12.5 percent predicted by one commercial banker. Last year's PCA loans carried an 8.8 percent interest charge.

One banker says he's willing to finance a farmer who's just getting started. Last year his bank helped put a dairy farmer and a sheep rancher in business, with some family backing involved. Another bank indicates it would be too risky this year to finance a farmer starting from scratch.

Wilkins says farm loans have skyrocketed in the past few years. PCA loans in the past five years have equaled loans for the previous 15 years.

The result of a bad crop year is felt by banks, but even more by insurance companies, who might be asked for a loan against the farmer's land. Farm Home Administration loans also help out in emergencies.

Two lenders interviewed are divided in their opinions of futures trading. One banker says he encourages some of his customers to get into futures, while the other says his bank wouldn't finance futures speculation.

"It's too risky a gamble," he says. Economic uncertainty doesn't mean farmers will be encouraged to contract their crops, according to the lenders.

"Whenever possible, we do encourage contracts, particularly with potatoes," says one banker.

According to another, a farmer should "go ahead and roll the dice in the open market if he isn't already in debt."

Diversify and rotation is favored by lenders, who like stability in farm operations.

But the lenders try to refrain from telling farmers what to grow or how to market their crops.

One lender says: "The farmer is a good businessman. He knows when to expand and when to keep close to home."



amount of operating money as last year with an upward adjustment of 8 to 15 percent for inflation. Not much money will be lent for capital expenditures, and bankers say that's because farmers are "in a holding pattern."

Silver ornament holds deadly poison for controlling coyotes

UVALDE, Texas (UPI) — A whistling, silver-colored Christmas tree ornament hangs this winter in the brush and woodlands of several Western states, but its purpose has nothing to do with the celebration of the yuletide.

The battery powered ornament is intentionally deadly to coyotes.

It is another method mankind has devised to trick the wily animal, a predator that causes millions of dollars in damage to livestock and crops each year.

The Department of the Interior's Predator Management Research Section, of the Wildlife Research Center in Denver, Colo., are testing the devices in Western states this year.

The units function continuously for weeks and can be used to draw coyotes and other predators to the vicinity of traps, M-44's (exploding poison capsules) or placed bait, said Dr. Frank Turkowski, a wildlife research biologist with the U.S. Fish and Wildlife Service station in Uvalde.

Turkowski and Martin Popelka, a biological technician, have tested a series of attractants under research conditions to develop more efficient and selective lures to entice coyotes to their deaths.

The main goal the research effort has been to develop synthetic odor attractants, but Turkowski said the sound device, designed to mimic a whistling bird and housed in a Christmas tree ornament, which became popular commercially this season, proved successful enough that he decided to test it further by sending out kits of the ornaments to government trappers in the West.

He said the Christmas ornaments were chosen because they fit neatly into the project.

"We went with this type ornament because it suited our needs," Turkowski said. "They are compact, durable, inexpensive and have a long battery life. We would have preferred another color so we wouldn't have to camouflage them, but the manufacturer in Taiwan would not fill a special order."

The trappers were sent kits containing the sound lures, 15 odor attractants, material which controls the slow release of odors and protects them from wind and rain, and pre-baited M-44 poison capsule holders.

"Our field tests comparing over 60 samples have indicated which lures are reliable, but before we reach any firm conclusions, we want to test the best lures under actual operational conditions," Turkowski said.

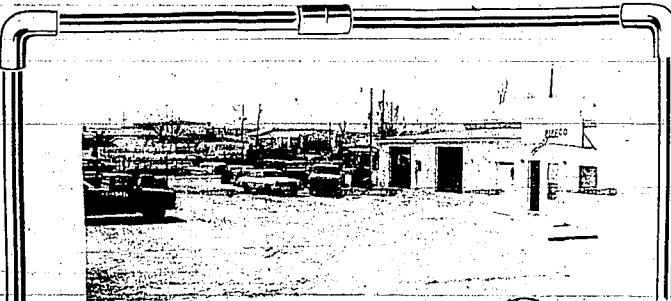
"Our work with lures has been aimed, primarily at selectivity in attracting those animals such as coyotes that are actually doing the damage. This is why we are asking Animal Damage Control Program personnel (trappers) to use these lures in their regular predator damage control activities."

He said early reactions from the government trappers indicated field results of the whistling device were still inconclusive.

If effective in ridding the wilds of coyotes, the experiment could lead to mosquito, trees, cedar bushes, hickory thickets, watermelon vines and cactus patches being adorned with the ornaments from coast to coast, one agriculture official said.

SEATTLE, Wash. (UPI) — Some 1,400 workers at nine U&I facilities in six states have been certified by the U.S. Labor Department as eligible to apply for trade adjustment assistance.

A department investigation revealed that the workers have been or may become unemployed or underemployed as a result of increased imports of refined beet sugar. Some of the workers already have been laid off and jobs belonging to the rest will be threatened this spring with the planned termination of U&I sugar operations, the department said.



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Horses more profitable than stocks

LEXINGTON, Ky. (UPI) — Joseph E. Johnson, an attorney and onetime public official in Lexington, spends his time these days managing thoroughbred horses owned in many cases by people interested in beating inflation.

The 48-year-old Johnson — who owns an 800-acre farm on a picturesque country road in the heart of Kentucky's Bluegrass region — says such an investment is far more profitable than the stock market.

"In the last 15 years if you invested in the stock market you'd be even."

Johnson said between meetings with his clients at his sprawling horse farm, "But if you invested 10 years ago in good blood stock you'd probably make four or five times (your investment)."

The Kentucky Horse Center operated by Johnson is just down the road from some of the world's most famous thoroughbred farms but Johnson says owning a horse need not be a sport or investment — reserved for the likes of the Whitneys or Telly Savalas. One reason is the increasing trend toward joint

ownership of expensive horses — some by scores of investors.

"Horses have stayed ahead of inflation," says Johnson, whose farm will breed, train and race a horse for a flat fee.

Inflation also has sparked greater interest in Kentucky horses among foreign investors. Daryl Thurman, who keeps track of such things with the state Commerce Department, said the eroding value of the dollar apparently prompted the more than 30 percent increase in foreign sales this year at Lexington.

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Utah's farm prices continue to rise

SALT LAKE CITY (UPI) — Prices received and paid by Utah farmers continued to rise — led by prices received for most meat animals and milk cows and prices paid for dairy feed.

The Utah Crop and Livestock Reporting Service said Friday that prices were generally higher in mid-February than in January.

Milk cows were going for \$40 a head more than in the previous month and at \$890 were priced \$270 a head higher than in the same month last year. The preliminary all-milk price for February was \$11.60 per hundred-weight, unchanged from January but \$1.70 higher than a year ago.

Prices that ranchers were getting for most meat animals were up with only sheep showing a slight decrease.

Crop prices were only slightly changed either up or down from the previous month.

The prices that farmers and ranchers have to pay for feed were also up, the service said.

Dairy feed was up \$14.00 a ton.



Sam Rushing pours wife, Diane, a glass of their prize-winning wine

Mississippi winery winner

JACKSON, Miss. (UPI) — In early 1977, Sam Rushing of Merigold had 300 acres of land and a dream of becoming Mississippi's first vintner. Today, his wines are award winners.

Rushing, 26, owns the only winery in Mississippi, and he is the first person in the state to legally produce wine since Prohibition. He recently came away with two awards in competition with eastern and midcontinent grape growers in Lancaster, Pa.

"We didn't have a vineyard, a winery — just an idea, a dream that we could do it," Rushing said in a telephone interview from his home. "All we had was a banker who believed in us."

Rushing's "Sweet Wine," made from imported grapes because his own plantings have not yet matured, was judged best of category in the "Wineries Unlimited" competition in November and his "Rushing Red" won a bronze medal in the American red division. Some 30 states and several Canadian wineries were represented in the meeting, where 379 wines were judged. It was the first time he had ever entered his wines in competition.

He said judges told him it was the first time a muscadine wine had won a medal in the competition.

The Mississippi State University graduate said he got into the wine-making business "sort of" by accident. He had returned to the Bolivar County town intent on becoming a soybean and cotton farmer.

"I got a virus and was laid up in bed for a few days and started doing some figuring," Rushing said. "I realized I couldn't make a decent living with 300 acres."

"I went to talk with a professor about growing fruit and in passing he

mentioned the state's native wine law. I just took it from there.

"The law gives wineries in the state a tax break, and allows us to sell directly to restaurants and package stores without going through the state Alcohol Beverage Control division. This way we can compete with the large wineries."

"After reading 'hundreds' of pounds of literature on wine making and writing about 20 letters a night to anyone who could tell him about the art, Rushing went to his banker in early 1977 for financing on the project.

"People thought I was crazy, but the banker believed in us," Rushing said.

Rushing had to have his equipment for the winery shipped from Italy and Switzerland and he had to buy his first grapes from North Carolina.

"It takes about three to five years for a vineyard to mature. So, at first we'll have to import them until we can get our own vineyard going," Rushing said. "We've planted about 20 acres of grapes and I have room for about 10 acres more."

Rushing said he has completed work on his crushing room, a wine-tasting room, a fermentation room and a bottling room in his winery, which sits on a sloping hill next to the Sunflower River.

"I feel good about it. For about a year the only checks I saw had my signature at the bottom, now I'm seeing my name at the top for a change," he laughed.

His business is still a small operation.

"My wife does the marketing and promotion and I mainly make the wine," he said. "This is the only way we can grow."

Rushing said he employed about 10 part-time workers during the height of his first season and will probably do the same with this year's crush.

"We just hope to make a good wine that people won't be ashamed to set on their tables. Maybe next year we can take the gold," he said.

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Farmers feel their voice goes unheard by general public

CHICAGO — Demonstrating their concern for improved communications, 85.8 percent of those responding to a recent survey in International Harvester's Farm Forum magazine felt the farmer's voice is not being heard adequately by the general public today.

The survey concerning the farmer's image was issued in the company's quarterly publication, reaching over one million farmers, agribusinessmen and agri-influentials. (The following totals occasionally don't add up to 100 percent because of multiple responses or because some did not answer every question.)

Seventy percent of the respondents felt non-farm people have little understanding about the prices farmers receive for their products, while 24.4 percent felt they have no understanding. 1.6 percent said they are adequately informed and only 2 percent answered that they are well-informed about prices.

Respondents rated the image they would like city people to have of them as follows:

I want to be respected: 23.2 percent
I want to be considered as a businessman: 46.8 percent
I want them to appreciate what I do: 38.0 percent
I don't want to be criticized: 5.2 percent

Again, emphasizing the lack of communications, 85.6 percent felt city people are not aware of or concerned about farmers' problems, as compared to 11.8 percent who felt they are aware and concerned.

More respondents, 74 percent, felt

some city people respect and/or appreciate farmers as opposed to 4.8 percent who felt farmers are very much respected and 20.6 percent who felt that they are not respected at all.

Understanding is not a one-way street as far as the respondents are concerned as 83 percent said they are aware of and concerned about the problems city people have as compared to 13.4 percent who said they are not concerned.

Fifty-one percent of the respondents felt that the image non-farmers have of farming will greatly effect farm income in the years ahead, as opposed to 30 percent who felt the image will have only some effect and 15.6 percent who answered very little effect.

It's important for farmers to have both a good image and political clout, according to 67 percent of the respondents. Only 2 percent felt neither is important while 17 percent felt a good image is more important than political clout (15.4 percent).

In answer to the question, do you think increasing costs for food products have hurt the image of the farmer, 40.8 percent answered definitely yes; 38.6 percent some; 15.4 percent very little and 5.4 percent felt increasing costs had no effect.

Final, 39.6 percent reported farmers are considered good businessmen in their own local area among non-farm people; 37.4 percent said farmers have a positive image, and 22.4 percent said non-farm people have a negative, stereotyped image of farmers.

Food program reimbursement up

SAN FRANCISCO — Rural sponsors of the summer food program and sponsors who prepare their own meals will earn a higher rate of reimbursement this year, Assistant Secretary of Agriculture Carol Tucker Foreman announced.

Foreman said that rules published in the Jan. 2 Federal Register recognize that programs in needy, rural areas are more costly to operate than those in urban areas and that organizations that prepare their own food have higher costs and should be reimbursed at a higher rate than those that contract for the meals served.

Other sponsors will earn reimbursement at last year's rates, adjusted

to reflect increases in the Consumer Price Index. All sponsors will continue to earn either actual costs or a basic rate per meal served, whichever is less.

The summer food program provides meals at no cost to children in needy neighborhoods in cities, towns and rural areas during summer months. Non-profit agencies, which act as local sponsors, buy or prepare meals that are served to the children. The sponsors receive financial and administrative help from the states and the department.

The new rules emphasize accountability and tightened management. A new provision allows states to require any program sponsor to set up a

special account from which disbursement can be made only when co-signed by both the sponsor and the company that provides the food. This fiscal management arrangement encourages prompt payment to food service companies.

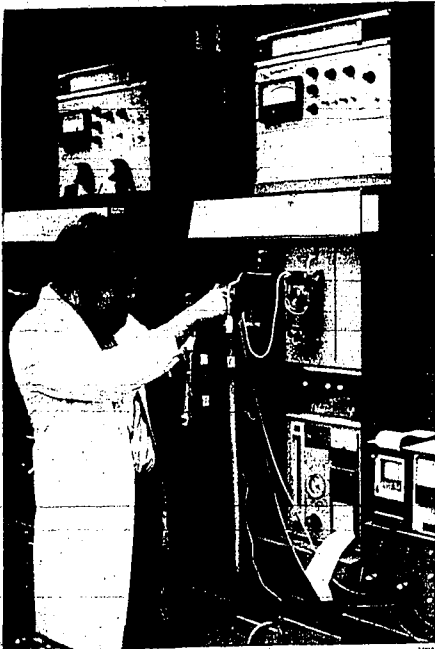
To improve program effectiveness, states will be required to establish priorities on inspecting meal preparation sites, plans for training food service management company representatives and health inspectors, and procedures for soliciting comments from the public on program management and administration plans.

Under other changes in the program:

— States are to encourage sponsors to use small and minority businesses and suppliers and to provide these businesses with information on financial and technical assistance.

— States will be assured of receiving this year 80 percent of administrative funds which were either earned during the prior fiscal year or estimated for the current fiscal year, whichever is less.

An adjusted formula, established in recent child nutrition legislation, will provide more administrative funds to states. These funds are needed for states to carry out a range of responsibilities including monitoring and training sponsors.



Plant waste studied

Spud waste is protein source

MOSCOW — The waste water generated by Idaho's numerous potato processing plants is a potentially valuable source of single-cell protein (SCP), according to Richard C. Helmsch, associate professor of bacteriology at the University of Idaho.

Helmsch estimates that the waste water from a single processing plant — depending upon its size — contains sufficient nutrient to produce between two and 20 tons of dry yeast per day.

Ultimately, he said, SCP could wind up as a nutritive supplement in cereals, meats or other processed foods — possibly even potato products.

"In the United States, however, where most people are well fed, it's more likely to be used as an animal feed," he explained.

For the past five years, Helmsch has studied the feasibility of using carbohydrate-laden potato processing water. His research, funded cooperatively with grants from the Idaho Potato Commission and the U. of I. Agricultural Experiment Station, touches on the sensitive issue of environmental pollution as well.

"Currently, almost all of the solid waste that is generated during potato processing is used for cattle feed," Helmsch said. "But the processing water is regarded as an organic pollutant and is treated in a manner similar to raw sewage."

Sometimes the waste finds a path into the state's waterways — either before or after treatment. Since such discharge violates the Environmental Protection Agency's water quality standards, industry has become increasingly concerned with finding alternatives.

The U. of I. scientist, meanwhile, has devised what appears to be an environmentally sound and economically attractive solution.

The process, as outlined by Helmsch, takes advantage of a rather simple but unique property of yeast and bacteria — the ability to convert carbohydrates into protein.

Since much of the carbohydrate in potato processing waste water is in the form of starch, however, it must be broken down into simple sugar before it can be converted into protein. Adding a yeast that produces the enzyme amylase breaks down the starch.

Then, after the starch has been turned to sugar, Helmsch introduces a primary food yeast — *Candida utilis*

— that finally converts the sugar to SCP.

Problems still loom, though, before full-scale implementation is likely.

"Presently, we're working to perfect a continuous fermentation process," Helmsch said. "If we are successful, waste water will flow continuously into the system, and SCP will be produced at a relatively constant rate at the other end."

Defining the optimum conditions for yeast growth is also on his agenda. Indeed, it is vital to the continuous fermentation process, he pointed out.

Recently, Helmsch participated in a study that compared a bacterial SCP with herring protein concentrate, a high-quality fish feed. Both were fed to trout that were later examined to determine the feed's "nutritional value. The SCP compared favorably with the herring concentrate.

"It is actually higher in some of the essential amino acids," Helmsch indicated.

Although this particular SCP, derived by the use of a slightly different process, was not intended for human consumption, he admitted to sampling the concoction.

"It doesn't taste bad at all," he reported. "It's gummy!"

Taste aside, how economically significant is Helmsch's research to the Idaho potato industry?

In addition to the obvious dollar value of SCP to industry, production of SCP would have the advantage of substantially reducing the treatment required of waste water prior to environmental recycling.

But, while the prospects are encouraging, Helmsch acknowledges that the absence of a well-defined market has had a negative effect upon the development of SCP production facilities.

"Compared with conventional waste treatment plants, the SCP plant would demand a higher capital investment, and its energy requirement would be greater," he said, suggesting an intensive market development effort undoubtedly would eliminate much of the investment problem.

"We have to be concerned with energy in its entirety," Helmsch commented. "When you consider the amount of energy used in producing those potatoes and transporting them to the processor, it's obvious that we can no longer afford the 40-50 percent waste that we currently have."

Australia market procedures studied

MOSCOW — How Australia markets its wheat is the topic Dr. Robert L. Sargent will be investigating the next eight months. The University of Idaho agricultural economist departs for Australia this week to begin research studies as a senior U.S. Fulbright Scholar.

Sargent is the third U. of I. faculty member to be awarded a Fulbright overseas study grant in the past three years.

"Australia produces one-fifth to one-fourth as much wheat as the United States. As a producer of white wheat, Australia offers the Pacific

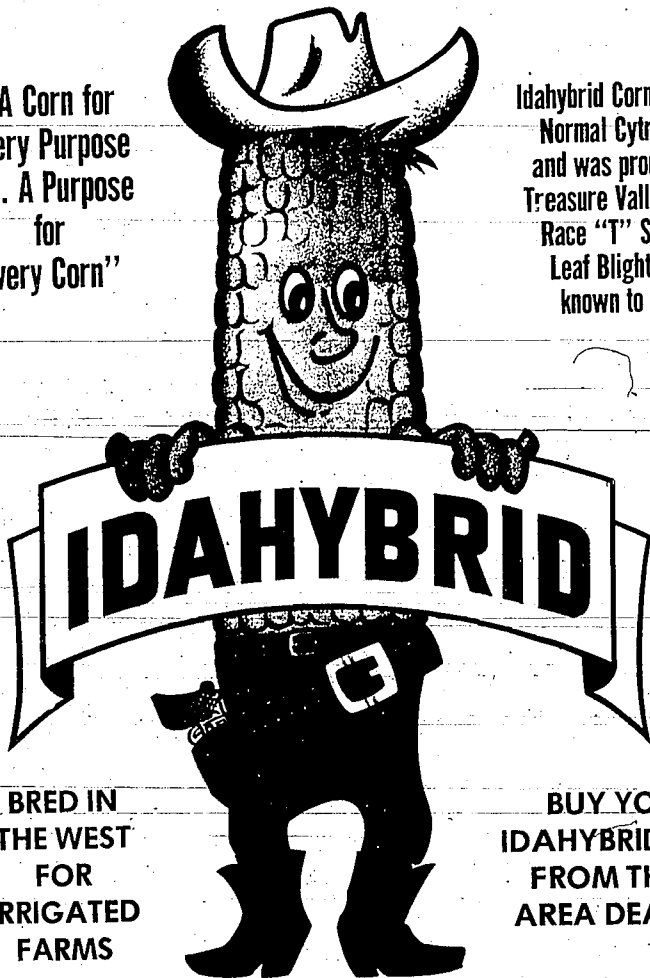
Northwest major competition in Asian markets," Sargent said.

Sargent's study of the Australian wheat marketing system will extend into production, storage, transportation and ocean shipping. He will examine the government's wheat programs, including export policies.

The U. of I. economist's headquarters in Australia will be the University of New England, Armidale, New South Wales.

For Sargent, the study tour is the first sabbatical leave he has taken during his 11-year tenure at the University of Idaho.

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Tractorcade fuel waste criticized

CHAMPAIGN, Ill. (UPI) — The American Agriculture Movement's tractorcade to the nation's capital is over but a flap goes on as to one aspect — fuel waste by the clanking vehicles.

President Carter's chief inflation fighter, Alfred Kahn, chided farm protesters for wasting fuel when they tractorcade to Washington to demonstrate.

But, an AAM member in Illinois argued that if leaders in Washington had done their job they would not have to worry about tractorcades or the demonstrating farmers.

"I would say that the tractors do not bite well for food prices, or even for energy consumption in the United States today," Kahn said in Washington.

"If government would have listened to us without this (the tractorcade) and enacted the 1977 farm bill, they could have saved the whole mess," retorted farmer Vince Klay in Illinois' Christian County.

"Still, there has been criticism, both by government and from the general public. Some of the farmers' tactics — especially the use of large, expensive machinery to protest low farm prices.

Agriculture Secretary Bob Bergland said the demonstrations had been very damaging for the farmer in terms of public relations.

"They can't be all that bad off when they drive around on \$30,000 tractors," said one Champaign resident recently.

At the request of UPI, Royce Hinton, a University of Illinois farm management economist, calculated the cost of operating a 100-horsepower, \$30,000 tractor, taking into consideration fuel consumption, depreciation of the implement, repairs, the wear and interest on the investment.

First, Hinton cautioned his cost figures applied to normal farm activities and not to driving on Interstate highways. For normal farm use and without considering fuel consumption, Hinton said such a tractor costs between \$9 and \$11 an hour to operate.

Assuming the farmer paid 60 cents per gallon for diesel fuel (figure includes tax on the fuel), and burned five gallons per hour, the farmer paid about \$3 per hour in fuel costs.

Hinton then added the \$3-per-hour fuel cost to the initial \$11 cost-of-operation figure, and calculated it would cost the farmer \$14 an hour to operate the tractor on his trip to Washington. If the farmer averaged 20 mph, the approximate cost would be 60 cents per mile.

Taking that one step further, if the farmer traveled from Springfield to Washington and back again — a distance of 1,516 miles — the travel cost would be \$909.60.

"It's not a very economical way to travel," Hinton said.

However, Klay said tractors make much better mileage—traveling on interstate highways than they do in the field.

Klay, whose wife, Janel, traveled to Washington for the protest activities, said the farmer held the key to the nation's energy woes through the production of gasoline (a blend of 90 percent gasoline and 10 percent ethanol) and/or the production of just straight ethanol (grain alcohol).

If the federal government lifted present restrictions, farmers could build old-fashioned stills on their farms and become energy self-sufficient in no time, he said.

"Our big problem is the government is being manipulated by the large oil companies," he said.

But many are not aware that the system of canals which delivers the water to Magic Valley farmers is a wonder all by itself.

Several thousand miles of canals and laterals wind across the rolling plains of the Magic Valley, following the terrain to take advantage of the forces of gravity, delivering water to thousands of farmers without consuming one kilowatt of energy.

Systems of canals serving Magic Valley as much a wonder as irrigation result

By JEFF SHER Times-News writer
MAGIC VALLEY — It's well known that the Magic Valley got its name from the wonders made possible by irrigation.

But many are not aware that the system of canals which delivers the water to Magic Valley farmers is a wonder all by itself.

Several thousand miles of canals and laterals wind across the rolling plains of the Magic Valley, following the terrain to take advantage of the forces of gravity, delivering water to thousands of farmers without consuming one kilowatt of energy.

Five major canal systems provide the water used by the vast majority of the valley's farmers.

The three largest canals originate in the reservoir behind Milner Dam, 40 miles east of Twin Falls on the Snake River. The North Side Canal and the Milner-Gooding Canal leave the reservoir on its north side.

North Side Canal Co. manager Ted Dietz described the extent of the canal system he administers.

The system contains 300 miles of main canal and another 1,000 miles of laterals. It provides just over 1 million acre feet of water per year to over 1,600 farmers. An acre foot of water is enough water to cover an acre of land one foot deep.

The system serves virtually all the land north of the Snake River and south of the areas reached by the Milner-Gooding and Big Wood Canal systems.

The Milner-Gooding Canal delivers roughly 450,000 acre feet of water to farmers northwest of Shoshone, north and south of Gooding and in the Hunt project north of Eden.

The Big Wood Canal system, originating at Magic Reservoir, carries roughly 240,000 acre feet of water per year to areas north and northwest of Shoshone, southeast of Shoshone including the Dietrich area, and the entire Richfield area east of Shoshone.

Together the two canals serve about 98,000 acres of land and 1,200 farmers with 200 miles of main canals and 500 miles of laterals, according to manager Leon Grive.

The Twin Falls Canal Co. system serves most of the land south of the Snake River and north of the Highline Canal between Milner and Salmon Falls Creek Canyon.

Most of the area south of the Highline Canal from south-of-Twin Falls west to Salmon Falls Creek Canyon is served by the Salmon River Canal Co., including the Hollister area and tracts south and east of Castleford.

The Twin Falls Canal Co. carries over 1.1 million acre feet of water per year through 80 miles of main canal and roughly 1,000 miles of laterals. Company manager Clifford Montgomery guessed the system serves about 2,500 to 2,600 farmers and just under 203,000 acres.

The Salmon River Canal Co. system begins at Salmon Falls Dam and reaches 35,000 irrigable acres of which 19,000 are actually irrigated. Its 318 miles of canals and laterals deliver about 68,000 acre feet of water per year to about 150 farmers, according to company manager Larry Roglin.

Each spring about the end of March watermasters begin spilling water from the reservoirs into the canals.

Before the canals originating at Milner are filled, watermasters for the various companies must order water to be released from storage in either American Falls, Jackson or Palisades reservoirs, where the companies have most of their storage rights.

North Side Canal Co. watermaster Bob Hackworth said bringing water from storage to Milner can take from 24 to 48 hours. From Milner, it can be delivered to the farmer within 24 hours.

The watermasters increase the amount of water flowing through the canals as the spring progresses and more and more farmers order their allotments from the watermaster.

By May most farmers are receiving their full allotment, but the canals do not reach full capacity until July.

Hackworth said this occurs because increased evaporation due to midsummer's high temperatures requires more water be released into the system to insure that all farmers receive full supplies.

By November the canals are empty again and remain that way through winter, while rain and snow in the mountains refill the reservoirs for the coming irrigation season.

Monthly food stamp survey planned

SAN FRANCISCO — To ensure that new food stamp rules are correctly applied, the U.S. Department of Agriculture will require all states to conduct a monthly survey of food stamp cases, Assistant Secretary of Agriculture Carol Tucker Foreman said today.

Foreman said by analyzing survey results monthly — rather than semi-annually as under the old rules — patterns of error can be quickly identified and corrected.

"The food stamp reforms — mandated by Congress — should result in tighter program administration and improved services to households, and the department will be monitoring the conversion process closely to ensure that these results are realized," Foreman said. "The states face a major job in converting to the new rules, and it is essential that the

conversion process be monitored closely," he said.

New food stamp rules, which change the way eligibility and benefits are determined, are expected to redirect benefits to the neediest households while eliminating one million less needy people from the program, Foreman said.

Oregon and many California counties have indicated that they will implement the new rules on April 1. Most states, however, will begin implementing the new rules by March 1 and must have completed the conversion by July 1. The changes will affect over five million households now participating in the program.

Foreman said states already have made one major change in the program by dropping the requirement that program participants purchase their food stamps. She said the

department was pleased with how smoothly the states had implemented this change.

Final regulations establishing the quality control system appeared in the Feb. 9 Federal Register and go into effect March 1. The department published the regulations in final form in order to begin monitoring the new program promptly. However, the department will continue to receive public comments until April 10 and may revise the regulations after considering these comments.

Comments should be sent to Nancy Snyder, deputy administrator for Family Nutrition Program, Food and Nutrition Service, U.S. Department of Agriculture, Washington, D.C. 20250. Comments will be available for public inspection in that office during normal business hours.

New types of tomato on market

MOSCOW — To help home gardeners obtain seed of new ultra-early tomatoes developed by the University of Idaho, a seed association that specializes in introducing new varieties of wheat and other farm crops is selling seed of five new tomatoes. These varieties perform well in the cool-climate area of northern Idaho and eastern Washington.

Homer L. Futter, secretary-manager of the Idaho Foundation Seed Association, said good yields of seed were produced last year by a northern Idaho farmer who grew the new tomato varieties.

"We wanted to make the seed available to the public because our area has a real need for the early maturing tomatoes developed by Dr. Arthur A. Boe, University of Idaho plant physiologist," Futter said.

One of the new varieties, Kootenai, bears solid-fleshed fruit up to three inches in diameter. The other varieties, bearing smaller fruit, are named Bonner, Latah, Shoshone and Sandpoint. The earliest ripening variety is Shoshone.

Seed, priced at \$1 per packet, is available by mail from the North Idaho Foundation Seed Association, 715 S. Hayes, Moscow 83843.

University of Idaho specialists say gardeners should plant seeds inside five or six weeks before tomato plants are to be set out in the garden. In cooler regions, the recommended sowing time is mid-April.

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Idaho farmland expensive except in out-of-way places

By LONNIE ROSENWALD
Times-News writer

TWIN FALLS— Want to buy land in Idaho? Be prepared to spend a lot of money, unless you're looking for some out-of-the-way farmland in the southwestern corner of the state.

Land in and around Boise, the costliest area in the state, is often sold by the foot, for as much as \$5 a square foot. Downstate areas are up to \$60,000 a piece, and Ada County farm land is selling for \$4,000 an acre. Last year a 67-acre dairy was sold for \$360,000, or \$5,373 an acre.

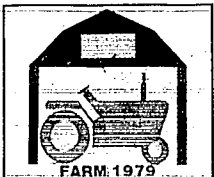
There's general agreement in Idaho real estate circles that Boise property is hot. But that is where the consensus ends.

"Commercial subdivision property is the fastest rising property in terms of value," said Boise realtor Ken Nelson. Nelson said the value of this land category rose 15 percent last year.

But Twin Falls farm land salesman

Louis Thorson predicted a slowdown in the boom in those sales. He insisted everyone wants to buy dairies.

"We have a tremendous dairy



business," Thorson said, he added most of the interested buyers are people from California and Washington who couldn't afford taxes in their home states.

Cheap, developed farm land is still available in Idaho. Farms in Owyhee County are on the market for \$1,000 an

acre, as is irrigable North Side farmland. A little farther east, in Twin Falls, farms close to town are bringing \$3,000 an acre.

But those "farms" are not being sold as farms, Thorson said. He said very few Twin Falls farms have been bought by a farmer in recent years. "The farmer can't afford to pay what the developer can," he explained.

But even cultivated farm land is expensive in Twin Falls County, Thorson said. He indicated that any land south of the Snake River that could be had for less than \$1,750 an acre would be "a steal."

The best bargain may be grazing land, which sells for \$50 an acre in some remote, unwatered spots.

Nelson, the subdivision proponent, said the value of commercial property climbed at a rate ten percent greater than farm land did last year. Overall, Idaho land values climbed at a faster rate than inflation, he said. Despite the general health of the

land market, real estate agents are concerned about how planning is depressing the market.

"Counties have tightened up on zoning," Nelson claimed. "That has been brought about by indiscriminate development of subdivisions for residential property," he said. Some sample properties on sale in Idaho today:

— a 55-acre irrigated farm near Caldwell, with a three-bedroom home, barn, two granaries and corrals. Price: \$550,000.

— a service station converted to a store in Jerome. Owner will trade or sell for \$116,000.

— a 2,687-acre dry farm with three wells, 23 miles south of Rockland. The farm which has turned out yields of 31 bushels of wheat per acre and 37 bushels of barley, is up for sale at \$1,073,800, and the owner offers to lease it back for 10 years after the sale.

— a 4,365-acre ranch in Owyhee County, with 300 irrigated acres, free

water from a creek and a well, 4,000 acres of leased state land, and 8,152 animal-unit months from the government. (An animal-unit month is the amount of forage the government allows for feeding a cow for one month.) The 1,273 cattle can be added in the sale, which can be made for \$1,700,000.

These properties were presented to the Idaho Chapter of the National Farm and Land Institute at its annual convention in Twin Falls last month. The Institute was organized in 1973 to

promote cooperation between Idaho real estate brokers. When the group convenes, they exchange tips on properties they have, so that a Boise businessman might be hooked up with

a farm land broker in southern Idaho. The presentations are conducted in a horse-trading style, with agents allowed 8 minutes to "pitch" their property. Interested brokers submit their names, and the agent is free to match those brokers with property owners.

Fresh fruit finds ready market

MOSCOW — Despite the rising retail prices of fruits, Americans are increasing their consumption of fresh apples, oranges, peaches, pears and other fruits. Sizable gains in consumption were registered in 1978, according to a year-end economic report issued jointly by the University of Idaho, Washington State University and Oregon State University.

"Fresh apple consumption has risen from 16 pounds per capita in 1976 to 18.5 pounds in 1978," extension specialists reported.

"Growing demand characterizes the current marketing year for fruits and nuts. Strong prices are expected again in 1979," the university staff members predicted.

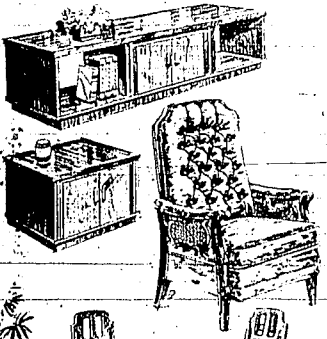
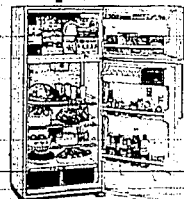
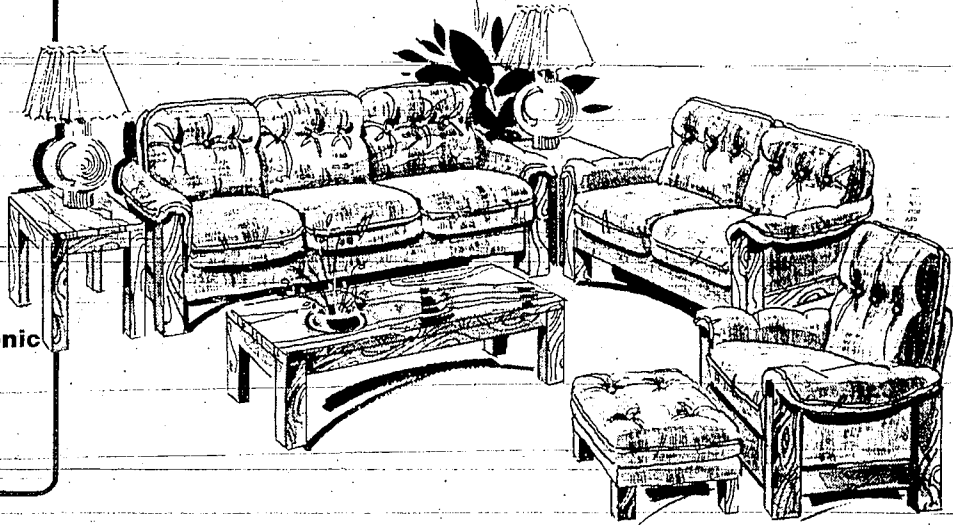
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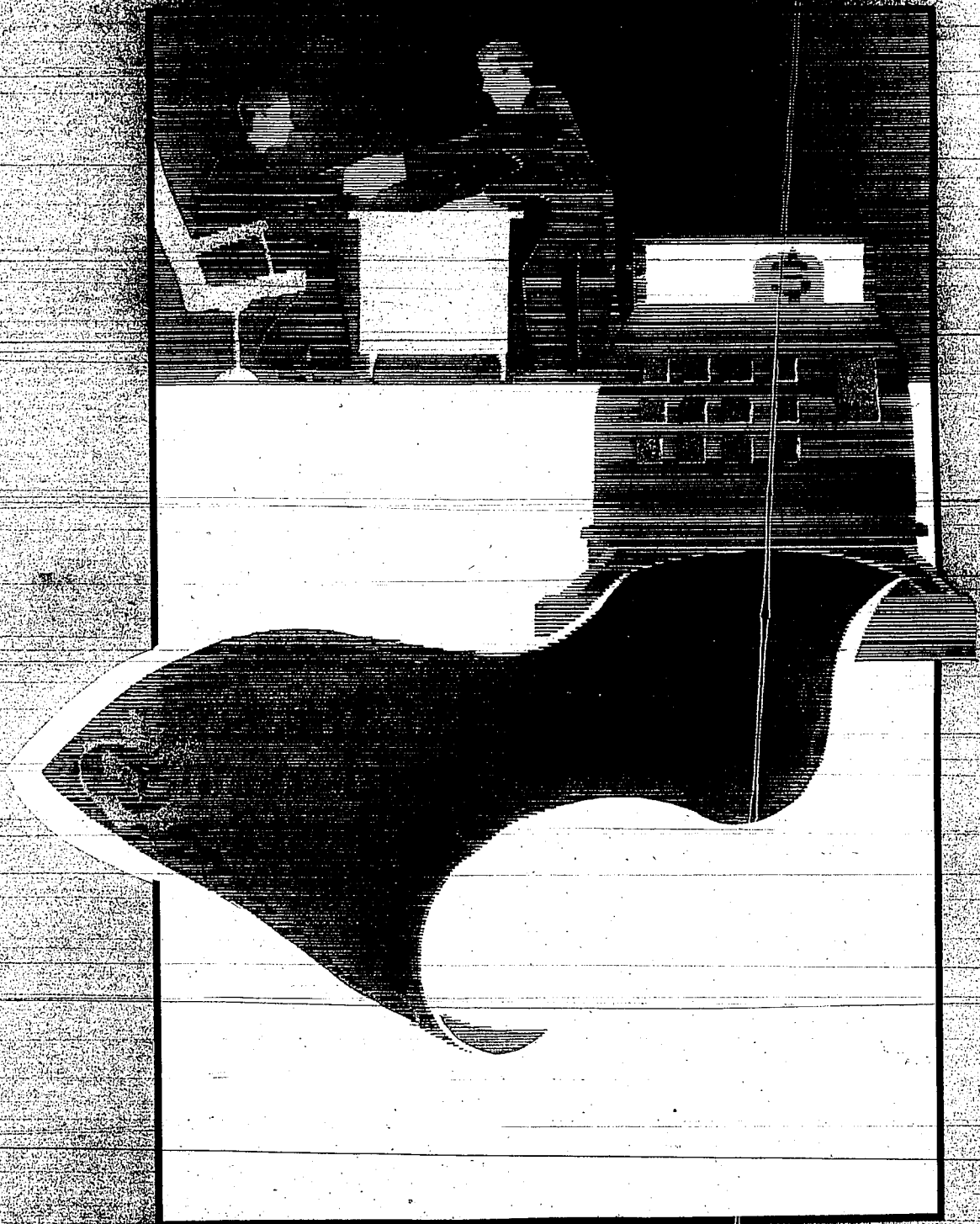
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COVER ART BY MARK GERBER

Tupperware's party plan big business

By DALE SINGER
United Press International
Mixing business with pleasure is big business.

Persons who like to shop and to get together with friends can do both at the growing number of home selling parties — a perfect opportunity to socialize and buy products for themselves and their families in a relaxed atmosphere.

The sellers have advantages too. They become their own bosses, set their own hours and work as hard as their personal schedules allow.

Initial investments usually are small and the return corresponds to the amount of effort involved.

A UPI survey shows that more than 10 million people are involved in party-plan selling. Plants, jewelry, cosmetics, framed reproductions, even magazine subscriptions are available, just by going to a party.

Tupperware — the name most often associated with selling parties — had worldwide sales of \$69 million in 1977, the last year for which figures are available. More than half of that total is from outside the United States, the company said, showing that sales

parties are not just an American phenomenon.

The Direct Selling Association, an industry group representing party-plan companies and door-to-door sellers, said the two types of selling combined involve two million Americans and account for \$6 billion in sales in more than 35 million homes each year.

Advantages of party selling were spelled out by Jim Wiggins of Houston, who works with his wife in managing Deco Plants, a division of Ralston Purina Co.

"It's a quick easy way to contact more people," he said. "If you go door-to-door and knock on doors, you're going to get probably seven out of 10 doors shut in your face. Two of them might listen to you — and one might buy. This way, people that come know what they're coming for."

Products sold at parties often have been demonstrated, explained or sampled in ways that are difficult to do in a busy department store.

Allen Van Tyle, vice president for communications for Sarah Coventry of Newark, N.Y., said her firm has thousands of salespersons nationwide

to help customers find the jewelry they want.

"It's very inconvenient for a woman to shop for jewelry in a store if she has a coat on and has to fiddle with her clerk exactly what she wants in the jewelry case," she said.

"At our parties, all the jewelry is put on the table. It's demonstrated by a fashion show director and modeled by those at the party. It's sort of like an audience participation thing and a way for a woman to accessorize her entire wardrobe all at once."

Harry Welch, vice president for advertising at Tupperware in Kissimmee, Fla., said his company's product has to be demonstrated properly for customers to take full advantage of it.

"The most common complaint about retail stores is that clerks don't know anything about the products they're selling," Welch said. "Tupperware has a product uniquely geared to a selling party plan because the product is easy to understand once it's demonstrated."

Cosmetics, which account for a large share of home purchases, pose a

different type of personal problem.

"Consumers do not want to let their hair down and try face creams and the like in a retail store," said Monty C. Barber, vice president of Mary Kay Cosmetics in Dallas. "They will in a neighbor's home."

The operation of Natural Life in Orem, Utah, which distributes natural foods, is fairly typical of the way party-plan sales companies operate.

Spokesman Robert Hughes said Natural Life has between 4,000 and 5,000 representatives across the country. Each pays a \$5 fee to receive product information, then sponsors meetings and lectures with a speaker who is an expert on natural foods, herbs and other related products.

"The representatives sell what they can, file the order with the company and receive a certain percentage of the sale."

"It's a vehicle for selling products to people," Hughes said. "It's a way for people to earn money — they get out of it what they put in."

"We never lifted our meetings parties. We just have distributors out in the field who talk about the product."

Then if someone wants to buy or start in the business, they can."

Operations of party sellers may be similar, but the terminology varies.

At Deco Plants, sales representatives are consultants, while Transart, which handles framed reproductions, calls its people "accessory designers who organize shows, not parties."

Mary Kay Cosmetics employs beauty consultants who have beauty shows, while at Sarah Coventry, sales are made by fashion show directors.

In most cases the sales representatives are women, although Allen Van Tyle at Sarah Coventry said some sales are handled by men.

"Women buy very quickly from a man," she said.

At holiday time, she said, the company organizes all-male parties.

"They're very successful because they can get ideas on what to buy their wives."

The Direct Selling Association profiles the typical sales representative this way:

Most are women who tend to be young, outgoing and knowledgeable with a sense of humor and a flair for showmanship. They are looking for a second income to stretch the family budget or buy luxuries, but they also enjoy free time from everyday responsibilities and the satisfaction of making money on their own.

In many cases, they not only are selling products — they are selling sellers as well, trying to convince others to join them in organizing parties. Many companies give extra fees for recruiting and overseeing new sales representatives.

Those who buy at selling parties may fit a profile similar to that of the sellers. They enjoy getting out of the house and finding a good buy. They may feel obligated to buy in exchange

for being entertained, although they also feel it's a cheap price for an afternoon or evening out.

But Charles Lapp, visiting professor of marketing at the University of Dallas, said there is no real need for anyone to succumb to such pressure.

"There is a choice," he said. "For example, I avoid stores I know are high pressure. My wife won't go to these parties, as she knows she'll feel obligated to buy and she can't take the pressure. I don't think many women can."

"They have a unique product," Lapp said. "Therefore, people are willing to buy at a higher price, especially because of the attention they get. The parties help communicate news as well as being purveyors of goods. They serve a social purpose which is not so costly as compared to other social functions."

Some persons may be wary of investing in home-selling plans because of adverse publicity from so-called "pyramid schemes" in recent years, but Lapp doesn't feel pyramidizing is a danger. Neither does Jim Wiggins of Deco Plants.

"It's associated with the pyramid deal quite a lot," Wiggins said. "We're just a little over three years old, and a lot of people haven't heard of us yet. So the first thing we have to get over is we're not a fly-by-night company."

All involved agree that home selling is big business, and getting bigger all the time.

"It's a growing trend," said Kenneth Bohar, executive vice president of Sarah Coventry. "It takes a lot of accumulated expertise and is far more complex than meets the eye. More retailers are going into this all the time. Companies like Sears and J.C. Penney are doing more of it."

U.S. may lose No. 1 rating as industrial power

Chicago Sun-Times
CHICAGO — The United States is America's second or third-rate industrial power in the world?

It could happen, but it won't, says Peter Trenholm, a man who expects to make a nice pile of money in the stock market over the next couple of years betting that this sometimes derided country will come surging back.

"In two centuries of remarkable growth this country proved itself the industrial miracle of the ages," Trenholm says, "and just a generation ago we dominated the world in all the major technologies. Since then

we've been losing our position in the technologies one by one."

"What do we have left? We still lead in computers, agricultural equipment and farming techniques. Now we are even beginning to get serious for competition in jet aircraft."

"To reverse the downhill trend, it is going to take major increases in capital spending, new investment on the part of our corporations. And I can see that getting under way."

Trenholm has a right to an opinion in these matters. It might be said the 49-year-old, grew up on a diet of finance and investment. His father spent 40 years with

Boston's venerable Old Colony Trust Co., and Trenholm's first job out of college was with a stock brokerage firm.

Moving into stock market analysis, Trenholm eventually headed economic and securities research for the trust department of the American National Bank of Chicago. He was executive vice president of the Upper Avenue Bank and in charge of the bank's trust department when he opened his own investment and financial management firm in 1977.

With an office in Kenilworth, a suburb known for the high per capita income of its residents, Trenholm

specializes in investment advice and management for persons with what some may consider moderate wealth.

As Trenholm defines it, that's someone who has \$100,000 to \$500,000 available for investment in stocks, bonds and such as government paper. Personal attention is Trenholm's thing. "I may be the only investment adviser around who makes house calls," he says.

In any event, Trenholm now thinks well of the stock market.

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Idaho ecology movement fighting for life

By DAVID MORRISSEY
Times-News writer

BOISE — There was a time, before the glow had left the dream, when Idaho's ecologists spoke softly, and the power structure trembled.

A tiny handful numerically in a state long known for its development attitudes, ecologists at the start of the decade, nonetheless, enjoyed a power which belied their limited ranks.

One governor tried to ignore their demands, and found himself dismissed from office. The 1970 general election saw incumbent Republican Governor Don Samuelson toppled from power, in large part because he publicly advocated open-pit mining in the White Cloud Mountains.

A young Democratic Lochinvar named Cecil Andrus shrewdly made preservation of the largely unspoiled range the central key of his campaign. In so doing he began a successful journey that would end in

information on their energy supplies and use. The information, Evans then said, would form the basis for development of a comprehensive Idaho energy plan. The legislature ignored the request.

In 1978, the governor repeated his call. In 1979, the plan was shelved.

In 1978, Evans also placed on the back burner the geothermal technical assistance program. That proposal would have provided state assistance and technical advice to communities developing alternative energy geothermal sources. One project which might have received assistance is the geothermal heating project of the College of Southern Idaho.

In his 1978 State of the State address Evans also urged legislators to transfer responsibility for clean air and water programs from the Department of Health and Welfare to the Department of Water Resources.

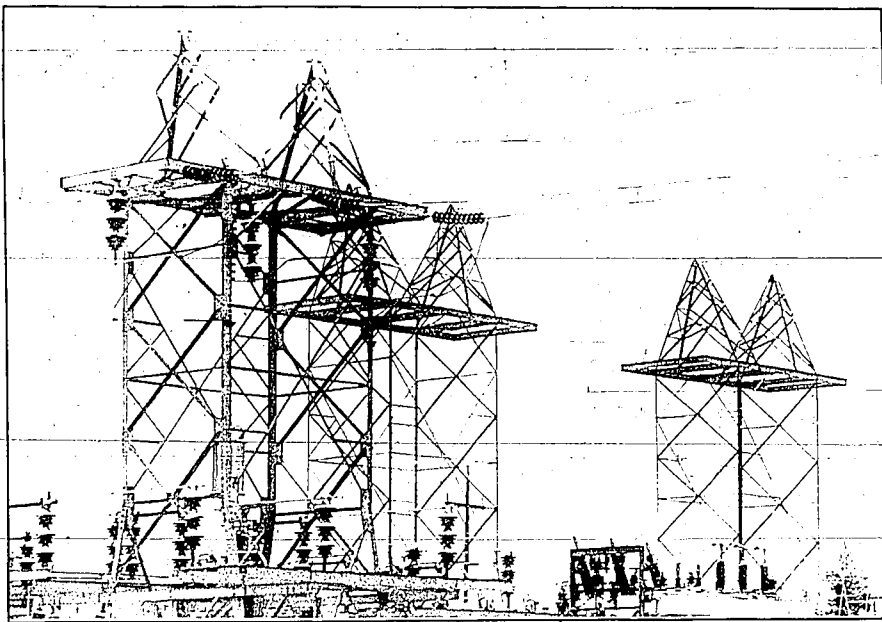
This plan triggered cries from ecologists in every corner of the state. The farmers running the Department of Water Resources are more concerned with water development than water quality, critics of the Evans' move, said. Putting farmers who pollute the water with agricultural runoff in charge of the programs for reducing water pollution, others said, was like putting the fox in charge of the hen house.

But if Evans has taken his lumps from environmentalists concerned he has changed his colors, the Idaho Legislature has believed even more abuse. Here is a brief summary of recent legislative actions.

• **LAND USE PLANNING:** In 1975, then Governor Cecil Andrus presented legislators with a packet of four bills creating a comprehensive system of land-use planning. Legislators narrowly approved one of these measures — the weakest — and have tried to repeal it in each succeeding legislature.

In 1978, the House of Representatives came within eight votes of repealing the land-use law. This year the law survived by only two votes, prompting land-use opponents to predict victory in the 1980 session.

• **Public Utilities Commission:** Few persons have achieved the status of folk hero in Idaho ecological circles. But when PUC President Robert Lenaghan overturned Idaho Power Company plans for a coal-fired plant near Boise, the gruff former Bannock County legislator became a leader of the dwindling ecology movement.



Bob DeLashmitt/Times-News

Power lines stretching across Idaho symbolize state's energy demands; one theater in ecological battle

This year Lenaghan was sacked by the legislature. On a 19-16 strict party line vote, Republican senators flexed their muscles and refused to confirm Lenaghan's appointment to a second PUC term.

• **Bottle Bill:** Long one of the measures favored by the Idaho Conservation League, Idaho's initial bottle bill was patterned after Oregon legislation. The proposed law would require, as an anti-litter incentive, that every beverage container be returnable for a refund.

In 1976, the bottle bill received a mere 11 votes. Later that year the sponsor of the measure found the advocacy of the bill one of the factors contributing to her defeat. In 1977

similar legislation never made it out of committee. In 1978 and 1979 bottle bill proposals haven't even been brought to the legislature.

• **Solar Energy:** In the 1978 legislature, a measure was introduced giving counties and cities authority to write standards into their building codes regulating solar energy systems. The intent of the legislation was to allow local governments some quality control over what could be expensive alterations to homes and businesses. The bill died in committee. Sponsors indicated similar legislation would appear in the next session, but no solar energy proposals have been introduced in the 1979 legislature.

• **Energy Systems Revenue Bonding:** Proposal was brought before the House Revenue and Taxation Committee earlier this year, which would have allowed local governments to issue revenue bonds for construction of locally owned and operated energy systems. The

measure was sharply criticized and sent to a sub-committee for drafting alterations. As of this writing the measure is dead for this year.

• **State Water Plan:** In many ways this was the crowning achievement of the 1978 legislature. After hundreds of hours of hearings the legislature adopted a comprehensive plan for Idaho's future water use. But before the plan was adopted legislators rejected parts of the plan. Rejected segments included proposals for a green belt river program, for the creation of lake and reservoir surface management plans by local governments, for creation of a state natural river system, and for inclusion of the St. Joe River in the National-Wild-and-Scenic Rivers System.

Legislators also rejected attempts to specify environmental and social impacts as criteria to be considered in granting water permits. Additional indications the Idaho ecology movement is faltering can be

seen after a glance at the Idaho Conservation League. Long the leading Idaho organization in conservation and related causes, ICL newsletters have recently talked of funding shortages. Added to this is a recent shakeup in ICL organization. Mark Ingram, who in his short time as a lobbyist before the legislature and had earned a reputation as a knowledgeable conservationist, recently resigned from the ICL. His presence was an asset to the ICL, and it remains to be seen if his replacement will have the same influence.

A case, of course, can be made that the ecology movement is still alive and well in Idaho. The above items are not the only factors which can be considered in assessing that question. But they do indicate the glamour of "Earth Day" and the unhesitating acceptance of ecological values as positive, are rapidly disappearing.

The ecology movement in Idaho may not be dead, but it will most likely have to fight to remain alive.

Analysis

the Interior Secretary's office—in Washington. There, as chief guardian of national lands where deer and buffalo still roam, Andrus has maintained his reputation as a leader in the ecology campaign.

But in Idaho, more than a few persons are now asking if the ecology movement has withered on the vine. Strong evidence suggests the steam has gone out of the drive that once seemed so powerful.

Much of the despair of ecologists can be traced to occurrences in recent years. Actions—by both Gov. John Evans, the Democratic successor to Andrus, and the Republican-dominated legislature, indicate ecological concerns are no longer high on the list of political priorities. If, indeed they remain priorities at all,

The Evans' State of the State address, delivered Jan. 8, was one of the signs ecologists noticed. In that speech Evans responded to passage of the 1 percent initiative by not asking for funds for a state energy plan. The governor also scrapped a proposed geothermal technical assistance program.

In abandoning the statewide energy plan, Evans retreated from what had earlier been a strong concern. In 1977, the governor called for legislative enactment of a plan under which state agencies would submit regular

Investing in health, fitness benefits timer manufacturer

By ED LION

SPRING GROVE, Ill. (UPI) — Jim Miller says trim and healthy employees make for better business so he pays them to quit smoking and lose weight.

Miller, 49, a self-avowed fitness buff, has dished out \$12,000 in company funds to promote health and physical fitness among the 900 employees of Intermatic Incorporated, an automatic timer manufacturer based about 60 miles from Chicago. And he says the investment is well worth it.

"I got a real upset looking at some of the fat on people at work," Miller said. "When you see a 29-year old girl overtop a steel by six inches on either side — it's sad and not healthy."

Miller said some workers have even become spotted, awaiting contests before shedding pounds or quitting smoking. He said the money — and

meat self-imposed weight-loss targets of at least 15 pounds. They will get \$1-a-pound for additional weight losses above their targets. Employees failing to meet their target, but at least knocking off a 15-pound minimum will get \$1 per lost pound.

Collectively, 294 employees have pledged to lose 2½ tons, and if they are successful it will cost the company \$20,000 in fat bounties.

"I just got real upset looking at some of the fat on people at work," Miller said. "When you see a 29-year old girl overtop a steel by six inches on either side — it's sad and not healthy."

Miller said some workers have even become spotted, awaiting contests before shedding pounds or quitting smoking. He said the money — and

ribbing by fellow employees once the contestants are made known — often is just the proper incentive to bolster employees' will power.

"I don't know if I would have done it without the program," said Katherine Mahoney, 42, the biggest weight loser of the completed contest with a 50-pound loss and a new \$150 savings account. "Now I feel great and my family is happy. I'm even in the new contest to lose more pounds."

Anita Wisniewski, 36, has set a target of 100 pounds to lose by April in the current contest, and if the last weighing had lost 63 pounds. At the time she meets the target she stands to win \$400.

"What am I going to do with the money if I win?" she pondered. "Probably buy a new wardrobe."

"And that definitely helps productivity, though it's impossible to pinpoint exactly how much is from this or other factors."

Miller, who quit smoking on his own and whose father suffered emphysema from smoking, has helped about 35 workers (out of 100 attempters) quit the habit for at least a year — with about \$3,500 as the prize. The American Cancer Society, which has expressed interest in making a promotional film about Miller's program, figures six smokers quitting the habit equals one life saved.

First Miller offered \$50 to every worker quitting the habit for a year and many of them permanently stayed off cigarettes, he said. Then in another carrot-and-stick contest the company put up a \$1,000 pot for successful whole-year quitters to split. Additionally, the company made side bets of up to \$100 with employees. Successful quitters won the money and defeated tobacco addicts paid the company. The firm, in turn, turned over the money — about \$1,200 — to the American Cancer Society.

Miller, who is on a first-time basis with all employees and gives them birthday and graduation checks, set up a mile-and-a-quarter jogging and exercise trail on the company's premises and workers can use special tennis courts and a volleyball area, part of his battle against fat.

He has paid \$3,000 to 41 overweight employees — \$3 a pound. They were eligible for the fat bounty because they were at least 15 pounds overweight at the program's start and shed at least that amount of excess poundage by the time the year-long contest ended.

Altogether, 130 workers were in the program — losing a total of 1,250 pounds, though most didn't qualify for the bounty.

Miller is presently running another weight loss contest — this time paying a bounty of \$1-a-pound if employees

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Agriculture anchors Magic Valley employment

By CHRISTOPHER BOGAN
Times-News writer

MAGIC VALLEY — Magic Valley's trade and manufacturing industries have made great leaps forward in the past two decades but agriculture is still the employment mainstay throughout the eight county area.

And agriculture will remain the Magic Valley's leading industry for a long time to come, according to Craig Hobbey, a labor market analyst at the Idaho Employment Department's Job Service office in Twin Falls.

A breakdown of employment by industry in the Magic Valley shows agriculture is the primary source of work for residents in five of the eight Magic Valley counties.

The trade industry provides the second largest source of jobs in the Magic Valley, and government and manufacturing follow.

Based on employment figures for 1976, Hobbey says agriculture provides work for more people than any other industry in Camas, Gooding, Jerome, Lincoln and Minidoka Counties.

Idaho Employment Department statistics show an average of about 51,787 people were employed throughout the eight Magic Valley counties, and agriculture was the industry employing 14,559 people, or about 28 percent of the total working force.

Hobbey said the 1976 work figures provide the greatest insight into Magic Valley's employment breakdown by industry because the 1978 data is not fully compiled and the 1977 figures are misleading. The 1977 figures reflect an abnormal year when Magic Valley suffered from the drought.

The trade industry, which represents grocery, clothes, hardware, sports and other such stores, provided jobs for 10,311 Magic Valley residents, or about 20 percent of the total working force.

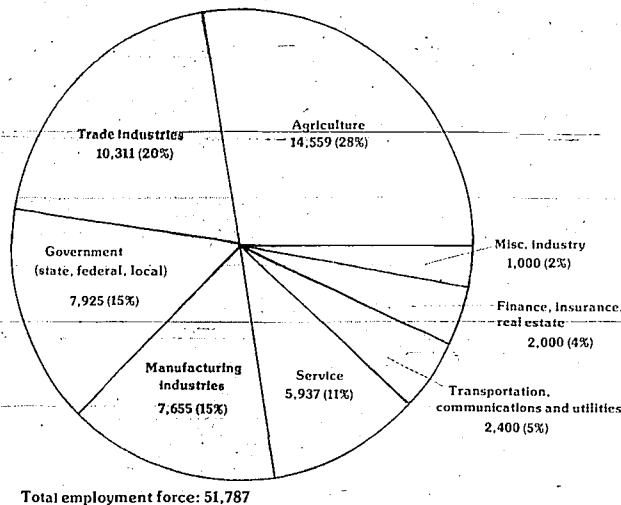
Federal, state and local governments comprised the third largest Magic Valley industry. Government jobs provided work for 7,925 people, or about 15 percent of the employment force.

The manufacturing industry was the fourth largest source of employment. It provided jobs for 7,655 people, or about 15 percent of the total working force.

The service industry, which includes hotel, restaurant and entertainment jobs, comprised about 11 percent of all Magic Valley work opportunities, while other miscellaneous industries provided the rest of the jobs.

Magic Valley industrial employment

(Approximate figures provided by the Job Service office in Twin Falls for the eight-county Magic Valley area)



"The whole Magic Valley is agriculture oriented," Hobbey observed. He noted that after all the jobs directly involved with agriculture, there is a large source of employment in businesses that thrive off farming. These businesses include seed, fertilizer, farm equipment and related companies.

In view of the large investments made in the Magic Valley agriculture community, Hobbey said agricul-

ture will continue to be the area's leading industry for a long time to come.

But he also noted that trade and manufacturing have grown by leaps and bounds in the past 20 years or so. "In the early 1950's," he said, "there was almost no manufacturing. It was almost all agriculture."

The labor analyst says the Magic Valley labor force

grew rapidly in the early 1970's when numerous manufacturing companies like Tupperware, Kellwood and Longview Fiber settled in the area.

"Companies were looking for places to go then," he noted. And in the Magic Valley he said they found relatively inexpensive land, low taxes and a good work ethic among residents.

But this growth slowed in the mid-70's and Hobbey speculated that companies must have determined the work market was temporarily saturated. He said, however, there are now preliminary signs from manufacturing companies of renewed industry in the Magic Valley. The labor analyst said he thinks growth could pick up again in the future.

An employment breakdown in 1976 shows the three leading industries in each of the eight Magic Valley counties as follows:

Blaine County: Service industry provided 27 percent of the jobs for a 4,573-person employment force. Trade provided 22 percent of all jobs and finance, insurance and real estate provided another 22 percent of the job market.

Camas County: Agriculture provided 52 percent of the jobs in a 402-person employment pool. Government provided 23 percent and manufacturing 8 percent of the remaining work opportunities.

Cassia County: Trade industry provided 23 percent of the jobs for a 7,876-person working force. Manufacturing provided 22 percent and agriculture 20 percent of the remaining jobs.

Gooding County: Agriculture provided 41 percent of all employment opportunities for a 3,982-person working force. Government provided 18 percent and trade 16 percent of the remaining jobs.

Jerome County: Agriculture provided 48 percent of all opportunities for a 6,350-person employment force. Manufacturing provided 17 percent and trade 14 percent of the remaining jobs.

Lincoln County: Agriculture provided 42 percent of all jobs for a 1,120-person working force. Government provided 35 percent and trade 10 percent of the remaining work opportunities.

Minidoka County: Agriculture provided 36 percent of all work for a 4,216-person employment force. Manufacturing provided 22 percent and government 16 percent of the remaining jobs.

Twin Falls County: Trade provided 25 percent of all jobs for a 29,900-person working force. Agriculture provided 21 percent and government 15 percent of the remaining jobs.

Electronic tellers may replace counters

NEW YORK (UPI) — More sophisticated versions of the bank machines that take deposits and dispense money around the clock seem destined to revolutionize the sale of airline, railway and bus tickets.

Cubic Corp. of San Diego already has such equipment working for a western commuter airline, Pacific Southwest, and has obtained a contract to install it for one of the largest national airlines.

"We can't reveal the name of the big airline yet," said Cubic President Walter J. Zable, "because travel agencies are upset by the specter of machine sale of interstate tickets and the airline wants to sell the matter to

the travel agents before making a public announcement."

Actually, said Zable, the travel agents have nothing to fear.

"The automatic equipment will never be used to any extent for vacation travel, which is the travel agents' bread and butter, nor for more complex business travel," he said. "It will be used for commuter flight ticket sales and impromptu ticket purchases by people on the move."

The airlines' interest in automatic ticket selling is to save passengers' time and reduce clerical payroll expense, but Zable said the airlines and the railways that still operate

commuter and other passenger trains have another reason for being interested — to curb pilferage and free-loading.

His company and other electronics companies are developing systems using automatic scanning equipment so that no one can get on a bus or a train without submitting a ticket bearing magnetic stripes that can be read automatically.

The pilferage and free-loading losses on some bus lines are heavy, and similar losses are experienced on commuter railways.

For both the airlines and the buses, the automatic sale of tickets also will be a big help in auditing passenger

traffic, Zable said.

The system being used by Pacific Southwest Airlines was first installed last August at San Diego's Lindbergh Field airport. Cubic now has installed 39 of the systems at the 13 airports served by Pacific Southwest.

The system will issue either one-way or round-trip intrastate tickets and charge them to any one of six magnetic-striped credit cards: PSA's own card, American Express, Visa, Master Charge, Diner's Club and Carte Blanche.

Federal income tax exemptions increase \$250 over last year



BOISE — Personal and dependency exemptions have increased in 1979 to \$1,000 from the previous exemption of \$750 in 1978. It increases the "zero bracket amount" deduction from income for all Federal tax return filers.

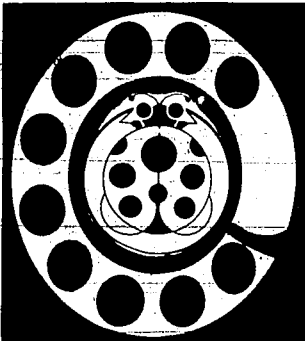
The new tax bill which repealed the "general tax credit" which allowed a credit against taxes — the greater of \$35 for each exemption or 2 percent of taxable income.

New withholding tables have been

issued to employers for withholding on wages paid after Dec. 31, 1978. Many taxpayers will owe less tax in 1979 and have less withholding. Some taxpayers may be required to pay more tax, such as taxpayers in higher income brackets.

Withholding tables for married persons were, in the past, based on only one spouse being employed. If both spouses were employed, withholding, in many cases, would not cover their total tax when the two salaries were combined.



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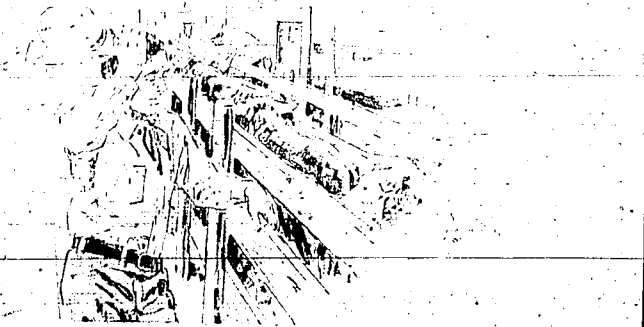
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Affirmative action as usual at many U.S. firms this year

By JEROME IDASZAK
AND LYNN SWEET
©Chicago Sun-Times

For many U.S. companies, it's affirmative action as usual despite changes this year of new interpretations of how such programs should work.

But the confusion about what lies ahead is making several companies nervous about saying anything.

Those patterns emerge after interviews with more than a dozen major business.

The uncertainty stems from the Supreme Court's decision to review a lawsuit by a white male, Brian F. Weber, who argues that his civil rights were violated when he was excluded from an affirmative action training program to increase the number of blacks in skilled craft jobs at a Kaiser Aluminum plant in Gramercy, La.

Weber won in federal district court, and the U.S. Court of Appeals ruled for him in a 2-to-1 decision, saying that "in the absence of prior discrimination, a racial quota loses its character as an equitable remedy."

The Supreme Court is expected to hear arguments in the spring and render a decision before summer adjournment. The Weber case deals with jobs and is viewed as having more potential impact on businesses than the Allan Bakke case. Earlier this year a very divided high court ruled that race could be one factor in university admission, but that Bakke had been unfairly excluded from the University of California-Davis Medical school.

The Weber decision shouldn't affect affirmative action at Montgomery Ward's, according to Melvin C. Hopson, equal opportunity director for the big Chicago-based retailer.

"That case talks about reserving slots in a program and whether it's designed to counter instances of past discrimination. We don't reserve a number of slots. We go on an active recruiting program to get bigger pools of minorities and women. And once you get more, more will be promoted."

Still, Hopson agrees with those who think the Bakke and Weber cases will cause problems. "I think there will be a chilling effect, even at Montgomery Ward. Not from Ward's and its management. But I think people in the general society will think the programs have been going too far. It will take a special effort to get them we're not reserving slots, but that we're making an effort to recruit more people."

Ward's, a Mobil Corp. subsidiary that employs more than 113,000 people nationally, gave its affirmative action program teeth in 1975 by docking part of a store manager's annual bonuses if he didn't meet hiring and promotion goals for minorities and women. In the first year, 50 of more than 400

managers were penalized. The next year, 35 were. No one will be this year, Hopson said.

The managers have accepted the program, and it's working, Hopson said. Minority hiring has been rising about 1.6 per cent each year. And in three years the company went from zero to eight minority managers and six women.

At Kraft Inc. in Glenview, Ill., manager of affirmative action programs Bonnie Lombardi thinks the Weber and Bakke decisions could add confusion but shouldn't sound the death knell for affirmative action.

"Certainly we recognize the potential of a chilling effect," Lombardi said about the court cases. "Bakke is ambiguous and anyone who is a foot-dragger in affirmative action can say 'no more quotas' and not set goals. We don't see Bakke, or anything yet to arrive on the horizon, as interfering with affirmative action."

Kraft sets annual goals for all departments and monitors them quarterly, a practice many companies follow. Lombardi thinks goals generally are being met, but added,

"We don't have as many women in skilled crafts jobs as we'd like or minorities in management, but each year we've made progress."

"In 1976 the company underwent massive reorganization and cut back on many people. In face of a decreasing work force, we increased minorities and women in officials, managers and sales workers," she said.

At McDonald's Corp., director of affirmative action Denis Detzel shares Lombardi's belief that some companies might use Bakke and Weber as excuses for doing little.

"Bakke is for many folks an excuse to lay back. I think they're saying they're worried about Bakke, but I haven't seen that many cases of reverse discrimination. I've seen a lot of media attention, and I think that's affected the mood."

Several companies elite benefits to the business from affirmative action.

Inland Steel Co. is one. "We've been through periods since the 1960s when manpower and womanpower was tight. For all jobs. Some times we wanted to hire and couldn't get qualified people. We are enlarging the manpower pool not only because we're a federal contractor, but because it makes good business sense."

More than 30 per cent of Inland's 36,000 workers are Latin and blacks. "We feel we've done a great job in that area," said Warren H. Bacon, Inland's manager of manpower administration. Inland also has participated in programs to employ minority people and women in management and engineering spots through college scholarships, summer jobs and special training. In two years, women have increased in

production and maintenance jobs, as well, from 3 per cent to 7 per cent among 20,000 workers at the Indiana Harbor Works in East Chicago, Ind.

For Illinois Bell, the problem in affirmative actions is neither Bakke nor Kaiser. It's the end, next month, of a provision that lets the company override union seniority rules in order to promote women and minorities.

"We've had an affirmative action program for six years, under a consent decree from a federal court in Philadelphia (which affected all of AT&T's companies.) We do not represent totally the work force population at this time, but we've made significant progress and met our targets," said John Bauman, Illinois Bell assistant vice president, employment personnel services.

"The corporation moved ahead under the consent decree to an almost 21 per cent minority employee rate for the company throughout the state..." he added. But the consent decree ends in three weeks and with it ends the agreement to override seniority to move minorities into skilled craft jobs. Bauman said some problems may result.

Some companies prefer to keep quiet. Zenith Radio Corp. pointed to the annual Chicago Reporter survey and said nothing else. The survey, which lists the numbers of minorities and women in categories at Chicago area businesses, said the top percentage of minority jobs in 1977 was at Zenith. More than 25 per cent of all

workers were minorities; managers consisted of 5.1 per cent black, 3.5 per cent Latin and 9.6 per cent female.

At Chicago-based Sears, Roebuck & Co., an investigation by the Equal Employment Opportunity Commission has been pending for the last five years, according to a Sears spokesman. The EEOC filed charges against the company and is looking at alleged "systemic" discrimination.

Motorola sought publicly a year ago for a board game it developed: "Equal Opportunity—It's Your Job." The game's theme was that ignorance of EEOC rules of violation of them could be very expensive as well as a social fault. But Motorola didn't want to talk now about what it is doing.

"This is a sensitive issue," a spokesman said.

With court decisions making action more difficult, the focus may shift to federal agencies. One big change is that compliance, previously scattered among several agencies, is being consolidated under one agency, the Office of Federal Contract Compliance.

"Heretofore we dealt with three agencies," said Lombardi at Kraft. "We're hoping it will reduce confusion and interpretation of regulations and eliminate duplication of effort."

There may even be fewer lawsuits, said Day Creamer, executive director of Women Employed, which monitors federal contract compliance programs nationally.



Welcome whiff of air

Charlton Wilder, left, stops for a quarter's worth of fresh air at Peter Calandrucio's "Oxygen Oasis" in downtown Denver, Colo., where cars and temperature inversions cause severe air pollution. The tank is the type used by scuba divers and the project dramatizes the bad air and makes money too.

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Tax questions answered

BOISE — Idaho farmers can get a free publication geared to answer basic tax questions applying to farming situations from local IRS offices, Philip N. Sansotta, IRS District Director, said today.

Included in this publication are examples of how to prepare Form 1040 and related schedules, and listing

of important tax dates which affect farmers during the course of the year.

"Farmer's Tax Guide" is written in easy-to-understand language and provides useful hints on how good records can help a farmer prepare an accurate tax return and pay only the correct amount of tax.

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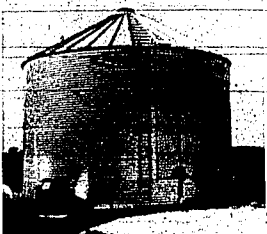
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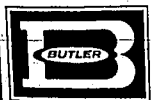


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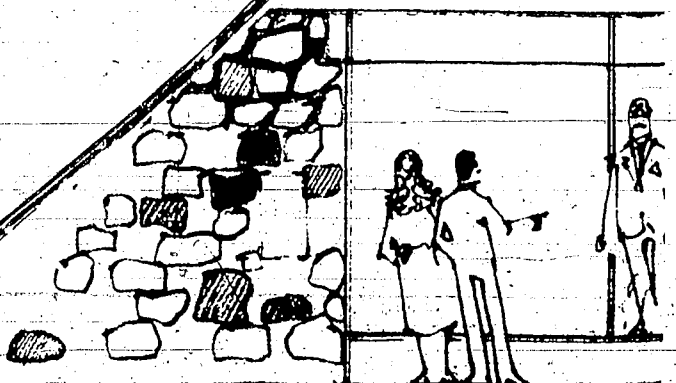
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Zale turns table on probers

By ROBERT PEAR
 ©Washington Star
 WASHINGTON — Zale Corp., the country's largest retail jeweler, is the subject of a massive criminal tax investigation by the Internal Revenue Service, which says the company and its subsidiaries may owe more than \$100 million in back taxes.
 "Recommendations for prosecution are likely," the government says in court papers.
 So you might think the Dallas-based, multinational company would be on the defensive. But with the help of a Washington law firm — Caplin & Dysdale, which includes a former IRS commissioner — Zale has literally put the government on the defensive.
 By simply filing a Freedom of Information Act request asking the IRS to itemize 300,000 pages of documents and 360,000 computer cards related to the investigation of Zale and more than 1,000 subsidiaries, the company has turned the tables on the government.
 IRS agents, who compulsively collect every scrap of paper they can find in a wide-ranging probe, are being asked to open their files to taxpayers under investigation in a growing number of cases.

Deputy IRS commissioner William E. Williams says about half the Freedom of Information lawsuits against the agency seek records being used in current investigations.
 "Investigatory records compiled for law-enforcement purposes" are generally exempt from disclosure if their release would interfere with law-enforcement activities.
 Since Congress pared down the exemption in 1974, thousands of documents have been released to taxpayers. Indeed, Zale got so many that it brought its own copying machine and machine operators to the regional IRS office.
 Judges, in reviewing denials of records, often demand an index of withheld documents. Preparing such an index can be a huge task. The descriptive index entry for an item may be longer than the document itself.
 Zale owns a network of 1,100 jewelry stores.
 Each of Zale's 1,300 subsidiary corporations filed separate tax returns in 1970 to 1975, and the IRS says it is auditing all those returns.
 "The Zale investigation has at all times been unique in terms of its

complexity and magnitude," Justice Department lawyers said in resisting disclosure this month. "In fact," according to the government, "one special agent has retired due to the stress caused by his position as the lead special agent on the Zale case."
 Zale's request, according to the government, would cover "virtually every document" gathered by IRS in its probe of the company.
 Federal lawyers contend that Zale's, in trying to force the government to "disgorge its entire... file," threatened "grave and unprecedented interference with the investigative efforts of a law-enforcement agency."
 They say that forced disclosure would impede the government's ability to prosecute tax violations and other white-collar crimes.
 Regardless of whether such damage occurs, lawyers at the Justice Department, IRS and other investigative agencies will probably ask Congress to revise the Freedom of Information Act this year.
 Last year, in the department's annual FOI report to Congress, Deputy Attorney General Benjamin R. Civiletti called for "remedial

action."
 But many members of Congress and civil liberties advocates remain skeptical of the need.
 The Zale case and several other big tax cases share several special features:
 — Only one person or company, the taxpayer, can obtain the records requested. Disclosure to anyone else would be forbidden by the Privacy Act and the Internal Revenue Code.

Finding all Americans challenge for census

©Chicago Sun-Times
 WASHINGTON — Precisely at 8:45 a.m. MST last Feb. 5, the celebrated Census Bureau clock in Commerce Department headquarters here showed the population of the United States as a nice, round 220,000,000. Nineteen seconds later the total read 220,000,001.
 At this rate, there ought to be 221,915,000 people on hand — give or take a few — when the census takers fan out on enumeration day, April 1, 1980.
 Actually, there are a good many more than 220 million right now, and the challenge facing the Census Bureau next year is to flush out every warm body in the country and see that it is counted.
 Last time, in 1970, an estimated 2.5 per cent of the true population was missed. If the same under-enumeration factor rules in 1980, that will mean 5.5 million people missed, or more than the total population of

the United States when the second census was taken in 1890.
 The Census Bureau says that most of the under enumeration is inadvertent—that people are overlooked for a variety of reasons (for example, drifters who sleep in hallways and have no regular residence). But others deliberately avoid the census, either because they are illegal residents or otherwise wish to avoid any unnecessary contact with The Man.
 The Census Bureau does not care whether individuals are on the lam or in the country illegally. All it wants to do is count them.
 And in the 1980 census it will seek to respond to the demands that every person in the nation on April 1, 1980 is somehow accounted for.
 With the 1980 census coming up, money-conscious state and city officials are keeping an eye on what its figures will do to the federal distribution of revenue-sharing funds.

Effects of job-related stress vary among different persons

By ARTHUR J. SNIDER
 ©Chicago Sun-Times
 CHICAGO — You'll find him in every office—the individual who is constantly under pressure but well able to cope because he relishes a fast pace and solving crises.
 At the next desk is the fellow working under the same pressure, but who always is tensing his muscles and breathing deeply. His pupils dilate, his face pales and his heart pounds.
 Some people can experience stress even in a placid library job while an imperturbable tycoon with three telephones ringing can take stress in

stride.
 Doctors are puzzling about whether it is the high-tension job that produces emotional stress and erosive effects on the body or the person's reaction to the job.
 Some Chicago investigators have found in a 10-year study of employees at the Western Electric Co. plant in suburban Cicero that those who say they "feel" a lot of work-related stress have a 30 percent greater chance of developing angina, some other form of heart disease, or having a fatal heart attack than do side-by-side workers who say they feel no

stress on the job.
 This finding came after allowances were made for high blood pressure, cholesterol levels, cigarette smoking and other factors known to contribute to heart disease.
 The difference in coronary heart disease between the two groups began to show up in the first year of their annual examinations and continued for nine successive years.
 The study raises new questions about tension and stress, said Dr. Richard C. Shekelle, who is presenting a report March 19 on the findings to a conference on cardiovascular disease in New Orleans.

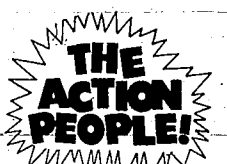


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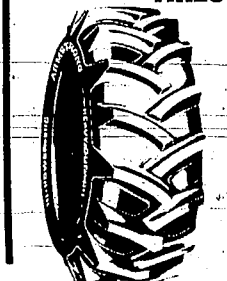
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Idaho mining company playing key role in future takeover

By STEVEN K. WAGNER

BOISE (UPI) — American corporations have existed under a cloud of insecurity the past two years, but before 1979 is out an Idaho mining firm will play a key role in determining the future of many U.S. businesses.

The firm is Sunshine Mining Co. of Kellogg and the question it and many of the nation's top corporations are concerned with involves the constitutionality of Idaho's corporate takeover law.

Sunshine's involvement is a curious one because only about 200-600 of the firm's 19,300 nationwide stockholders are in Idaho.

Yet its involvement in a suit with Great Western United Corp., a Delaware firm with offices in Dallas, has triggered one of the hottest corporate takeover debates in years.

It is so hot that the U.S. Supreme Court is expected to consider in April whether the Idaho law and possibly 36 others like it across the country, should be declared unconstitutional.

The controversy began in 1977 when Great Western proposed a public tender offer to buy 2 million shares of Sunshine. Under the Idaho law, which was adopted two years earlier, such tender offers must be filed with the State Department of Finance.

Great Western then filed suit in U.S. District Court — in Texas instead of Idaho — claiming McEldowney's

action under the Idaho statute violated the commerce clause of the U.S. Constitution. The firm contended Idaho's law places an undue burden on interstate commerce.

But former Idaho Attorney General Wayne L. Kidwell, a defendant in the case, said it is proper that state control be exercised over a significant interest — Sunshine Co. — in that state. He also claimed any litigation in the case should be heard in a court having jurisdiction over Idaho, not Texas.

The federal court ruled the Texas venue was correct and, as a result, that Great Western's takeover activities were proper. The decision was upheld in the U.S. 5th Circuit Court of Appeals, which has jurisdiction over Dallas.

There are several questions raised in light of that decision: Should federal law (in this case the Securities and Exchange Commission Act of 1934 and the Williams Act, which amended it) preempt state law? Should jurisdiction be granted to the state where the firm filing the suit is located? And how do Idaho officials feel about the "law-in-view of recent litigation?"

"Were basically neutral," said Melvin J. Baptie, deputy administrator of securities for the Idaho Department of Finance. "There was legislative concern then that clandestine corporate raids were unfair to stockholders. There also was concern from several Idaho corporations. I think the Legislature reacted to that legitimate concern."

But Baptie added that reaction might have been hasty.

"It was a midnight law passed near the end of the session and I don't think the Legislature fully understood its implications," he said. "When it was adopted we received no funding to implement it. It's impossible to defend it against huge corporations with unlimited resources."

Baptie also said "We (the Department of Finance) had no idea either what it could involve."

The law was authored by Sam Crossland, vice president and general counsel for Morrison-Knudsen Co., one of the largest construction companies in the country. M-K, ironically, is the only other firm to invoke the law.

That happened in 1978 when Crane Co. of New York bought 10 percent of M-K's stock. But it failed to tell the Department of Finance what its intentions were with regard to the future of the company, as required by the state takeover law.

A temporary restraining order delaying the takeover was granted in 4th District Court and Crane later sold the stock back to M-K at a big profit.

"My view of the situation is that the U.S. 5th Circuit Court of Appeals did a total job on the law," Crossland said.

"I think the idea of having state jurisdiction is good. I don't think it follows that it's not a law that can best be enforced by the states."

Bill Challos, a New York-based authority on corporate takeovers, agreed with Crossland.

"From November 1974 to June 1978 we can document that, case by case, stockholders would have lost \$1.1 billion if the state laws had not been followed," he said.

The Idaho law is designed to prevent corporate raiders from sweeping into the state and gaining control of a firm with principal offices or significant interests there.

But Idaho's law goes beyond the federal statute in that it requires full financial disclosure as well as disclosure of the offerer's intent with regard to the future of the target firm.

The nation's high court will look at several issues in April, including: — Whether state corporate takeover laws constitute an undue burden on interstate commerce.

Bigger budget business share his aim for store

By CLARK BELL

Chicago Sun-Times CHICAGO — George ("call me Phil") Kelly is serving notice to Sears, Ward's Pemet's, Wieboldt's and other retailers that cater to the value-conscious consumer.

Kelly, 42, new president of Marshall Field & Co.'s Chicago division, is masterminding a plan he hopes will allow the company to grab a hefty chunk of the budget business.

But he isn't pushing the bargain-basement approach that Field's traditionally but halfheartedly used to try to lure customers away from the more value-oriented competition.

Instead, the company will pursue a strategy intended to convince shoppers they aren't giving up the class associated with Field's if they buy less than designer-label or top-drawer merchandise.

Advertising and promotion will play major roles in altering the image of the Loop budget store and similar outlets in five suburban Field's facilities. The company has renamed the shops "Downstairs at Field's," and is running a series of newspaper ads

touting the change. But instead of the traditional full-page promotions, the company intends to run smaller ads.

Field's also will remodel the Loop Downstairs store and rearrange its merchandising. For instance, home furnishings (except linens and domestics) will be yanked from the Downstairs shelves and moved upstairs. But more apparel will find its way Downstairs.

To facilitate the transition, the Field's braintrust is vertically organizing. The company has done away with its vice president-budget post and all buyers now report to the merchandising management team.

Kelly, who joined Field's in November after holding top retail executive posts in Los Angeles (J.W. Robinson Co.), New York (Bloom- ingdale's) and Washington (Garfinkel's), said most retailers panic when recession becomes imminent.

He said too many companies worry about liquidity during a slump. "Many companies become timid. It should be the time when a retailer is excelling with his merchandise," he said.

Mergers stir uncertainty among firms

By LeROY POPE

UPI business writer NEW YORK (UPI) — The current wave of unfriendly corporate mergers is stirring up a lot of anxiety and some debate.

Managements of companies whose assets look to potential raiders like big bargains at current stock prices are taking alarm. They seek refuge in getting tougher state laws enacted against takeovers.

In buying up shares to increase the holdings of the control group and in publicly campaigns against unfriendly mergers.

The most radical position was taken in a speech some months ago by Chairman William C. Norris of Control Data Corp. of Minneapolis who said unwanted takeovers are about as bad for the image of business as unethical practices.

Norris went on to say that "the capture of one company by another despite resistance benefits only the aggressor and often at the expense of society."

He said the real objectives of a takeover bid seldom are revealed but that "obviously the aggressor sees such opportunities as increased profits through plant consolidations, wider product distribution, more efficient use of existing marketing organization, needed technological capabilities and so on."

But, Norris added, "inevitably pursuit of these objectives brings adverse consequences that can include amputation of employee careers, damage to the existing business, destruction of job creating resources, stifling of creativity, enterprise and competition."

There is even the question of just how friendly some so-called friendly mergers actually are. Sometimes it is fairly clear the management of the company being taken over is just putting the best face on the inevitable and within a few months or a year most of the old management will be gone.

Norris said many large companies, "to their credit, do not engage in unwanted takeovers, so we have a situation where all business suffers because of the bully-boy acts of a few. While a number of states have enacted laws to make unwanted takeovers more difficult to achieve — and these are of some benefit — the most practical means of elimination is to develop a strong consensus within the business community against them."

Inquiry made it clear that Norris is pretty far out on a limb, a position he never seems to have tried to avoid. But he is not entirely alone. Chairman Harold Geneen of International Telephone & Telegraph Corp., who built a reputation for being the fastest man with a fountain pen in business history when it comes to making acquisitions, always has backed off when he encountered real resistance.

Back in 1969, Geneen told a congressional committee. "We at ITT have never made a hostile tender." Geneen categorically condemned direct tender offers without the consent of the directors and management of the target companies, saying, "This is not a necessity of a well-run diversified company."

Charles Bluhdorn, chairman of Gulf & Western Industries, Inc., was known as a very aggressive buyer of companies in his early years but Bluhdorn has stated publicly that he ultimately came to the conclusion that unfriendly takeovers were not worthwhile.

Managements of other big companies, Westinghouse Electric and Aluminum Co. of America for example, said some years ago that growth by acquisition even on a friendly basis is hardly worthwhile because it involves too many antitrust and other legal headaches and too many uncertainties over whether a company will keep on doing as well as part of a big corporation as it did on its own.

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Jackpot boom puts money in Twin Falls pockets

By BONNIE BAIRD JONES
Times-News writer

JACKPOT — The town of Jackpot, Nev., which now has an estimated 800 residents, is rather like a distant Twin Falls suburb.

Although business developments are increasing rapidly as Jackpot attempts to meet the needs of its own citizens, some businessmen and residents say 90 to 95 percent of the buying needs in Jackpot people are being satisfied in Twin Falls or other Magic Valley towns.

When Jackpot appeared in the desert near the Idaho-Nevada state line some 25 years ago as a couple of small gambling casinos, some Twin Falls residents were suspicious of the intent. They felt Nevada gamblers were trying to take money from Twin Falls residents with a weakness for chance.

Few complain in 1979. Businessmen Robert E. Bloom, who came to Jackpot three years ago and also serves on the town advisory board, says it will be a long time before Jackpot can support its own supermarkets, automobile dealers and furniture stores.

He said Wells, the closest Nevada community, is small and some 27 miles further away than Twin Falls. Elko draws some Jackpot business simply because it is the county seat, but Bloom says Nevada prices are higher than those in Idaho.

"A lot of Elko people drive to Twin Falls to shop because there is more variety and prices are lower than in Nevada. That's one of the first things I noticed when I moved here from Elko," he said.

Such things as automobile and drivers licenses, property taxes and court appearances require Jackpot residents to travel to Elko, 150 miles from Jackpot. Otherwise business is conducted in Twin Falls with occasional trips to other Magic Valley towns.

The tourist draw of the casinos brings additional money to Idaho communities. Several Twin Falls convention centers book state and regional gatherings here because they are able to offer at least one night of entertainment in Jackpot.

Fay Williams, convention manager for the Blue Lakes Inn, says she doesn't think there is any question but what Jackpot attracts conventioners to Twin Falls.



find Jackpot residents, casino and business owners buy thousands of dollars worth of supplies from the Twin Falls stores and shops every year. Meanwhile, many Twin Falls residents enjoy an occasional night out with imported entertainment just 40 miles from home.

With new building constantly underway, Jackpot dollars are buying plumbing, electrical and building materials as well as new furniture, automobiles, mobile homes and groceries.

Richard Carson, owner of the Blue Sky Mobile Home Court in Jackpot, says his double-wide mobile homes have been moved into his court since September. All were purchased in either Twin Falls or Jerome.

A Reno grocer for nine years, Carson moved to Jackpot only a year ago and is already serving on the town's advisory board which responds to a city council. He said his only wife buys the family groceries in Twin Falls because there is only one small grocery store in Jackpot. He said she and most other Jackpot housewives drive miles to Twin Falls every ten days to two weeks and stock up on household supplies and food.

Officials in Jackpot say they have no estimate of how much money residents spend a year in Twin Falls; but, as Carson says, his family probably spends \$300 to \$350 a month for food and other regular needs. This doesn't account for the less frequent purchases of furniture, TV sets or automobiles.

They like to be able to drop into Nevada for a night in the casinos and they know Twin Falls is close," she says. "It's too far to drive from Boise or Pocatello with a bus full of conventioners. It's something only Twin Falls can offer an Idaho state gathering."

Twin Falls is not the only Idaho town to benefit from Jackpot business, casino officials say. Visitors from as far away as Boise choose to do their gambling in Jackpot because it is closer than the big gambling centers of Reno and Las Vegas.

Many residents of Twin Falls, Fier, Buhl, Jerome and other communities have also found employment in Jackpot — some commuting and others maintaining part-time homes in Jackpot for use when they don't want to commute.

Jackpot residents are proud of their community and of its growth in the past few years.

Carson says he expects to see 2,000 persons living in Jackpot within another two years. The past year has seen an increase of about 500 persons.

An expansion program now underway at the major business in Jackpot, Cactus Pete's, is expected to double the town's population when completed. Cactus Pete's now employs 400 workers. The casino operates 24 hours a day, 365 days a year, and this takes a lot of employees working the many shifts.



Charles Kogod/Times-News

The glitter of night-time Jackpot offers the promise of easy fortunes and good times

Cactus Pete's is now in a three-phase expansion program with a new coffee shop already completed. Several million dollars will be spent in the expansion program with a Twin Falls contractor, Neilsen and Co. as the builder. In addition to the new luxury coffee shop and stainless steel kitchen, the expansion will include an addition to the warehouse and a multi-table expansion of the casino or pit. The pit will be expanded into the former coffee shop space, and, at some future date, the owners plan to add a mall, hotel, quarters for a bank and expansion of the gift shop. Cactus Pete's now operates a 60-room Treasure House Motel and the Horse Shu and Cactus Pete's casinos.

Jackpot officials say they have no unemployment, although population increases in summer months because

business is better. The unemployed just leave and many return in the spring for another nine months or so of work.

Carl Hayden, a former veteran Idaho newsman, who is the one-man public relations bureau for Jackpot, says the area is not just a gambling community.

It is only 50 miles from the scenic and rugged Hartlage Wilderness area of Nevada. It has fishing, hunting, one of the state's best golf courses and an airport and is a rockhounding paradise. The recreational vehicle park behind Cactus Pete's is usually filled from spring to fall with numerous rock hunters.

Jackpot has two churches, a trained volunteer fire department and ambulance service. There is a post office,

the three casinos, grocery store, two apartment houses, two motels and an 80-unit new motel being built. The first phase of 40 units will be under construction as soon as weather permits, says Carson.

He will add the motel to his mobile home park, laundromat and laundry services. Two deputy sheriffs and a Nevada state patrol officer provide law and order. The town has its own justice of the peace and Lee-Gunningham's casino security force.

Bloom provides a wrecker service and wrecking lot in conjunction with his Chevron Service Station. He says he sends a lot of money into Twin Falls in the way of body and mechanical work.

Hayden says Jackpot's community activities include more than gambling. The town sponsors more air races

than any other community in the Nevada-Idaho area. It also goes in for endurance horseback rides, snowmobile trips when snow permits and even hosts the Nevada state "holtering contest."

There is an annual water show and boat clinic sponsored by Cactus Pete's and held at Salmon Dam reservoir, and in July, Idaho sheep breeders will visit Jackpot for a show-room dinner.

Next year the Jackpot school will be doubled in size and will include a junior high school. Sewer lagoons will be moved and enlarged to accommodate a town of 3,000 population.

Plans are also underway for a courthouse complete with jail so prisoners will not have to be transported to Elko upon arrest.

Working parents eligible

BOISE — Working parents who earned less than \$8,000 last year may be eligible for payments of up to \$400 from the government, IRS Director Phillip N. Sansotta said today.

Some workers entitled to the payment would not normally be required to file a tax return because their earnings are so low, Sansotta said.

To qualify for the credit, called Earned Income Credit, individuals must have earned under \$8,000 in total income from wages, salary, tips, or other employee compensation, or from self-employment income. They must also have paid more than half the cost of maintaining a household for themselves and at least one dependent child for the entire year. The dependent child must have been

under 19 years of age, disabled, or a full-time student.

Sansotta said that people who qualify and who earned \$4,000 or less would receive a credit of 10 percent of their earned income, up to a maximum of \$400. Those whose total income from all sources was between \$4,000 and \$8,000 would receive a reduced credit. The credit can be used to reduce income taxes owed or can be received as a refund where there is no tax liability.

For additional information and instructions, taxpayers may obtain a free Publication 596, "Tax Benefit for Low-Income Individuals," from their local IRS office, or by telephone on the toll-free line, 1-800-547-4950, after 9:00 a.m., Mountain Standard Time.

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Age, gender factors in auto insurance to remain

NEW YORK (UPI) — The elimination of gender and age as major criteria in fixing automobile insurance simply won't work and many motorists realize it, says a vice president of Aetna Life & Casualty Co.

Aetna, with headquarters at Hartford, Conn., is the country's fourth largest automobile insurer.

In a speech at Indianapolis recently to the National Association of State Insurance Commissioners, Louis F. Buck, an Aetna assistant vice president, said the company was gravely concerned about the rising cost of automobile insurance. Last year it conducted an extensive study on the affordability of the insurance and concluded that the companies must attach a lot more importance to affordability in fixing future rates.

Buck said the demand by many groups clamoring

that every driver be rated on his or her own driving record for rate fixing purposes is simply impossible.

He also reported that Aetna's survey indicated around 64 percent of all drivers consider age grouping a fair rate-making criterion. Nevertheless, 36 percent of those answering the questionnaire said they thought age should be given little weight in rate fixing. But even more young people, who pay the biggest penalties when rates are based partly on age, favored keeping the age criterion than eliminating it.

All the alternatives to the age criterion, such as "years licensed," proved totally impractical for consideration because of the impossibility of getting reliable information from applicants, Buck said.

As to sex, Buck said the evidence is overwhelming that young unmarried females have considerably fewer accidents than young unmarried males and

that underwriting experience also justifies giving discounts on auto insurance to housewives in which the only drivers are adult females. Nevertheless, 81 percent of those responding to the inquiry thought sex should be given little or no importance in fixing rates.

But Buck said that since no adequate alternative to sex as a rate criterion has been turned up, sex cannot now be abandoned as a criterion. The suggestion that "miles driven" be adopted as a substitute for the sex criterion has merit, but it will be difficult to bring about, he said.

The fact that sex discrimination in fixing automobile insurance rates, if indeed it is discrimination, hurts males, not females, gives it a novel social twist.

Buck also defended discrimination in rate fixing against single persons as compared to married persons, saying the accident figures clearly showed

married drivers have far fewer accidents. Here again, though, 71 percent of those answering the questionnaire disagreed.

The Aetna blamed politicking by various groups, including some state insurance officials, for some of the agitation against the use of age and sex as rate making criteria.

However, the Aetna has found that one of its rate-making criteria is not significant — territorial company expense differences. These differences can be equalized with 3 to 5 percent savings to some motorists, particularly city drivers. But this equalization applies only to overhead operating expense, not to the varying accident experiences in different territories, which are much more important in rate making.

Office theft losses heavy

By CLARK MCKINLEY

SACRAMENTO, Calif. (UPI) — A man in overalls rolls a handcart into a University of California office, asks the unsuspecting secretary for her \$600 electric typewriter and whisks it away — for theft, not maintenance.

Across the bay, from Berkeley, burglars storm a San Francisco building by night and haul away \$7,000 in typewriters, calculators and business machines. They wait two months while the items are replaced, then strike again.

Law enforcement officers relate the stories as examples of the growing sophistication of thieves, and of a trend in office crime.

In California alone, according to the state Justice Department's Bureau of Criminal Statistics, thefts of public and private property valued at \$200 or more skyrocketed by 85 percent from 1973 to 1977.

One of the hottest items is the electric typewriter. One thousand IBM typewriters are reported stolen to the department's Fencing Unit each year, and many more than that turn up missing — 5,000 a year by one estimate — but are not reported.

The machines are processed through "fences" — middle men who often find markets for goods even before they are stolen.

"We know there are fences who would tell their men, 'Give me five IBM typewriters and the burglars would go and get them,'" said a Justice Department spokesman. Many stolen machines turn up in the offices of doctors and lawyers, who take them as payment for fees.

"Why wouldn't you take a \$600 typewriter for a \$200 medical bill?" the spokesman asks.

In its own offices, the state has tightened control over equipment and property by having workers sign for all hand calculators, dictators and other portable equipment they use. But William Skelton, chief of state police, says, "with the fencing that

exists, a lot of items are ripped off before officers can get an ID number on them."

California state government loses an estimated \$2.6 million in property each year, officials say, with much of that they blamed on lax security, employee carelessness and poor accounting procedures.

Stolen office property in California was valued at \$7.9 million in 1977, up 1.8 percent over 1976. However, authorities managed to recover \$826,000 in equipment — 22 percent more than in the previous year.

One of the most successful recovery programs is a joint effort by the state Department of Justice and International Business Machines Corp. to trace stolen electric typewriters. State law requires dealers to report by serial number all used business machines bought, traded, repaired and received. Then investigators match the serial numbers against their list of stolen items and pass the information on to local police for recovery.

There are some dramatic success stories among private firms seeking to curb office theft.

San Francisco's Transamerica building shuttles 2,000 visitors through its doors weekly, but its business tenants have lost only about \$500 the past seven years, says George Beaudoux, owner of Continental Security Services.

Beaudoux teaches his guards to "profile" everyone who enters the building to determine if they are a potential thief.

"Professionals are pretty damn good but they always will do the same things," he says. "What they do with their eyes gives them away."

"For example, you walk into the building and you look up. This is something everyone does who's unfamiliar with the building. Immediately the guard approaches and says, 'May I help you?' and their response will tell us what they're there for."

Renting rises in status, advantages

By KATHLEEN BURNS

WASHINGTON (UPI) — Renting, once a social stigma indicating lack of funds, today has gained status as well as some significant financial and physical advantages over private ownership, according to the head of one of the country's largest rental chains.

The evolutionary acceptance is reflected in the ideas of Robert Feinstein, president of United Rental, the 125-unit chain, based in Los Angeles.

In an interview with UPI, Feinstein said that because of tight money, many persons now prefer to rent an

item rather than tie up the cash necessary for purchase. Storage, maintenance, liability and insurance problems also are eliminated by renting.

"Ten years ago I wouldn't even think of leasing a car," Feinstein admitted. "A few years later I leased a car but wouldn't tell anyone. Now I think it's a smart way to go."

"We have many customers who have the finest of china and silver but often, when they have a party, won't rent because they don't want the hassle of using their own things or the risk of breakage or damage," he said.

On limited-use pieces, such as a

champagne fountain for a wedding reception or a crib for an out-of-town infant grandchild, buying as item is not justified, Feinstein said.

Founded 30 years ago by Bud Smith, a Lincoln, Neb. businessman, United Rental was the first attempt to rent general equipment on a temporary basis. Smith felt he wanted to provide a service to homeowners in his immediate area, and didn't envision the boom that would occur.

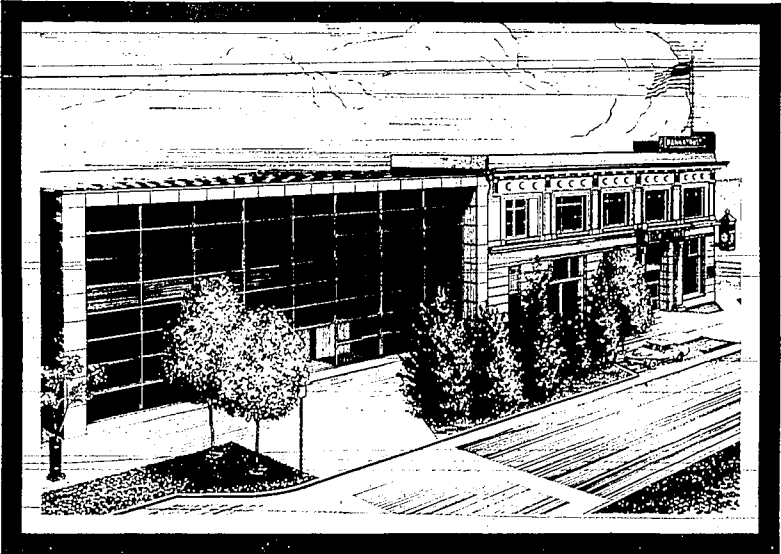
"Why buy a ladder when you only need to paint the house every 7 years?" asked Feinstein. The same would apply to temporary needs for extra beds, party goods, folding

chairs, card tables, building tools and yard equipment, he said.

Rentals seem more popular as income becomes tighter, the California executive said.

"People have less disposable income. We are locked into certain things we have to buy," with fewer dollars left over for other purchases. While buying a home has tax advantages over renting an apartment, the same distinction does not apply to personal items, he said.

After six years of negotiations with the Japanese, United Rental took the concept overseas and became an overnight success.



Capitalism explained

Different countries have developed different economic systems to answer the questions of property ownership and the production and distribution of goods and services: who will own the means to produce, what will be produced, how it will be produced, who will be allowed to buy, at what cost, and how the revenues will be used.

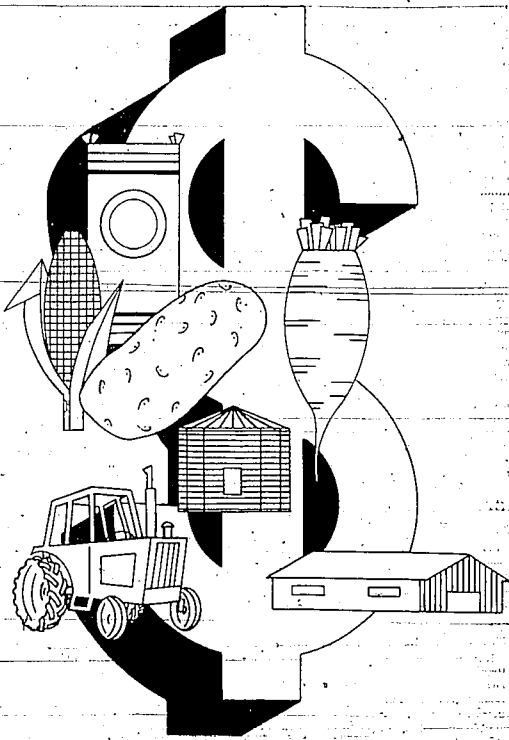
In a CAPITALISTIC society, resources are owned primarily by private individuals and groups. For the most part, it is the right of these individuals and groups to answer the above questions, decide on market policy and develop valuable resources. The government acts only as

a regulatory base from which to operate.

A SOCIALISTIC society must depend heavily on the government to make economic decisions, plan and direct economic policy and to own and control important resources. The active governmental part in this process is the factor that sets socialism apart from capitalism and free enterprise.

In a COMMUNIST state, a socialist economy exists with one single political party determining economic policy, thus restricting to an even greater degree the free enterprise and free market system.

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Multiplier effect increases CSI's impact

By KEN HODGE
Times-News writer

TWIN FALLS — It was just an empty field in 1965, but now the College of Southern Idaho is a \$26 million-campus and a major contributor to Magic Valley's economy.

Fourteen years ago was just a vision in the mind of Dr. James Taylor, and he was the institution's only employee.

Now 70 people work on the modern 260-acre CSI campus taking home an annual payroll of \$3.6 million. And Taylor has painted his vision on the northwest corner of Twin Falls.

This vision has returned more than an eye-catching scene with plenty of green grass, flowers and trees. It has helped vitalize Magic Valley's economy in many ways.

A major share of CSI's economic impact on the valley has been Taylor's policy to give as much of his business as possible to local contractors and businesses.

"We try to do as much purchasing as we feel we can on a local basis," CSI business manager Karl Blaes says. "In Taylor's absence in early March, if we can buy something here locally, we follow that philosophy.

U.S. oil firms reap benefits from crisis

By ROBERT METZ
New York Times Service

NEW YORK — Exxon, Standard Oil of California, Texaco and Mobil Oil are reaping a windfall from the Iranian oil crisis that could add to their appeal as long-term investments.

The four companies are partners in Aramco, the concern that pumps Saudi Arabian crudes. That deal, unlike most oil producers, has not raised its prices significantly during the current Iranian crisis.

Thus, while the world spot price for oil has climbed as high as \$23.50 a barrel, the Saudis are still charging closer to \$13.50. Because the companies' product prices have been raised to reflect the general market level while the cost of their crude oil has remained virtually unchanged, profit margins have expanded considerably.

Accordingly, the Aramco companies are expected to report impressive "first-quarter" results, following a quarter when, for the most part, their refining and marketing profits had already advanced markedly.

Edward Ix, who follows the International oil companies generally for the Dreyfus Corp., a major mutual fund manager, notes that in the fourth quarter Exxon earnings were up 48 percent over those of the similar 1977 quarter. Those California Standard gained 33 percent, Gulf Oil, which is not an Aramco company, also did unusually well, with a gain of 45 percent.

Ix believes the Aramco companies and other international oils generally are good buys — but in a larger context. First he notes their "fairly good yields" of 5 to 6 percent.

"The group," he added, "would be one of the beneficiaries of increases in the price of 'old oil' — domestic reserves — which the administration may let rise later this month.

Some have worried about the relatively high price levels of the international oil stocks on a historical basis in comparison with Standard & Poor's 500 stocks. In 1974, after the oil embargo, the international oils were selling at price-earnings ratios of just 40 percent that of the average Standard & Poor's stock. The comparable figure today is in the high 80s.

However, Ix notes that the quality of oil stock earnings has improved so substantially in recent years that this comparison may no longer be valid. The argument is an unusual one.

That is, he notes that now that the companies are paying higher income taxes, having lost some of the depletion allowance, their rates are moving up toward the corporate standard of 50 percent. He added:

"The market was never willing to pay a high multiple for the oil companies' undertaxed earnings. The market may be willing to pay a bigger price-earnings multiple now that they are paying higher taxes.

Idaho Supreme Court affirms irrigation rule

BOISE (UPI) — The State Supreme Court has affirmed a lower court decision, ruling Idaho Power Co. and an Idaho man should have been enjoined from pumping irrigation water from the Weiser River during the 1977 irrigation season.

Idaho Power and William E. Brummett were enjoined in 3rd District Court from pumping as a result of an interpretation of an agreement executed by the owners of storage water rights in Crane Creek Reservoir, near Weiser.

The agreement prohibited one class of stockholders in the Crane Creek Reservoir Independent Water Users Co. from carrying over unused storage from one year to the next in contravention of the rights of another class of stockholders.

phy. We are a large purchaser of school supplies through the bookstore we have here on campus."

The college has an annual budget of about \$7 million and every dollar it spends in Magic Valley, whether it originated in federal, state or local coffers, circulates throughout Magic Valley with a multiplier effect, according to CSI economics professor Mike Glenn.

Glenn did a study in 1973 to determine CSI's economic impact on Magic Valley. He estimates every dollar CSI spent on salaries to local people was subject to an income multiplier of nearly two to one (1.9). He calculated college expenditures of slightly less than \$5 million, resulting in an economic stimulus to Magic Valley of about \$9.3 million.

In order to estimate the impact of college expenditures on Magic Valley's economy in 1979, it would be necessary to update the study, Glenn says. The rate of inflation in 1979 is about 10 percent compared to only about 5 percent in 1973.

Glenn says new inflation rates and other factors would have changed the income multiplier and CSI would have an even greater impact on the local economy this year than it had in 1973.

The college's budget has risen appreciably since 1973, according to Black. If Glenn's income multiplier of 1.9 were applied to CSI's current budget of about \$7 million, its economic impact would be roughly

\$14 million a year.

But economic impact comes in many forms.

When Taylor began hiring personnel in 1965, his new staff had no work on faith because there was no campus. During those early years classes met in Twin Falls High School and other rented buildings in the city — but they met.



Now classes meet amid relative luxury in nine major buildings poking their heads up through acres of well-kept lawns at the college. Insurance adjusters estimate \$26 million as the replacement value for the all-electric campus.

Of that total, taxpayers in Jerome and Twin Falls counties have paid about \$3 million in the form of a bond issue, according to Black. The rest has been state and federal money.

Approximately 4,400 full- and part-time students attend classes. Of those,

2,000 are full-time patrons of classes at the college.

Only 150 students live on campus, Black says. That means the rest are either paying rent or living with parents and commuting from somewhere in Magic Valley.

Black estimates a student costs of room, board and tuition is \$3,500 per year if he lives off campus. For 2,000 full-time students alone, that means about \$7 million circulates annually in the Magic Valley economy as a result of CSI students.

About 107 CSI students participate in the college work-study program, earning about \$175,000 in salaries each year. Black says students probably spend much of that money in Magic Valley.

In addition, students who hail from surrounding areas receive visits from their parents and friends every year. Many of those visitors spend money in Twin Falls.

Roughly 200,000 people visit CSI each year, Black says. Some come to visit their children, others to attend athletic events, seminars, meetings, livestock shows, rodeos and other activities.

The economic impact of their visits is incalculable, but not diminutive. If each visitor confined himself to one \$5 meal in a Twin Falls restaurant, sojourners at CSI would be contributing \$1 million annually to the city's economy. Many visitors, however, stay in motels and shop in local stores,

spending even more money in local business establishments.

Another contribution CSI makes to the Magic Valley economy is the physical facility it provides for gatherings. In the CSI Expo Center last year, 4,000 people attended each evening performance of the CSI rodeo, according to Black.

At Agri-Action '79, a mammoth merchants fair for agricultural products, about 15,000 visitors browsed among modern tractors, sprinkler systems and other farm products, according to Lee Wagner, who coordinated the show for KMYT television.

Wagner says merchants who rented space at the huge fair sold about \$3 million worth of farm equipment and supplies during the three days of the show.

Officials at KMYT donated all \$1 cover charges collected during the building to fund for construction of a building to house Herrett's Arts and Sciences Museum.

"That facility (the Expo Center) gives Magic Valley an opportunity to have a central marketing place — some place where people can come and see in one location most new developments in agricultural products without having to go to Caldwell or Tulare, Calif.," Wagner says.

The CSI Management Association, a group of students studying mid-management at the institution, recently staged a recreational equip-

ment show which featured the wares of about 30 merchants. Though attendance figures had not been tallied at the time of this writing, Tammy Faxton, the show's director, hoped to double last year's 9,000 visitors at the 1979 show in the Expo Center.

Students who receive training at CSI affect Magic Valley's economy in yet another way. Many of those trainees walk off the campus into jobs vital to local communities.

The college trains nurses, refrigeration technicians, diesel mechanics, secretaries, bookkeepers, mid-management personnel, electronics technicians and others.

"We were instrumental in bringing in the Kellwood hosiery plant," Black says. "They were looking for an area where a training center existed. Many times we have had a business or industry send students for training."

Black, an employee of the former Twin Falls Business College, praises CSI's secretarial and business training program.

"A lot of our people find employment here locally with that training," Black explains.

CSI is also the Magic Valley administrator for the Idaho Office on Aging which allocates about \$500,000 annually for senior citizen centers in the eight-county region, according to Black.

Each senior center in the valley employs local people and helps elderly citizens make ends meet.


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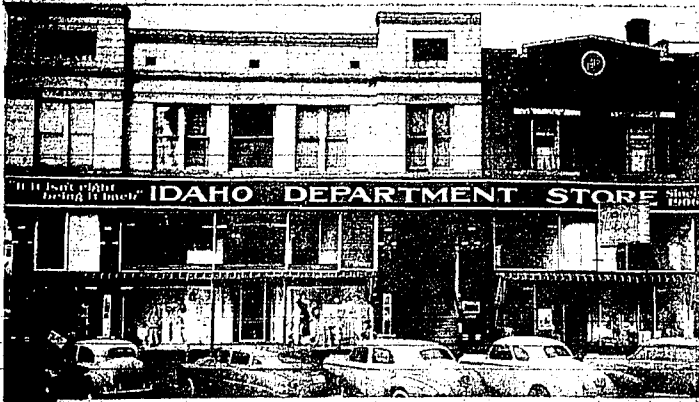
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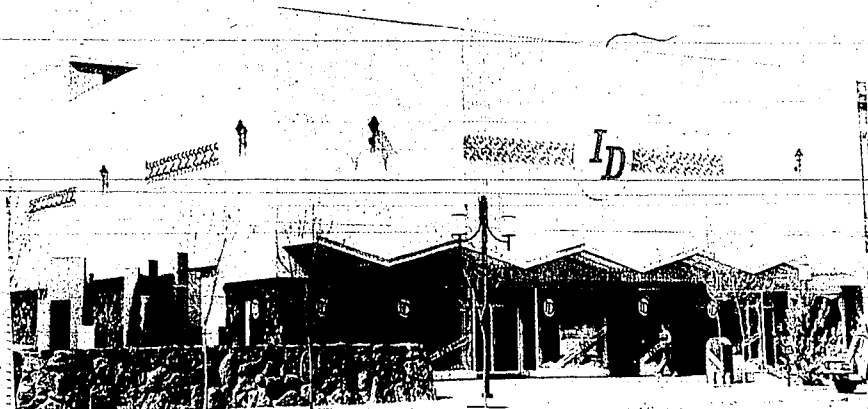
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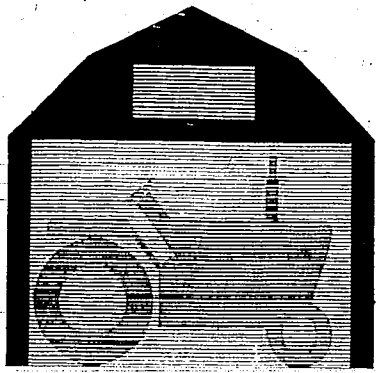
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FARM 1979

THE TIMES-NEWS FARM REVIEW & BUSINESS UPDATE



Cattle peer from behind corral in Twin Falls Livestock Commission stockyard

Cattle prices soar in Magic Valley

MAGIC VALLEY — "Come on boys, this a fine bunch of cows," the auctioneer said as about 30 heifers milled in the sale ring. "Six hundred, 'ya give six hundred?"
"They've all been preg tested," another man in the ring shouted toward the crowd. "Help yourselves."
The scene was the Gooding Livestock Commission Co.
Wes Fields, a Gooding rancher, had about 130 two-year-old springer heifers on the auction block. It's about the same number he has on the block every year when the market is good.
And good is just what the cattle

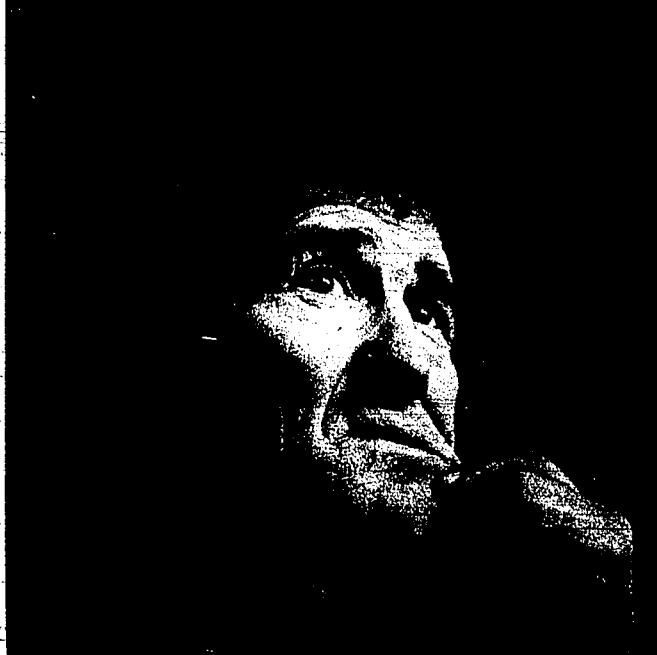
market is this year. In fact that's an understatement.
"It's higher than we've ever seen it," Fields said recently at his ranch near Gooding.
Last year Fields sold his bred heifers for only \$355 a head. This year his pregnant cows sold for about \$600 each. Last year's heifers barely made a profit, this year's crop of heifers will help put black ink on his books.
Before that, however, Fields left his springer heifer program out of his game plan entirely. There was no profit in it at all. The market was in a slump. He estimated his two-year-old

bred heifers would have brought a paltry \$225 a head three years ago. That is why he didn't bother raising any.
Since 1973 cattle prices have been lower than the mud in his feed lots. Only in 1978 did market conditions promise profits on the ranch.
"It's been a terrible slump." Most ranchers — including our outfit — lost money," Fields said. "It about broke us. Some people did go broke."
The slump that Fields and other ranchers felt in the mid '70s is a roller coaster economists call the "cattle cycle." No one knows how to predict

it, but most agree about its ups and downs.
Fields recalled good market conditions in 1951, but said today's sky-high prices are partly the result of inflation. Since 1951, ranchers have ridden about three breathtaking dips in livestock prices.
Those up-and-down cattle cycles usually take 10 or more years and respond to an intricate interplay of supply and demand. As U.S. cattle population zooms, supply outstrips consumer demand for beef and sale ring prices fall.
Seeing no profit potential in their cattle during a period of depressed prices, cattlemen liquidate herds and invest the money where they can make a better profit.
"It has been tough," Twin Falls rancher Gerald Tews said about the four low years in the cattle cycle between '73 and '77. "We had to grow beans and that is what kept us in the cattle business. Now it is the other way around. Beans are down."
Ranchers all over the United States have been reducing their herds for about four years in the current cattle cycle, according to the U.S. Department of Agriculture.
American ranchers are tending about 111 million cows this year, 5 percent fewer than a year ago and about 17 percent fewer than four years ago at this time.
But Americans have been consuming more beef during the '70s. Although Idaho ranchers have about 2 percent more cattle than they did a year ago, nationwide demand for hamburger and other cuts of beef has driven sale ring prices to all-time highs.

Live cattle are selling in the valley for as high as \$1 per pound and slaughter cattle are going for 60 cents and more per pound.
The reason for current market prices and the jump in supermarket beef prices is a cattle shortage, according to Tom Hovenden, executive secretary of the Idaho Cattle Feeders Association.
This year it is the consumer's turn in the barrel. Ranchers will make good profits, and shoppers will pay more for beef.
Both consumers and ranchers, however, would benefit if a balance in cattle numbers could be reached, Hovenden explained.
"We have found there is a point at which you have the right supply of cattle in this country," Hovenden explained. "It is about 56 cattle per hundred people."
When cattle numbers in the United States stray in either direction from 56 per hundred people, the difference is trouble for either consumers or ranchers.
Today's price problems are ripples from a rock President Nixon threw into the cattle market pond in 1973, according to Hovenden.
Market prices that are fattening ranchers' checkbooks and biting into consumers' budgets had their roots that year when Nixon put controls on beef prices in an effort to protect consumers.
"We started 1973 with 53.1 cattle per hundred people and prices were up," Hovenden recalled. "Nixon — in torvened and put price controls on cattle to hold down the prices. People started to hold their cattle off the market. They knew when the price controls went off prices would go up."
But those who held their cattle that year were in for a surprise, Hovenden recalled. In January of 1974, cattle on ranches all over the United States amounted to a total of 60.42 head per one hundred people.
"We had too many cattle and the prices went down instead of going up," Hovenden explained. "We started 1975 with 61.98 cattle per hundred people, but finally in mid 1975 we started to kill cattle faster than we made them."
Accentuated by drought in Idaho during 1977, herd liquidation became a way of life for most cattlemen, according to Hovenden.
By early 1977 U.S. cattle numbers had dropped to 56.78 cattle per hundred people, Hovenden's figures showed. At that population, consumer prices and cattle profits could have balanced reasonably well.
But cattlemen continued liquidating their herds and by early 1978, cattle numbers had dropped to 53.33 cattle per hundred people, Hovenden said. He said cattle would have been a good investment with populations in that range, but the liquidation continued.
During the 1970s fast food chains like McDonald's, Burger King, and others have built a "hamburger society." Demand for beef continued

to grow and in spite of dwindling cattle numbers, Americans continued to slaughter cattle faster than they could produce.
"We started 1979 with only 50.39 cattle per hundred people after about 42 months of straight slaughter," Hovenden said. "That is the lowest it has been in the last 70 years. That is why beef prices are so high."
Hovenden and other experts predict cattle prices will continue strong throughout most of 1979 in spite of President Carter's recent increases in beef import quotas.
Fields said other ranchers bought his pregnant heifers at the Gooding sale to begin rebuilding their herds.
"Now people want to expand their herds. They think the cattle business is going to be good," Fields said. "It would have been better to have bought them last year. But I think they will be higher next year."
Hovenden agreed ranchers and consumers have not seen the last of high prices for beef.
Cows that could have been sent to slaughter to satisfy thousands of Big Mac attacks will be sent back to the breeding pen where ranchers like Fields will raise more springer heifers for cattlemen who want to build their herds.
Not even President Carter's intervention last year in raising beef import quotas should affect the cattle this time, according to Hovenden.
Importing more foreign beef will not substantially increase the beef supply available to U.S. buyers because Australia, Mexico, New Zealand and other beef exporters are on the low end of their cattle cycles too.
"All of these other countries are tied to our cycle and they are going to have a hard time filling their quotas," Hovenden said.
Until someone finds a way to level off the humps in the cycle, both ranchers and consumers will have to ride the waves.
"It gets too good and then everybody wants to get in the cow business," Fields said. "They start holding heifers and breeding them instead of sending them to slaughter. Everybody would be better off if it would level off."



Wendell Worthington ponders auction bidding screen

Story by Ken Hodge
Photos by Dianne Hagaman

Farmers eye business world for guidance

By RAY SULLIVAN
Times-News writer

MAGIC VALLEY — Speaking with an unburied loquaciousness of men of the nature's slow-growing periods, today's farmers may give a neophyte listener the impression of standing still.

On second listen, however, he will discover a lot of the terms being bandied about by the farmers are included in a handbook of the modern business world, "The Dictionary of Business and Management."

In separate interviews, three men running large farm and cattle operations in the Magic Valley kept repeating business terms such as diversification, efficiency, economic units, investments and developments.

Their words are the keys to successful large-scale farming and ranching today, say Tom Prescott and Forrest Hymas of Jerome and Merle Wolverson of Murtaugh.

"Farming nowadays is based on efficient operation. No (one) crop brings a high return. It has only a small profit per unit," Wolverson says.

"You've got to be bigger and more efficient," is Prescott's advice, "in my opinion, to justify a \$20,000 tractor, you know, you can't spend as much on an acre. You've got to cover more ground to raise more crop to cover the cost of operating."

"You have to look at everything from a business standpoint, and there's got to be a return on investment, number one," believes Hymas. "That's the goal of every business or they don't stay in business."

Don't forget striving for efficiency and profits as an indication that the family-run farm is a thing of the past to these men. They hope to some day pass on the businesses to their families.

"I hope they never do away with a family unit," Prescott says. He and his family are products of them. His parents farmed in western and southeastern Idaho as he was growing up.

After he and his wife began farming 200 acres eight miles east of Jerome in 1955, they began homesteading another 400 acres of sagebrush that now makes up part of the 1,640 acres of TP Ranch.

The expansion required a lot of family projects: picking rock, building fences and clearing sagebrush.

Now, Prescott says they are about to incorporate as Prescott Enterprises.

"We plan to keep it as a family," he says. "We think we have to change to new methods, and we have to stay efficient. You can't stand still; you'll go up or down, but you don't stay the same or get by."

The diversity of Hymas' Idaho Land

and Cattle outfit is a prime example of Prescott's statements. It was originally formed in the early 1900s by W.A. Hells. The farm and ranch operation has included, directly and indirectly, an insurance company, business investments and a Charolais cattle operation. The market of the latter is the focal point of Hymas' efforts today.

His Heiss Charolais became nationally and internationally known last year when their bull, Expectation, won honors as National Grand Champion Bull and National Polled Herd Sire of the Year.

Hymas, who took over the firm when his father-in-law Clark Heiss, died in 1968, is in partnership with his wife, Cheryl.

Under their guidance, all corporation's farmland is leased to other farmers.

"All of the farm is leased out and so is a portion of the cattle business," he explains. "Farming is an area of specialty, and you need to find key people, the best in the business, to make farming efficient and profitable. That's why we lease out to people who are specialists in those areas."

As for the future, Hymas says it's hard to say whether Idaho Land and Cattle will remain a family-run operation.

"That ideally is a goal, you know. That's why it is still a family

operation right now." But, as with any business, there must be a certain return on the investment to make it worthwhile, he says.

For the Wolverson family of Murtaugh, getting that "certain return" has been the reason why the patriarch, Merle, keeps his sons actively involved in managing the 4,000 acres of Golden Valley Land and Cattle Co., Inc.

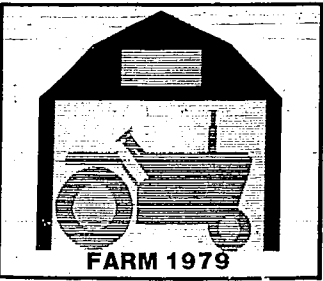
Transplanted from Montana via Orange County, Calif., 14 years ago, he sees his sons' participation in managing the big difference from his upbringing.

"I set it up so they had more decision-making (power) than I had when I was a young fellow with my dad in Montana," Merle says. "I guess it was because of my way of thinking they would take more of an interest in the operation if they had more responsibility."

Sharing the responsibilities is easier to do in a large operation than a small one, he explains, because there's a large enough "pie" for everyone to have a piece.

His son, Mike, handled cattle and some farming duties while Don was a farm supervisor along with his dad, Gary, who now owns his own farm machinery business, was in charge of equipment maintenance.

Running the business with family help has cut down on the hours



everyone works, too, Merle says.

"I worked a hell of a lot harder," Merle recalls of his early days in the late 1930s in southern California while farming 500 acres.

"I tried to do much of the work myself. I was much younger and could put in 18 hours a day if I wanted to. My sons don't have to put those in. They work 12 or 13 hours, whatever is necessary in rush seasons. But they usually try to work somewhere near rational hours."

That fits in with society's general attitude about work today, he points out, but farm people still realize they have to work for a living.

Prescott believes making that living by farming on a larger, more diversified scale is the most profitable way to do it. And diversification is the only way to ensure that even large family owned and run farms have a future, he says.

He notes that is evident from several recent farm sales. In the Magic Valley where the owners were hard working and had large acreages. But they had to put all their efforts into one crop which didn't pay off.

"Just cause dad did it this way doesn't mean it should always be that way," Prescott advises.

Macadamia nuts spell profit

PAHIAA, Hawaii (UPI) — The market is fast expanding. The demand exceeds production. The crops are even when the price is high.

It is macadamia nuts. The C. Brewer Co. is attempting to divert money from cane acreage into macadamias.

Reduced sugar prices and the grim prospect of continued losses have forced the island's plantations to seek their profits in other crops.

However, while the \$18 million last year, by planting half a million seedlings for the 5,000 acres it plans to convert from sugar cane to macadamia nuts along the southern coast of the island of Hawaii.

President John Buyers said the "farming company's goal is a 50 percent increase in Hawaii's macadamia nut acreage over the next five years."

"Sugar and pineapple have always been the big two of Hawaiian agriculture," Buyers said during a tree-planting ceremony at this 100-year-old sugarcane plantation overlooking the Pacific. "But mac nuts are going to change that to the big three: Sugar, Pineapple and Macadamia nuts."

Dale Anderson, 50, a former apple farmer from Niagara Falls, N.Y., said the total macadamia nut sales now amount to about 5 million pounds a year while the public is

chewing up about 100 million pounds of cashews.

Anderson, who is managing the new diversification program, said Brewer's goal is 150 million pound consumption.

"There is such a demand for mac nuts," explained Anderson, "that we have had to allocate shipments. No attempt has yet been made to cultivate the mid-American market as we can't keep up with the demands from the two coastal markets."

Brewer looked into the macadamia nut business when it bought out the orchards and processing plant owned by Theo Davies, another of Hawaii's big five factoring companies.

"We are now harvesting from 4,000 acres," said overseer Patrick Sugai. "When the new acreage is all in, we will have 9,000 acres of macadamia nut orchard."

But that won't be until 1991. Sugai said it takes 13 years to bring an orchard into full production.

"It takes two years to get the seedlings big enough for planting, and each seedling must be grafted to assure high nut quality and yield," Sugai said.

"Although there is some clearing, removal of trees about five years after it's planted, full production from a mature tree does not occur until about its eleventh year."

But once into production, the

macadamia trees just go on producing. Some trees in Australia have been in continuous production for more than 100 years.

And the fringe benefits from a macadamia nut orchard are many. The husks make excellent compost and can be ground up and sold as potting soil. The shells have are used by Brewer as an energy source in their processing plant.

"The blossoms give off an unusually sweet scent," said Anderson, "and we have already produced macadamia perfume which has a unique, heavy scent a bit like Hawaiian ginger. We are convinced it has commercial possibilities."

Buyers said bees are brought onto

the plantations to help in the pollinating and the demand for macadamia nut honey exceeds the supply.

The leaves resemble English holly and are used by the Hawaiians on the big island to make Christmas wreaths.

Macadamia nuts, named for a botanist, Dr. John Macadam, who discovered their edible qualities, were first brought to the islands from Australia about 100 years ago. A Louisiana-born sugar expert, Walter Pierre Naquin, planted the first Hawaiian orchard in 1916. Those trees are still bearing nuts, Buyers said.

In 1918, Theo Davies put in the first commercial orchard. Production has been increasing ever since.

Restocked vicuna herds may aid Peru's Indians

PAMPA GALERAS, Peru (UPI) —

The Spanish conquerors of Peru learned to recognize members of the Inca Indian nobility by the exquisite quality of their finely woven, luxuriously soft vicuna clothing.

At the time of the conquest, hundreds of thousands of the fleet, camel-like animals roamed the high Andean plains under the watchful eyes of Indian herdsmen who rounded them in one season, shearing their hair to make their "cañers," wraps, shawls and blankets.

The Spanish decimated the herds. Continued hunting brought the vicuna close to extinction.

The Peruvian government moved to save the vicuna in 1967 by legally protecting the last 600 animals and creating a special reserve on this wind-swept mountain plain in the southern Andes Mountains.

A team of Peruvian and West German scientists began studying the vicunas' habits and habitat. The vicunas' number was increased to about 38,500 after 11 years of careful protection.

"Eighty percent of the world vicuna population is concentrated in the project covering 875,000 acres," said Rudolf Hofmann, a West German veterinarian and forestry engineer.

Hofmann said the project's goal is to make the vicunas a profitable resource for the approximately 400,000 impoverished Indians who eke out an existence on the 12,000-foot high plain.

"The herd's center is already at maximum population while the number on the periphery is growing. We'll be able to start utilizing the animals hair as soon as we're able to work out a plan for regular wild vicuna shearing," Hofmann said.

"This will represent a real increase for the Peruvian government treasury, and we'll be able to use the income to improve the local Indians' communal life."

"When the stock is sufficient, our people will be able to spin their own wool and make their own products, and the marketing will be state-controlled to guarantee the purity of the product," said Jose Luis Venero, a Peruvian biologist working with Hofmann.

"Eventually we'll be able to set up the same model in Chile, Argentina and Bolivia where the other 20 percent of the wild vicuna population lives," Hofmann said.

"Then we will be able to help give livelihood to the Indians in the neighboring countries."

American food aid recipients named

WASHINGTON (UPI) — Egypt, Indonesia, Bangladesh and Pakistan — fall within that criterion.

Hathaway said shipments are currently projected at total 4.8 million metric tons, a slight reduction from earlier estimates. The bulk of that will be 3.85 million tons of wheat or wheat flour, of which 3.13 million tons will go to the poorest nations.

About 450,000 tons of rice, 430,000 tons of feed grains and 64,000 tons of vegetable oil will be shipped. A small amount of cotton and tobacco will be shipped under the program.

Hathaway said preliminary allocations among nations are subject to change before final agreements are reached between the nations and the U.S. government.

Ghana and Mozambique were added to the list of 30 nations. Other aid recipients at or below the poverty criterion are Bolivia, Guinea, Guyana, Haiti, Honduras, Madagascar, Morocco, Philippines, Sierra Leone, Somalia, Sri Lanka, Sudan, Zaire and Zambia.

Twenty-two percent of the food aid will go to nations above the poverty criteria. They are Dominican Republic, Israel, Jamaica, Jordan, Korea, Mauritius, Peru, Portugal, Syria and Tunisia.

The United States provides long-term food aid credit to Korea, which is to receive \$40 million worth of wheat and feed grains, as a discount for its cash purchases, which totaled more than \$1 billion in fiscal 1978.

The level is currently \$500 per

Exploding grain elevators studied

OMAHA, Neb. (UPI) — A survivor of a grain elevator explosion that killed 36 workers says "you stand a better chance of getting hurt walking across the street than you do in a grain elevator."

Dejean, 45, equipment administrator for the Continental Grain Co. at Westwego, La., said the force of the Dec. 22, 1977 blast "was 100 times louder" than if you were standing someplace and lightning struck right next to you.

"I knew immediately what it was," Dejean and Robert Frye, chief engineer for "Farm Wars" in Hutchinson, Kan., spoke about grain elevator explosions and safety at the 22nd Annual Nebraska Agricultural Exposition.

Frye, 32, a member of the National Academy of Sciences Panel on the Cause and Prevention of Grain Elevator Explosions, said all explosions require oxygen above minimum concentrations, a source of ignition, and dust suspended in the air.

Dejean was in a nearby building when flames shot from the wrecked elevator and concrete and steel rained from the sky. The blast changed his life.

"My wife, for instance, this year wanted to go to the Virgin Islands for vacation. I like to hunt and fish, myself, and couldn't see going to the Virgin Islands."

"She said to me, 'We should do it this year because you might not be here next year.'"

The company, faced with \$114 million in lawsuits, plans to rebuild the elevator, Dejean said.

"To me, the most important loss, the only real loss, was the loss of life. Everything else was insured and can be replaced."

My wife and daughter might like it better. It was in some other kind of job. But actually you're a better chance of getting hurt walking across the street than you are in a grain elevator."

Frye said statistics indicate one of every 12 to 14 elevators in the country will have an explosion sometime

during its lifespan.

As elevators tried to meet government clean air standards, many went to systems that returned filtered dust to the elevator grain stream to maintain grain weight.

However, filtering dust through a fabric filter, a system used by many elevators, removes moisture from the dust and results in smaller particles, both of which contribute to increased explosiveness, Frye said.

To demonstrate the explosiveness of grain dust, Frye placed a paper-thin layer in the bottom of an aquarium-like glass "explosion chamber," from which a heating coil was suspended.

He taped paper over the top, turned on the heating coil, and when it glowed he blew a short burst of compressed air onto the dust.

At that instant, the dust exploded with a ball of flame that shot several feet above the top of the glass, obliterating the paper.

To combat the dust problem, Farm-Co has developed a two-stage system for dust control in which dust passes through a centrifugal "cyclone," where larger particles are separated and returned to the grain stream. Smaller particles pass to a fabric filter, are placed in a storage container, and never re-enter the grain stream.

The small dust particles have potential as livestock feed, Frye said, because research indicates the energy conversion from the dust is greater than that of the whole grain from which the dust came.

Frye said the Environmental Protection Agency and Occupational Safety and Health Administration have urged elevator operators to voluntarily end dust filtration systems that return all filtered dust to grain streams, because of the explosion risk.

The government maintains Frye said that grain weight loss caused by the loss of such dust is to be considered "unrecoverable loss."

Frye said under the right conditions, an ounce of grain dust is more explosive than an ounce of dynamite.

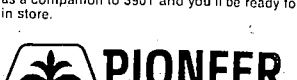
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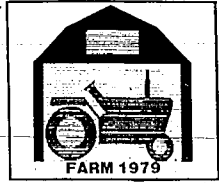
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Wool demand reflects buying mood

By **LONNIE ROSENWALD**
Times-News writer
TWIN FALLS — The rising popularity of wool is part of America's "quest for the real thing," according to one wool industry official.

Pendleton advertising director John Kosydar compared the new boom of natural fabrics to interest in natural foods. Wool buying is "part of a general buying mood in this country," Kosydar said.



Pendleton is one of the major wool clothing manufacturers in the country. The Portland-based company makes four lines of wool clothing, including western wear, casual wear and hunting and fishing clothing.

According to Kosydar, wool sales are growing steadily, after a 50 percent drop between 1970 and 1976. During those years synthetic fibers

took hold of the materials market. "The polyester craze has seen its best days," he said. Kosydar said people are attracted to wool for its practicality and its status. Wool "breathes," which means it allows moisture to escape. The fiber is washable and holds color better, according to Kosydar. It also can be worn year round and it loses any wrinkles when hung. Perhaps more important than the practical aspects, wool possesses a mystique.

"Wool is regarded as the prestige fabric," the advertising man said. "It carries more clout in the business world than synthetic fabrics do." Pendleton buys 80 percent of its wool in the United States, often dealing with the same sheep raising family through five generations. Imported wool is bought in Australia, New Zealand and other countries.

"Wool producers have no trouble selling what they produce, but wool prices remain low. The government helps wool growers with a price incentive program that adds about a quarter to the price. With market prices at about 70 cents a pound today, this year's government price is \$1.08.

"With help of the supports, this year Idaho is expected to produce over \$4 million worth of wool from ewes, ewe lambs and breeders. Additional wool is taken from slaughtered lambs, and the government also pays incentives on this.

Idaho ranks seventh in sheep production in the nation.



A Pendleton advertising director says the 'polyester craze has seen its best days'

Sheep industry up and coming in Maine

AUGUSTA, Maine (UPI) — State officials think sheep may soon join potatoes as one of Maine's largest farm industries.

"Sheep is a natural," Joseph M. Williams, commissioner of the Maine Department of Agriculture, said with one eye on rising beef prices and the other on the popularity of wool.

In the 1890s, about a million sheep roamed the meadows of Maine's tiny coastal islands. But, by a few years ago, the herds had dipped to about

8,000. The sheep population has now bounced back to 13,000 and agriculture authorities are taking the initiative to make certain Maine flocks grow larger.

Williams said that as the prices of petroleum products increase, the cost of synthetic materials skyrockets. He said that leaves "natural" products such as wool and cotton in high demand. And the commissioner said lamb meat could start appearing on more tables as the price of beef

climbs.

With more than 75 percent of the nation's lamb consumption concentrated along the eastern seaboard and the bulk of that market located between Boston and New York, the possibilities for lamb dishes appear almost limitless, he said.

There are now 180 sheep growers in Maine.

Maine is located within hours of some of the largest population centers of the United States, the belt of cities

stretching south from Boston. The market is accessible by rail, truck or ship.

A 15-member Sheep Industry Task Force — composed of bankers, financial advisors, marketers, producers, state agriculture officials and others — is studying the feasibility of expanding sheep production.

The committee says the "backbone" of the Maine sheep industry is small flocks of between 10 and 50 ewes. It says a 200-ewe flock

can be raised in conjunction with an on-going agricultural operation. But it has some concern about huge sheep operations.

A flock of 100 ewes could be raised in Maine only under special conditions. Due to "poorly drained soil" and other problems, the raising a flock of such size would be difficult, the committee says.

The task force says possibilities for financing a sheep producer who wants to enlarge his flock includes help from the Farmers Home Administration, commercial banks, Farm Credit Service, savings institutions and trade and dealer credit.

The feed committee of the task force determined that products already grown in Maine which could be used to feed Maine's sheep. "Calculated use of tater meal, procell, and sea life and soybean meal

will contribute significantly to enhanced bottom-line figures for practically any size sheep operation," the committee said.

"More importantly," the carrying capacity of the farmers' land will be increased when basic needs are satisfied by use of these products as opposed to converting valuable pastureland into less valuable crop acreage.

The committee concluded there are three important crops growing in Maine — potatoes, oats and corn — which can be incorporated into "highly nutritional feed programs."

The education sub-committee said the quickest educational impact for the promotion of the sheep industry is to provide training for people already involved. It recommends adult education courses be used to reach present growers.

China revamps farm mechanization

Daily Telegraph, London

PEKING — China has ordered an important change in its farm mechanization program, giving priority to the building of modern "production bases" which it is hoped will supply the cities with food and make life easier for peasants.

The production bases, which will be

given the latest Chinese and foreign farm machinery, will be formed from new or enlarged state farms or combinations of people's communes, the People's Daily revealed this week.

The plan was decided on by a meeting of the Chinese Communist Party central committee last December, the official newspaper said.

Production bases are to produce large quantities of food for city markets and "act as pilot areas." The paper called the new concept "a major step to overcome swiftly the backwardness of China's agriculture."

China's grain production is below national targets and peasants have

twice made hunger marches through Peking this year.

It is expected that peasants would thus have more surplus grain with which to raise livestock.

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Pig can show researchers what it needs

By PAMELA J. HUEY URBANA, Ill. (UPI) — A pig — some say the smartest of all animals — knows better what his needs are than his owner, experiments at the University of Illinois show.

Unfortunately, scientist Stanley Curtis said, confinement settings have given the farmer almost total control over a pig's surroundings and environment. Curtis has been experimenting for four years to see if all that can be changed.

"We've gotten away from letting animals in confinement settings manage their own environments," Curtis said. "They're stuck with what the producer wants them to have."

In his experiments, the associate professor of animal science has learned hogs in group settings will determine how warm they want their surroundings.

The experiments involve three sets of pigs — one group without heat, one group with constant heat and the third group with a paddle the pigs can push to regulate heat. The pigs in the third group have learned that by pressing the paddle, heat lamps directly above their pen are activated.

The pigs in the paddle-group scurried around the pen — eating and depressing the button after the heat lamps had been off for several minutes.

"It's not playing with it," said Curtis as he noted to a pig pressing the button. "He knows there will be heat if it's pressed."

And, of what value is this knowledge?

First, Curtis said pigs gain weight more efficiently at a certain temperature. Even small departures from that temperature — which is different for various ages — will diminish efficiency in feed conversion (producing the most meat for the least amount of feed), he said.

Second, Curtis said farmers many times over compensate when heating

confinement barns, not knowing exactly how warm the structure should be. Thus if pigs did their own regulating, energy could be saved.

Furthermore, the experiment has shown hogs wanted heat at least twice as often during the daytime than at night. This suggests, he said, hogs desire less warmth at night when heat loss in the building is greatest — a time when heating is the most expensive.

"Energy bills for a farrowing operation are unbelievably high," said Curtis.

From his experiments, Curtis said he also found evidence of a peculiar social relationship between pigs in a group.

"We have learned in groups of four they will all hit the button, but they will take turns. One pig out of the four will hit it less often."

In the control groups, hogs kept at a constant temperature ate less and gained less than the other groups. Those with no heat ate much more, were much less active and gained more than the others.

The hogs regulating their own temperature fell in the middle in consumption, Curtis said, but were the most efficient gainers.

Curtis, a Purdue University graduate, expects to work on the experiments for another several years before issuing a final report. He is preparing a report on preliminary results to be published this spring or summer.

Curtis wants to learn more about growth rates, feed-conversion efficiency, incidence of disease and basic group interaction.

"We're pretty convinced this is a basic behavioral reaction," he said. "I believe, strangely enough, we still don't know enough about animal needs to provide the best environment. It makes sense to go back to letting them tell us what's best for them."



Pigs at University of Illinois learned to push button to control heat in their pen

Wheat yield said up from '77

BOISE (UPI) — Production of 1978 wheat in north Idaho, Oregon, and Washington has been estimated at 206.1 million bushels, 28 percent more than the 160.9 million reported in 1977 but 8 percent less than the 221.6 million reported in 1976.

The Idaho Crop and Livestock Reporting Service said production in the Northwest, including Idaho,

totalled 260.6 million bushels, 31 percent more than the 199.6 million reported the previous year and 4 percent less than the 272.7 million in 1976.

Stocks of all wheat held in north Idaho, Oregon, and Washington storages Jan. 1 totaled 189.6 million bushels, up 1 percent from 1978 but down 17 percent from 1977. Farm

stocks, up 17 percent, represent 29 percent of all holdings compared with 25 percent last year.

Stocks, including all of Idaho, totaled 180.7 million bushels, up 5 percent from 172.7 million held Jan. 1, 1978.

Production of white wheat in north Idaho, Oregon, and Washington during 1978 was estimated at 189.1 million

bushels, 28 percent more than during the previous year. White wheat represents 91.7 percent of the total 1978 wheat production compared with 91.5 percent in 1977 and 91.2 percent in 1976.

North Idaho, Oregon, and Washington storages held 125.6 million bushels of white wheat Jan. 1, 2 percent more than in 1978 but 18 percent less than two years ago. Farm holdings represent 29 percent of the total white wheat holdings compared with 25 percent a year ago.

White wheat holdings in the Northwest, including Idaho, totaled 144.7 million bushels.

Not enough nursing room

Owner helps pig raise litter

JEROME — Raising a family these days can present a lot of problems. A Yorkshire sow on the Archie Malone farm in Jerome knows this only too well.

About a month ago she gave birth to a litter of 18 pigs and except for one she accidentally stepped on during the birth process, all are alive and doing well. However, the frustrated mother with only 15 nursing stations, had to get some assistance from her owner.

Malone said he had to take six of the

babies away for a period of hours, return them and take another six away to make certain everyone got something to eat.

"Now they are taking artificial milk and the problem is solved for all of us," Malone said.

He said he has never had so large a litter from any of his sows, although he did raise 11 once while in high school and won honors at the fair with the top producing swine.

"I really wanted to save all 18," he

said of his new family of pigs. "I did some surgery on the one she injured but — I guess — it got infection or something as it only lived a couple of days."

Malone said he has heard of some sows producing as many as 20 pigs in a litter, but many would be about the size of mice and die shortly after birth. He said his Yorkshire's babies are all normal sized and hardy little fellows.

Beef cattle herd expansion predicted

MOSCOW — Beef cattle numbers will stabilize in 1979 and herd expansion will be evident in 1982, according to an agricultural outlook report issued jointly by the University

of Idaho, Washington State University and Oregon State University.

"Favorable market conditions are encouraging ranchers to expand their

herds. Calf prices have been profitable in 1978 and all signs point to another good year in 1979. With cow numbers diminished, the 1978 calf crop was the smallest one produced in 12 years," the report said.

"Livestock producers can look forward to a period of favorable prices and good potential for profits in 1979 and the early 1980s. Packers and processors of meats will find smaller supplies of cattle and lambs available for slaughter and possibly a moderate increase in the supply of hogs," the report pointed out.

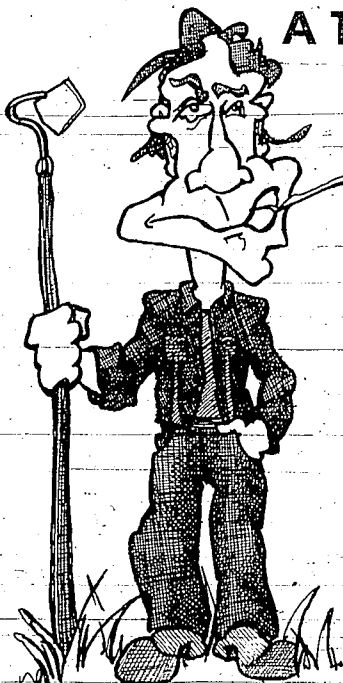
Farm Bureau elects new directors

MIAMI BEACH, Fla. — Six new directors have been elected to the American Farm Bureau Federation board.

They are James Lockett of Oklahoma, Nicky Hargrove of Arkansas, Robert Nash of Georgia, Fred Heringer of California, Francis

Simmers of North Dakota, and Peter Curra of Maine. Also serving on the board are David Howell and Mrs. Guy Gross, both of Indiana.

Howell is new chairman of the Young Farmers and Ranchers and Mrs. Gross is chairman of the Women's Committee.



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On the Mall Twin Falls

North, south makes economic difference

By RAY SULLIVAN
Times-News writer

JEROME — To the city dwellers of the Magic Valley, a farm is a farm.

Not so, according to Jerome County extension agent Jesse Wilson, who recently pointed out a few economic and physical differences between farms of the north and south sides of the Snake River.

Wilson said there is a dramatic difference in farm sizes all over the eight-county area, with the two northern-most counties leading the way.

Blaine and Camas farmers own an average of 1,223 and 1,874 acres, respectively. Next in size are the two southern counties, Twin Falls and Cassia at 396 and 784 acres, respectively.

The buffer counties, geographically speaking, then follow. Gooding County farmers till an average of 315 acres, ppiece, with Mindoka next at 304 and Jerome last at 252.

The types of crops raised vary with soil conditions throughout the valley Wilson said.

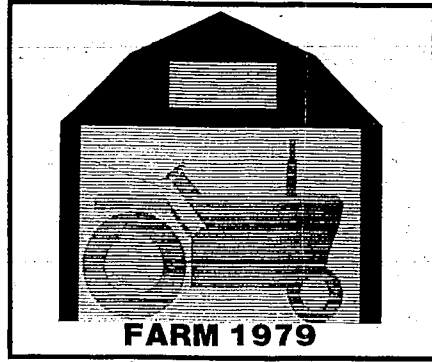
The land in eastern Jerome County and south-of-the-river, is better for row crops such as potatoes and beans. Wilson said the land there isn't cut up by rock outcroppings, like the western half of Jerome County, and has more silt loam content in the soil.

Western Jerome and Gooding counties have sander soils better suited to corn and livestock. Fields are smaller in western Jerome because there are more ditches too, he said.

Gooding County farmers have increased the sizes of their fields by switching to irrigation sprinkler systems, allowing them to grow more potatoes on the sander soils near Wendell. In the northern sector of the county, the heavier soils are more suitable to grains and sugar beets.

Livestock and corn are other agricultural products produced by Gooding County farmers.

Farmers in northern Magic Valley



counties find the weather and clay-loam soil restricting the types of crops.

Some seed potatoes can be found, but mainly farmers grow forage and cereal crops like alfalfa, wheat, barley and oats which are more adaptable to shorter growing seasons.

Lincoln County farmers have somewhat warmer weather, but similar soil conditions, compared to their southern neighbors. However, the restricted growing season means smaller yields in potatoes, alfalfa, grains and sugar beets.

Western Lincoln County sports 118 growing days while farmers in the east are limited to 100. This compares to 76 growing days around Hill City in Camas County, 149 at Jerome, 131 at Twin Falls and Murtaugh and 154 near Buhl.

Twin Falls County farms are the top bean producers in the valley — the Magic Valley produces about 90 percent of the snap bean seed in the world — and grow a large volume of

corn, sugar beets and potatoes.

The Mini-Cassia farms grow a lot of Idaho spuds and sugar beets as well. Malta, in south eastern Cassia County, has developed into a strong agriculture-intensive region in the last decade, thanks to the use of sprinklers.

More livestock is raised by farmers north of the Snake River, especially around the city of Jerome, Wilson added.

Despite the diversity of crops and soils, the Magic Valley as a whole ranks as the center of Idaho's agricultural industry. Four of the state's top six counties, based on gross produce and livestock sales are located here.

Twin Falls County farmers, according to the latest figures in 1975-76, ranked second only to Canyon County. They earned \$120 million that year.

Cassia farmers were fourth with \$110 million and Jerome at \$70 million.

Tractor's pull creates new agrarian sport

DENVER (UPI) — Call it a farmboy sport derived from the fabric of agrarian life: Tractor pulling — a screaming tonnage of smoking machinery straining against an eventually immovable object on a dirt track in Middle America.

It started in the 1920's, farmers pulling rock-loaded sleds and racing the other guy, spending winter months in the barn sipping up the engine for next-summer's competition.

Races followed, then organization: something called the National Tractor Pullers Association, with more than 900 members and claiming a 20 percent increase each year.

More than 100 of them were at the Third Annual Colorado Winter National Tractor Pull at the Denver Coliseum in January, one of the sport's three biggest winter events of the year, offering \$20,000 in prize money.

Winter is the slow season for farmers: winter crops planted, spring planting months away. Many of them lead their custom tractors on trailers and haul them to tractor pulling meets.

These are not the sturdy, plodding machines you see rumbling through farm fields. No sir, these are hopped up, souped up, jazzed up behemoths of incredible flash and horsepower.

"The premise of the competition is to move further down a 300-foot dirt track with a high powered tractor against ever increasing resistance than the competition on similar machines weighing the same," is how the NTPA puts it.

In the case of the Colorado Winter National, scratch 300-foot and Inert 200, because that's all the room there is in this old hulk of a building.

The tractors are hitched by a 46-inch chain to a 35-foot-long piece of machinery called a sled, a device looking somewhat like a flat bed semi-trailer with the wheels removed and replaced by a giant skid plate. A 40,000-pound weight on top of the sled starts the pull at the rear of the chassis, and as the tractor roars ahead, the weight-box moves slowly forward.

The idea is for the tractor to pull the sled all the way down the track. Do that, and you win: At Denver, first prize is \$485 and a case of motor oil. How's it sound so far? Boring, you say? Then you probably haven't been there.

Julie and Gary Sporphase have been. For six years, they have left their 900 acres of corn in Holyoke, Colo., often to travel the circuit, hauling their \$25,000, 14-foot-long tractor behind them.

It has two 494-cubic-inch Chrysler "hem" engines, supercharged and fuel-injected — 1,500 horsepower; five-foot-high rear tires, 17-foot around; two-foot-high front tires, exhaust headers. It burns pure alcohol mixture, roars like a demon and is called "The Sling."

"What's a hem?" someone asked Julie Sporphase.

"It means hemispherical combustion chamber," she said.

Mrs. Sporphase, a young woman with three small children tugging at her,

drove The Sling in the 5,000 lb. class, but only dragged the sled about 160 feet and didn't finish in the money.

Her husband earlier in the meet took first place in the 9,000 lb. modified class, and planned on running again, in the 7,000 lb. modified class.

The couple adjust the weight of their tractor for the different class competitions by piling on, or taking off, thirteen 100 lb. plates, and by removing one engine when Mrs. Sporphase competes.

"It only takes a minute and a half to take it off," she said. "We've got a winch around here somewhere."

These are no marginal competitors. The Sporphase couple had accumulated enough points in meets since Jan. 1 to drive at the prestigious Indy Super Pull V in Indianapolis in February, an invitation-only event. They have won enough money in the past six years to make back the cash invested in their tractor.

"The one the pullers know really

counts is the Indy," said Mrs. Sporphase. "Only 22 tractors compete in it and they're all the tops. If you win it, that's what counts."

Her husband supervised the towing of their tractor into the competition area, while Mrs. Sporphase took her young brood to a sideline seat along the dirt floor of the Coliseum.

"Good afternoon, tractor pulling fans," an announcer boomed. "This afternoon we've got the 7,000 lb. modified competition, and you're gonna like what you're gonna see."

The place was full, cowboy boots and farmer caps everywhere. Tractors one at a time hooked up to the sled and emitted an earache of a shattering roar that rattled off the walls as huge tires spun dirt into the air on their way down the track.

International, John Deere, Case, Oliver, Massey-Ferguson, Ford, Minneapolis Moline: Stripped down, some with V-12 Allison aircraft engines, looking much like dragsters, their drivers — nearly all farmers —

dragging that sled as far toward the 300-foot line as internal combustion and dirt traction would allow.

"Tracks are different," said Mrs. Sporphase. "A track with lots of sand dirt will make your tires spin. A real good clay track and you'll go like a whiz. We've been trying to figure out this track all weekend. It's not real hard clay, but it has a good bite to it."

Nebraska farmer Craig Clark drove his fuel-injected, supercharged, Chevy engine nearly to the 300-foot mark when the tractor suddenly stopped and his revolutions per minute shot upward: Blown transmission or rear end, said Mrs. Sporphase.

She jolted something down in her notebook. Each run, either she or her nine-year-old daughter wrote down distance traveled and any other pertinent information in the book.

In a short time, Gary Sporphase backed his tractor up to the sled and was hooked on. He gunned the two handmade Chrysler engines, each blast echoing off the Coliseum walls

despite the experimental mufflers recently installed. Julie's daughter took the notebook while her mother talked to mechanics on the sideline.

The green flag went out: Alcohol flames shot from the headers and The Sling's steady blast rang the ears. The tractor strained again — the crawling sled: 100 feet, 125, 150, 170, slower, slower, then the end at 177 feet, two inches. Not good enough to match the mark of 200 set by a previous competitor.

The young daughter, marked the distance in her notebook.

"We put on new headers," she said. "So that's why. Mom tried them in the 3,000, and they didn't let her win either."

Mrs. Sporphase: "We only got to 5,500 rpm. We should have gotten to 7,000 at least. It could have been the mufflers."

Mr. Sporphase: "It wasn't the mufflers. Nose heavy, we were nose heavy. We have to find a way to put more weight on the back."

Idaho veterinarians busy with livestock

MOSCOW — Two recently graduated Idaho veterinarians say they have few problems keeping themselves busy with starting practice in small towns. Neither town had a resident vet before the men moved in.

Dr. Kleal Hill, Arco, and Dr. Kent Warner, Terreton, both graduated from the WOI (Washington, Oregon, Idaho) regional veterinary program last spring. Both say they've been on the "run" since last fall, treating livestock and pets.

For Hill, "More of the business seems to be education," he says. "I've been mainly trying to diagnose problems and then prevent them."

"There's cattle dying, and before now a lot of the ranchers didn't really know why. I've been able to pinpoint a lot of the problems, but some causes are still unknown."

Hill says beef cattle account for "about 60 percent" of his calls. "I've been swamped with work since the ranchers brought their cattle down from the hills last fall."

Hill set up his practice in July and has been using his home for an office. The clinic, now under construction, should be completed soon, he says. The last vet to practice in Arco left the area about five years ago.

"We have problems with clostridial bacteria in this area because the soil types harbor them," Hill says. "Now we have some pretty good vaccines to prevent diseases caused by these bacteria but, without a vet, many of the local ranchers don't know the vaccines were available."

"And, there are always emergency calls," Hill adds. "I'm called out a lot to treat horses for wire cuts or other injuries or to treat pets. So far the response has been pretty wide and I'm pleased with it."

Hill, originally from Mackay, said returning to his home area "just seemed like the thing to do."

Warner also decided to return to his home area after graduation. As he puts it, "In the past, there have been several kids from the surrounding communities who planned to go to college to become vets. For one reason or another, none of them got into vet school."

"I've had lots of good feedback about setting up practice here. Before, when a problem came up, many of the people around here had to

go it alone with the knowledge they had because it was physically impossible for a vet to come in from somewhere else when there was an emergency."

"I think many people really appreciate having a vet so close."

Warner says beef and dairy cattle medicine makes up the bulk of his practice, but work with dogs, cats and other animals also fills out his days.

"Since the second week of October, I've been going constantly. The way this fall was, ranchers had lots of problems with stress-related diseases," Warner says.

Warner moved to Terreton in the middle of June and is now practicing out of an office in his home. He speculates that sometime in the future there may be enough demand for veterinary services in the surrounding communities to expand his practice to include another vet.

Many vets think there isn't any chance of making a living in small towns, but I think there is enough of a demand if they are friendly, can sell themselves and can get involved in the community," Warner says.

The three states in the WOI regional veterinary medical program contribute funding, faculty and facilities to the program based at Washington State University in Pullman, Wash., in return for a guaranteed number of spots in veterinary school reserved for each state's residents.

Timber prices strong

MOSCOW — Prices for forest products will rise moderately in the first half of 1979, extension specialists of the University of Idaho, Washington State University and Oregon State University predict in their annual economic report.

"If a recession does occur in the latter half of 1979, it will probably not have much of a dampening effect on timber prices," the economic forecasters said.

Supplies of timber are dwindling and the Pacific Northwest region enjoys a condition of timber abundance," the extension specialists pointed out in their report.

Private timber growers with stumpage to sell will find eager buyers at favorable prices in the near term," the report advised.



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Jackpot, Nevada





Yvonne Broadbent displays cheese she and her husband make on their farm

Making cheese on farm revives European custom

BY GERALD KOPPLIN
WYOMING, Minn. (UPI) — Yvonne Broadbent worked in town and her husband, Carroll, milked the cows until two years ago. Then they revived a European tradition of making cheese together on the farm.

"I'll start pumping the milk over, hon," Broadbent said to his wife, who was leaning over a stainless steel tub capable of holding 3,000 pounds of milk and checking the temperature. "If it comes too fast, just holler."

Like other dairy farmers, the Broadbents milk their cows twice a day.

Broadbent, 43, begins his day at 5:30 a.m., milking 80 Holstein cows with the help of a hired hand. They milk the cows again at night and the night's milk is stored in a holding tank.

Mrs. Broadbent, 34, starts making the cheese in the big tank before 8 a.m. and then returns to the house to get son, Kevin, 7, off to school.

"I have to squeeze in meals and naps, too, for our daughter, Michelle," she said.

Michelle, 3, nibbles on the cheese and draws with crayons in the cheese house while her mother stirs the cheese curds in the tank.

"I worked in the Twin Cities until we had children," Mrs. Broadbent said. "Now I can work at home."

Making cheese on the farm is rare in the United States, Broadbent said. "I've invested \$50,000, maybe \$51,000 in this building and cheese making equipment. It's a way to add income to the farm."

Edmund A. Zolotta, university extension food microbiologist, said cheeses made on the farm are "a specialty" that helps improve dairy farm profits.

Zolotta said farm-made cheese is not intended to compete with low-priced, factory-made cheeses in Wisconsin, the No. 1 domestic producer. Instead, it competes with imported cheeses.

"Our Minnesota Gouda is as good as — if not better than — the Dutch cheese," Zolotta said. "We know that cheese consumption was up, so we figured there was a market for high-quality, higher-priced cheese."

Broadbent said he would like to sell more cheese at the farm — "the markup is better" — but most is sold through a broker, with the bulk going to the East and West coasts. Cheese is sold at the farm for \$2.10 a pound.

"The secret of cheese making on the farm is a culture developed by the university," he said. A small can of culture costs \$7.50, he said, but "without it we couldn't make uniform cheese."

Broadbent wanted to expand the farm, he said, "but at current land prices I

couldn't buy much land for \$50,000. "I've invested \$50,000, maybe \$51,000 in this building and cheese making equipment. It's a way to add income to the farm."

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Washington's small farmers face taxes, pressure to sell out

KENT, Wash. — (UPI) — Cipriano Primero has a weather-beaten roadside vegetable stand, "a sometimes stall in Seattle's Pike Place Farmers' Market and six acres that he fears he is getting too old to farm.

"I'm 74. I'm getting old. Maybe in a few years I'll be blind," said Primero, a short, stocky man of Filipino descent who looked pretty healthy. He moved deliberately down his rows of cauliflower and stopped to slip a rubber band around the leaves of a drooping plant.

"I've got four daughters. They are not interested in farms. I have no one to give the farm to. The people from the county come out here and ask if I'd sell it to a developer. What else can I do?" he said.

That was bad news for officials from King County. It was an answer they got from many of the area's remaining small dairy, berry and vegetable farmers, who are facing high property taxes and increasing pressure to sell to housing and industrial developers.

In response, the county has put together an ambitious proposal to preserve what is left of the area's agricultural land. The plan calls for a \$35 million county bond issue to allow the purchase of development rights of up to 11,000 acres of farmland.

The idea was set back November 7, when it appeared on the ballot but failed by a cat's whisker to collect enough votes. Under state law, a bond issue must receive a 60 percent yes vote to pass. Only 58.8 percent of the voters approved the proposition, which was presented with the campaign slogan, "Give Pasa a Chance."

Undaunted, county officials immediately began making plans to put the measure on the ballot again, perhaps as early as February.

"I think that with the vote we get, with such a large majority in favor of this, we've got to make sure we save farmland in King County," said

county councilman Mike Lowry. The only similar farmland preservation program in the nation is in operation in Suffolk County on Long Island, New York. But the King County plan — because it involves a bond issue — is the first to require voter approval.

Under the plan, farmland would be assessed at two levels: its value as agricultural land and its value to a potential developer.

Farmers who agree to participate in the voluntary program would receive a check for the difference from the county and in exchange would give up the right in perpetuity to use the land for anything but farming.

For example, a vegetable farmer with 20 acres might have his land declared to be worth \$1,000 an acre for farming but \$11,000 an acre if sold for a housing project. In that case, his development rights could be sold for \$200,000.

King County, which includes Seattle, is the most urban county in the state. But it also produces 10 percent of Washington's milk products, thousands of tons of berries and dozens of varieties of vegetables produced mostly on family farms and sold in local stores, open air markets and roadside stands.

In 1945, there were 165,000 acres of agricultural land in the county. It is down to about 55,000 acres today and still falling. A few years ago, county officials began to worry that all of the farms soon would disappear unless something was done to stop the decline.

Some people wondered why the county didn't just write off small farms near densely populated areas and leave the growing to the big agricultural operations in Eastern Washington.

"Over 70 percent of all the agricultural land in the western states is in urban counties," County Executive John Spellman said. "You can't just

slit back and rely on the rural counties."

Spellman said that among other advantages local farms keep down food costs.

"The presence of local agriculture saves householders hundreds of thousands of dollars every year, in terms of the lower prices of local produce," he said.

"The farms provide open space, productive open space that doesn't cost the taxpayers anything to maintain. And agriculture is still part of a diverse economy here. It is a \$55 million a year business that provides full-time jobs for 6,800 people and thousands of part-time jobs."

County planners made a study of how the farms disappeared and decided that traditional methods of zoning and planning were not protecting open space from the spread of the cities. They decided that the purchase of development rights would be the only effective method. "You have to get control of the deed," one planner said.

A county survey shows about 60 percent of the farmers favor the program and would participate if the price was right. But others, like Cipriano Primero, have their questions.

Primero began farming in the Green River Valley near Kent soon after he emigrated from the Philippines in 1927. High property taxes and a good offer persuaded him five years ago to sell his old farm to a warehouse company and move a few miles down the road.

Now he asks himself if it would pay to sell his development rights to the county.

"Suppose I asked and break my leg?" Primero fished. "I can't work anymore. I have to find another farmer to sell my land to. What if I can't find one? Then I'm stuck. I don't like that. That's not so good."

He kicked the toe of his worn boot under the topsoil.

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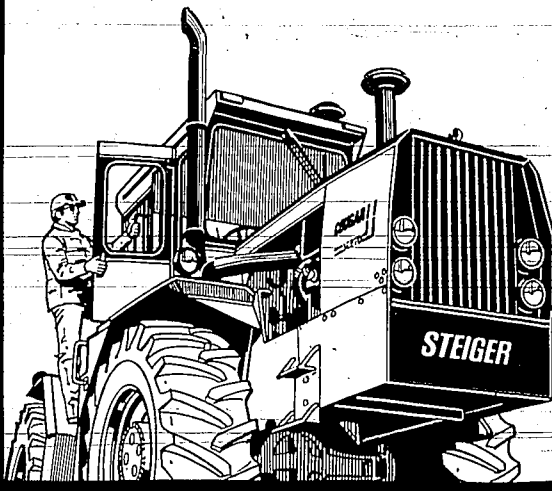
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Lettuce price not only stake in farm strike

By ROBERT LINDSEY
 New York Times Service
CALIFORNIA, Calif. — Four years after the nation's first collective bargaining law for farm workers was won following a decade of strife, the lush fields of California are a bitter labor battleground again.

The outcome of the newest battle, like the last one, seems likely to have a major impact on the prices Americans pay for fruits and vegetables for decades to come.

About 3,000 members of the United Farm Workers of America have been

on strike against eight lettuce growers here in the rich Imperial Valley and neighboring Arizona since Jan. 19, shutting off about one-third of the nation's winter iceberg lettuce production. Most of the strikers are Mexican citizens who commute across the border to work here.

It is the first major strike by the union since the California legislature passed a law in 1975 granting farm workers the right to choose a union through a secret ballot and to bargain collectively.

Spokesmen on both sides say the

stake in the strike — in which the union is demanding increases of from 40 percent to more than 100 percent in hourly and piece-rate wages — extend well beyond the price-Americans will pay for a bowl of salad this winter.

"To me, this strike is a dream come true," Cesar Chavez, the charismatic president of the union, recently told a cheering rally of farm workers in this border town, looking out at a sea of members waving the union's crimson flag emblazoned with the black profile of an eagle.

In an interview, he said he viewed the strike as a second major milestone in winning wages and fringe benefits for farm workers comparable to those given members of other, older unions involved in the production of food, such as meat packers and truck drivers. The first milestone, Chavez said, was organizing and winning legal status for the union.

The previous contract expired Dec. 31.

The eight are managing to produce some lettuce with a makeshift workforce of women, school-age children and a few workers who are ignoring the picket lines. The other growers are continuing full production.

Not only has there been a marked decline in lettuce shipments during a season when this region produces about 95 percent of the nation's total, but production of carrots and broccoli has also been affected, while planting of spring cantaloupes, watermelons, sweet corn and wheat has been made impossible.

"A lot of the effects of the strike won't show up until spring," Vessey said. "Monetarily, it has been disastrous," he said, estimating the loss to growers so far had been "at least" \$2 million to \$3 million.

There have been no large numbers

of nonunion members coming from Mexico to take the jobs of strikers. The huge pool of low-income Mexicans south of here has long been a major problem confronting the union when it strikes near the border.

Vessey and other growers assert that they have information that the union is preventing an influx of nonunion Mexicans to the fields through a systematic program of intimidation below the border.

Chavez said that the union had not sanctioned any violence.

For the union, the current strike is a milestone in other ways. It is the first effort to upgrade wages in one of the contracts it won after its long fight to gain legal recognition as a union.

In most of the years since Chavez began his campaign in the early 1960s to form a farm union, he was preoccupied with organizing, getting recognition for the union, and, for almost a decade, waging a bitter

jurisdictional battle with the International Brotherhood of Teamsters, which also sought to organize farm workers.

Since the 1975 law was enacted, the UFW has negotiated more than 100 contracts with growers and claims to have enlisted almost 100,000 members.

It has begun a program to train farm workers as contract negotiators and administrators and it has resolved its long dispute with the Teamsters, which bowed out of the labor war in 1977. But despite the clear field it won after the truce with the Teamsters, the rate at which it has negotiated new contracts with growers has slowed substantially recently; two groups of workers have voted to decertify the UFW as their bargaining agent, and the threat of mechanical harvesting equipment has loomed more and more over the union and its members.



Agronomist Dr. Christianson thins lettuce as workers strike

Whatever rates are negotiated as a result of the strike, union officials say, they will set a pattern for wages for farm workers in other segments of agriculture in California, which produces more than 40 percent of the nation's fruits and vegetables, as well as for those in other states.

California growers say that they regard the strike as an economic watershed.

Jon Vessey, one of the largest Imperial Valley growers, said: "California agriculture is uniting against this strike. There's no way we can meet their demands and stay in the lettuce business. If the contract they want were signed, it would put California out of the vegetable business."

Each side gives different figures on the current wages earned by farm workers. The union says they average \$3.70 an hour, plus 32 cents in fringe benefits. It is seeking an increase to \$5.25 to \$6 an hour, depending on the task involved.

But the growers say that less than 10 percent of workers are now paid by the hour. Most workers, they say, are paid at piecework rates that in the harvesting season yield incomes of \$7 to \$10 an hour.

The growers contend that if they meet the wage and fringe benefit demands of the union, the average hourly labor cost for farm workers, including fringe benefits, will exceed \$20 an hour.

Whatever the merits of each side's arguments, the strike appears to be having substantial economic effect on the eight growers. They are among 23 growers who are negotiating with the UFW in talks being held in San Diego.

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EPA seeks Idaho comments on pesticide restriction

MOSCOW — The Environmental Protection Agency (EPA) currently is seeking comments from Idahoans and others about its proposal to restrict the use of pesticide products containing any of 14 ingredients, according to a University of Idaho entomologist.

"Gem State growers commonly use a number of pesticide products containing these active ingredients," stated Gene Carpenter, extension pesticide coordinator. "Restricted use means these products can be used only by or under the direct supervision of a certified applicator."

The EPA previously designated more than two dozen pesticide ingredients for restricted use under the provisions of federal pesticide law.

Comments about the EPA proposal — in triplicate and bearing the identifying notation "OPP-30017B" — must be received by March 12. Address them to Federal Register Section, Program Support Division (73-757), Office of Pesticide Programs, EPA, 401 M St. S.W., Washington, D.C. 20460.

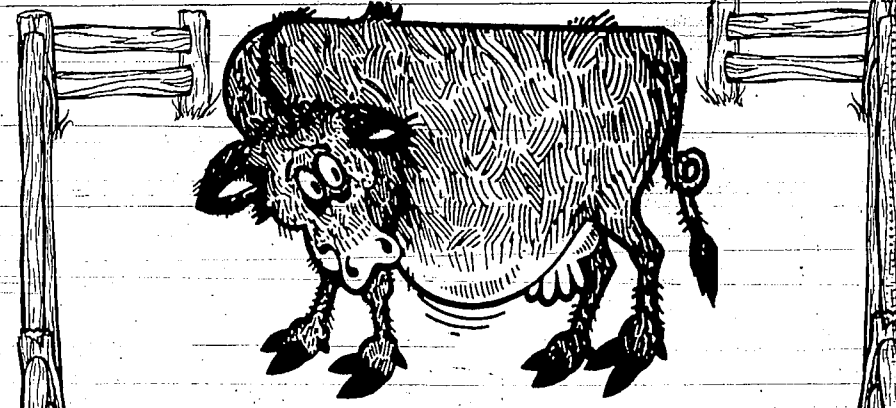
Among the 14 active ingredients affected by the EPA action are carbofuran (Furadan) which controls

alfalfa weevils; disulfoton (Dison) which is used against aphids on potatoes; and endosulfan (Thiodan) which northern Idaho grape growers use to control cabbage seed pod weevils and southern Idaho potato farmers use to fight aphids.

Other products commonly used in Idaho that would get restricted-use labels are fenitrothion (Dasanit) which controls soil insects that attack potatoes and some other root crops; fonofos (Dyfonate) which controls wireworms in potatoes; and phorate (Thimet) which is used as a systemic insecticide on potatoes and an early weevil treatment on alfalfa.

A complete list of active ingredients, formulations, use patterns and criteria influencing the restricted use proposal has been provided to county offices of the U. of I. Cooperative Extension Service, Carpenter said.

"In Idaho, uncertified or unlicensed people can purchase restricted use pesticides, but they must furnish written evidence that the materials are being purchased for use by a certified applicator," he remarked. "Dealers or sellers must maintain adequate records of this evidence."



ON THE FARM SERVICE

DAN LAIRD KEN TOPHOLM
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U.S. space shuttle may grow its own astro-soybean meals

By WILLIAM O'BRIEN
 PRINCESS ANNE, Md. (UPI) — The prospect of cultivating soybeans in space — "astrobeans," if you will — to feed future astronauts has researchers at the University of Maryland-Eastern Shore looking for a way to launch their project.

The researchers want to send their soybean experiment on the inaugural U.S. space shuttle flight, scheduled for later this year, but there's no room, according to Dr. William A. Link, head of the research team.

"We would like to be on the first flight if we could, but we don't have a reservation," Link said.

Nevertheless, experimentation with space-age soybeans is continuing at the UMES Soybean Institute. The National Aeronautics and Space Administration is backing the project with an initial 18-month grant of \$40,000.

The UMES researchers got NASA's attention by submitting a proposal for growing "astrobeans" in an artificial outer-space environment. Their hope is to get 25 plants, in an hydroponic (liquid) environment using artificial light, to grow to maturity in 70 days — about a little more than two-thirds the normal time needed.

Soybeans, according to Link, were chosen for the project because they contain substantial protein and some fat, two basic food items that will be needed for long-term nutrition in space. UMES also chose soybeans because of extensive research already done by the college's Soybean Institute.

The institute has started the hydroponic environment experiment at its facilities on Maryland's Eastern Shore. But a space experiment would be of immense help, said Link.

"One of the things we want to look at is how these experiments we're conducting on earth will behave under zero gravity. We want to see how weightlessness affects plant growth, shape and nutrient uptake," he said.

He noted the results of such a flight may prove there is no need for artificial gravity for future space agriculture.

Link has the soybeans' first flight all planned.

"A small plastic container will house the soybean plants. The tank-like setup will provide a completely automatic and artificial environment for the plant growth, including simulated sunlight and liquid nutrients."

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Farmers trade futures, lower gambling risk

By PAMELA J. HUEY
LA HARPE, Ill. (UPI) — Farmers are gamblers.

"We gamble with the weather, and we gamble with prices and yields and diseases and all sorts of things," said Bob Burr, grain farmer and cattle producer.

But Burr views hedging on the futures market as one way he can reduce some of the gamble and stabilize his income. He farms 1,630 acres west of La Harpe in western Illinois near the Mississippi River. He first tried his hand at futures trading in December 1977.

"Theoretically, it's a way to reduce risk," said Burr, sipping hot chocolate at his kitchen table.

"Theoretically, if a person knows his cost of production, then he can lock in a profit (by trading in futures), but he has to be satisfied with the profit," said Burr, whose first-time try in futures trading netted an extra 20 cents per bushel on a quarter of his corn crop.

According to an official study by the Commodities Futures Trading Commission — a federal regulatory agency — only about 5 percent of the nation's farmers trade on the futures market.

However, that study is about two years old and Chicago Board of Trade officials and University of Illinois agriculture economist Thomas A. Hieronymus — one of the world's leading authorities in the area of futures trading and price analysis — said the figure is probably higher now.

Hieronymus said there is no real way to know just how many farmers actually buy or sell futures contracts. But he said many more than 5 percent use the futures market indirectly.

Board of Trade officials said futures prices reflect what buyers and sellers expect the price to be in a given upcoming month on the basis of current information. The principal reason futures prices are different for different delivery months is the cost of storing grain from one month to another.

What is a futures contract? Simply put, it is an agreement that one person will deliver a certain commodity at some time in the future, and another person will pay a certain amount of money for it.

A contract for wheat, corn, soybeans and oats consists of 5,000 bushels.

However, settlement of a contract by actually delivering the commodity is not the common practice. Only between 1 and 2 percent of all futures contracts are settled that way, economists said.

Instead, the usual procedure is to resell the contract, let's say May soybeans, sometime after it is purchased. The difference between the price at which the contract is purchased and at which it is sold is the profit or loss, before charges for commissions.

In a pamphlet published by the Chicago Board of Trade — largest trade mart for farm commodities — futures trading is described as a way to achieve protection against historically volatile prices in the cash

markets.

"Sellers use the futures market to offset the risk of a possible decline in cash prices," the pamphlet said. "Conversely, buyers seek to offset the risk of a possible increase in cash prices."

But Burr said it doesn't always work to the farmer's best advantage.

"While you may eliminate some losses, you also eliminate some gains. My advice is stay in the business you know best."

For instance, he said his father hedged on cattle six or seven years ago and it turned out he would have made more money if he had stayed away from the futures market because cash prices were higher.

To get started in futures trading, Burr, who has a masters degree in agriculture/economics from Western Illinois University, said he studied the market and traded on paper for about one year.

"I actually wrote down day by day — today I should buy some soybeans or today I should sell some corn on the futures market," Sometimes I did alright and sometimes I was pretty dumb. I made some mistakes, but I think it was a good way to do it."

About 10 years ago, Burr and other area farmers joined with a broker in Fort Madison, Iowa, pooling their money to trade in futures.

Burr said it took the broker 18 months to lose about \$16,000. It also made Burr think twice before entering the market on his own.

"For anyone trading in futures, the difference between hedging and speculation should be understood, economists said.

The hedger owns or purchases the actual cash commodity, and subsequently or simultaneously sells an equivalent quantity on the futures market. That way an adverse price move in either market will be offset by a correspondingly favorable price move in the other market.

Speculators are those who trade without a direct commercial interest in the commodity traded and attempt to realize profits from anticipation of commodity price changes.

In other words, speculation is the investment of risk capital for the opportunity of making a profit.

Edward Lee, spokesman for the Chicago Board of Trade, said for some farmers hedging on the futures market is a marketing tool — a way of reducing uncertainty and locking in a profit. For other farmers who do not actually buy or sell contracts, the futures market is used for "price discovery," he said.

"We believe this function is terribly important. When farmers do forward contracting with their local elevators they have to know what the world is saying their product is worth. Otherwise they would be at the mercy of the elevator operators."

Lee, who directs the board's public relations, said the futures market also gives the farmer flexibility on the time of year he physically will unload his crop.

In his transaction, Burr sold one-quarter of his corn crop in December and then bought a like quantity of corn on the July futures.

Cattle sell for record prices

By KEN HODGE
Times-News writer
MAGIC VALLEY — Cash prices for cattle at Magic Valley auctions have reached record levels in recent months and cattle futures have followed right along.

Chicago Mercantile Exchange contracts for future delivery of live cattle are selling at all-time high prices.

Spiraling futures prices are expected to remain strong for the



duration of 1979, a local broker predicted.

Recent cattle reports have been bullish, which means futures prices and cash market prices can be expected to continue trekking toward the stars.

Information or developments which have a bullish effect on the futures market tend to push prices upward, while bearish circumstances have a depressing effect on futures prices.

One bullish statistic hammering hard on futures prices is the short supply of cattle USDA statisticians have found on U.S. ranches.

That means fewer cows will be available for slaughter in the

nation during 1979. And since U.S. population is growing and consumers need more beef each year, beef prices are expected to get higher before they level off or come down.

Economists say little relief is in sight. In recent years U.S. cattlemen have been slaughtering more cattle than they have been producing and economists say the trend probably will not begin to reverse itself until later this year.

Ranchers in the nation have been slaughtering their herds steadily for the past four years, USDA statistics show.

The cattle-futures market usually parallels trends in the cash market typified by livestock auctions, according to Jack Mulowny, a Twin Falls cattle futures broker.

Since January 1978 prices of contracts for February live cattle on the Chicago Mercantile Exchange have jumped more than \$25 per hundredweight.

The gain in futures prices during that period parallels a rebound in slumping cash cattle prices which began early last year.

Prices of live cattle in Magic Valley auctions for various classes of stocker and feeder cattle hovered in the \$40 to \$50 per cwt. range early last year. By late February 1979 prices for the same classes of cattle had doubled, reaching \$90 to \$110 per cwt.

Futures prices have mimicked cash cattle prices. In January last year, prices for February live cattle contracts on the Chicago Mercantile Exchange fluctuated in

the \$44 per hundredweight range.

In late February 1979, however, trading on the February contract for live cattle closed at \$69.67 per hundredweight.

Cattle futures prices began their dramatic spiral early in 1978 after USDA cattle reports showed beef cow shortages on U.S. ranches, Mulowny said.

Livestock producers had been reducing their herds because of drought and sagging cash prices for cattle.

President Jimmy Carter hoped to stop climbing beef prices by lifting quotas in beef imports coming into the United States.

After his action, futures prices on the February contract fell nearly \$10 from slightly more than \$50 per hundredweight to nearly \$50.

"But the market gained it all back and more," Mulowny said. "Import quotas are actually a psychological thing more than anything else. Australia, New Zealand and Argentina (beef exporting nations) are on the same cycle we are."

Mulowny said ranchers are worried about consumer reaction to high beef prices, but said he expects futures trading to remain strong and prices for futures contracts to continue to rise.

"We may have a little slough-off here pretty soon, but it is going to stay pretty strong," Mulowny said. "It is just a question of whether people will pay the price. That is always the concern in any price rise."

Mulowny said strong futures

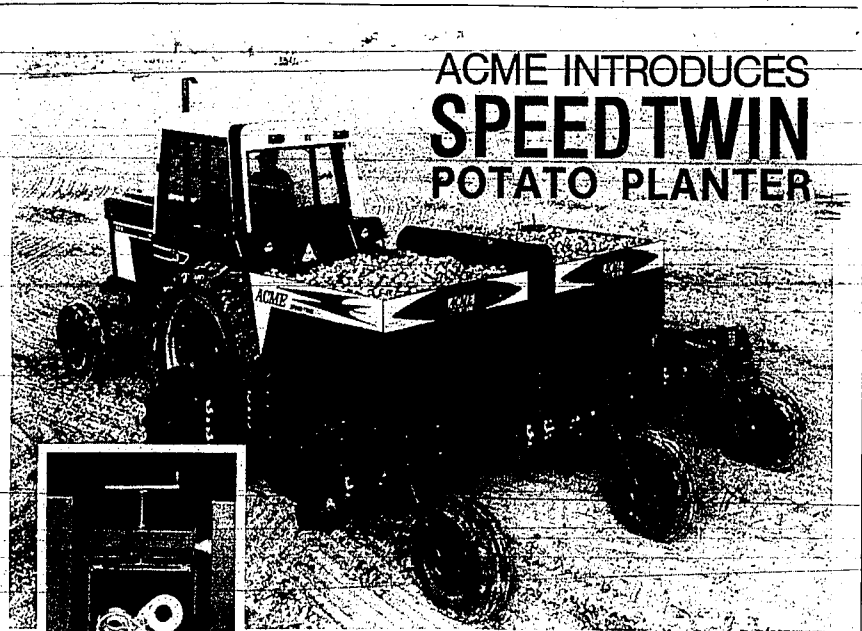
market conditions mean a good atmosphere for cattlemen to hedge the portions of their herds they plan to take to market at a later date.

To hedge part of his herd, a cattleman must sell short on the market, or make a contract to deliver 40,000 pounds of his beef cattle (about 36 head of 1,100-pound steers) at a future date. Any rancher who had a contract for February live cattle would have delivered his cattle about February 20 for nearly \$70 per hundred pounds.

Traders on the Chicago Mercantile Exchange are now trading contracts for April and June delivery and a cattleman could lock in a price for cattle in those months at nearly \$70 per hundredweight. Guaranteeing him that price for his animals (even if the bottom should fall out of the cash market).

If both the cash market and the futures market go up, however, the rancher can buy another contract at the inflated price to cover his position later. That maneuver will cost him money, but he will not have to deliver his cattle.

He can then sell them on the cash market, which has inflated since he made his first delivery contract on the futures market. His profit on the cattle will be diminished by the loss on the futures market, but he will still make a profit. If he had not sold the cattle on futures in the first place, he could have made a larger profit, but he had no guarantee the price would rise, according to Mulowny.



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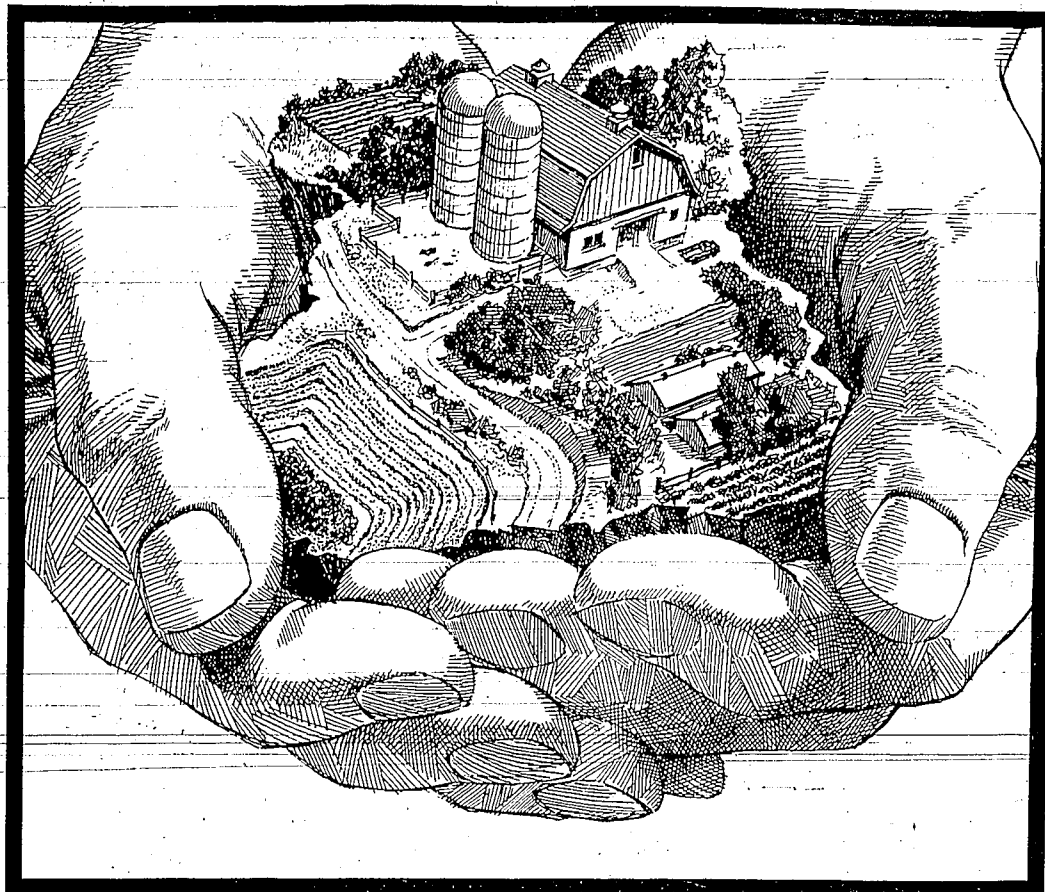


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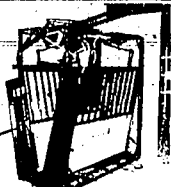
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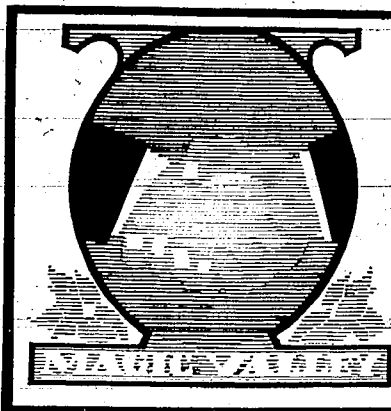



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BUSINESS 1979

Sunday, March 11, 1979 Times-News, Twin Falls, Idaho D-1

THE TIMES-NEWS FARM REVIEW & BUSINESS UPDATE

Business is bullish on local economy

1979 financial forecasts combine optimism, caution

Magic Valley business people are — for the most part — bullish on their economic prospects for this year. They are enthused despite threats of oil shortages and spiraling gasoline prices, despite gloomy government reports on the rising cost of living and the feverish interest increases, despite the doomsday predictions of the nation's economists.

Many believe the predicted recession will not affect them. Others are cautious, expecting only minimal gains.

In general, their views of the local economy are colored by the particular idiosyncracies of their industries.

A real estate broker is concerned about the money supply. A banker is optimistic about the healthy cattle and dairy industries. A motel innkeeper predicts more short-distance vacations and group travel. An insurance agent sees a downward trend in his industry's profits.

The Times-News interviewed several business representatives to gather their thoughts on Magic Valley's current and future economic climate.

These men and women represent a cross section of the area's main industries — manufacturing, banking, car sales, insurance, retailing, agribusiness, construction, real estate and tourism.

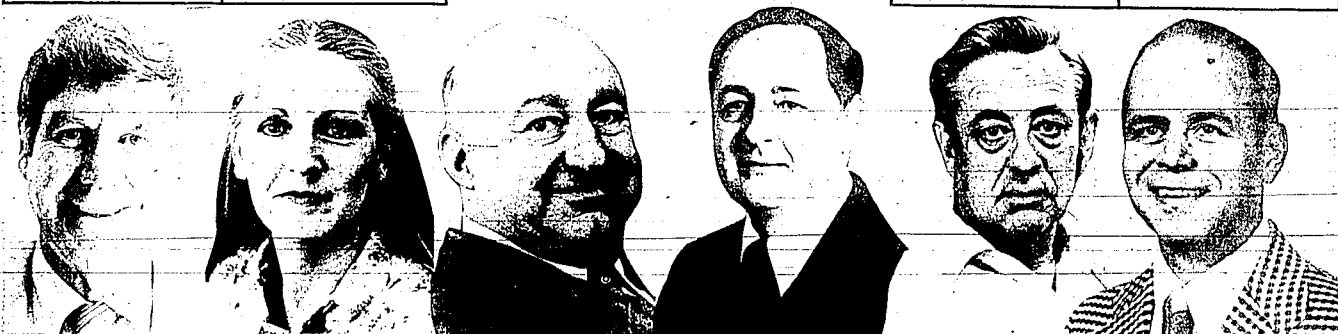
Here's what they have to say:

Stories by Bonnie Baird Jones



<p>Pat Hamilton president Farmers National Bank Buhl</p> <p>"All of our financial conditions are tied to the agricultural and livestock industries.</p> <p>"We are looking at this year with optimism. The dairy industry is healthy, and the beef industry is healthy, at least where it involves the established cattle producers. This should mean the overall economy in our part of the country will remain strong.</p> <p>"We are somewhat concerned over inflation in the beef industry and what effect it might have should prices for beef begin deteriorating, but based on the current conditions we feel good."</p> <p>He says the closure of some Utah and Idaho Sugar Co. plants might also have an economic effect by causing farmers to overplant some crops as substitutes for sugar beets.</p> <p>"But livestock and dairy constitute a sizeable portion of our total economy and both look good for 1979."</p> <p>Hamilton says it is still difficult for young people to get the money to start farming. He adds that those who stop farming are usually poor farmers, persons who want to retire or who want careers with a little less work and gamble.</p>	<p>Vern Routh president Idaho Frozen Foods Twin Falls</p> <p>"Food processing in Magic Valley is pretty doubtful at this time. I would say the outlook is not encouraging."</p> <p>Routh says potato prices to the grower are extremely low this year. He said the 1978 potato crop here was the largest and best quality in a number of years. But, the abundance of potatoes has kept the grower price low.</p> <p>"We have tried to bring up the level of the grower price, but our operation costs are so high we cannot increase the price we pay for the product by any beneficial amount."</p> <p>"I don't think we are going to see the rapid growth in food processing in Idaho that we've seen in the past years. Growers in general are not encouraged by the attitude of the present administration toward agriculture."</p> <p>Routh says farmers probably will be decreasing their acreage to level off the potato supply and help their price situation. Idaho Frozen Foods employs about 800 persons, shipping processed potatoes throughout the United States.</p>
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<p>Tom Day innkeeper Holiday Inn Twin Falls</p> <p>"This summer looks good for conventions and businesses involved in service to the traveling public.</p> <p>"We have a number of tours this year including some from New York, Los Angeles and other populated areas. Most of them will be spending only one night in the Twin Falls area but some will be here as much as three days."</p> <p>Day says gasoline prices and possible shortages have many in the motel business looking for an increase in bus tours, airplane travel and closer-to-home tourists.</p> <p>He says Twin Falls attracts visitors other than tourists.</p> <p>"We are the garden bean seed capital of the world and many of our agricultural practices and crops attract worldwide attention. We have had groups here from Japan, several European countries and Mexico as well as various parts of the United States in the past six months. All are here to inspect crops and agriculture practices."</p> <p>Although the first two months of any year are slow in tourism, Day says reservations coming in for March, April and May indicate a busy early 1979.</p>	<p>Arvilla Robbins real estate broker Robbins Realty Twin Falls</p> <p>"Real estate is always a good investment, and we expect people will be investing in real property in 1979 as they have in the past.</p> <p>"The real estate business isn't going to get any real help, however, unless something is done to improve the money supply for home loans."</p> <p>After a boom in real estate business — which drastically increased the population of real estate sales persons in Magic Valley — business began to slow down in 1978 and into 1979.</p> <p>Mrs. Robbins says property is still selling and money is still available but many sellers are carrying their own sales.</p> <p>"This makes it good for the seller as he or she gets the extra benefit of the interest rates, but many of our younger working people who are selling and need the money to get into another home cannot do this. And it sometimes slows down the sale."</p> <p>With favorable legislation in Idaho, money should become more available, she says, but real estate prices will not go down.</p> <p>"It's just a question of how fast they go up."</p>
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<p>Emmett Harrison president Thelsen Motors Inc. Twin Falls</p> <p>"We haven't seen any slow down in Magic Valley car sales, although there is some concern among dealers nationwide. I saw some uneasiness by many dealers attending the recent National Automobile Dealers Association convention."</p> <p>I believe Magic Valley dealers showed an increase in sales in 1978. I look for sales to continue to increase, but, of course, it will depend on gasoline prices and our own economy. We think 1979 will be a good year. All car manufacturers are cutting the size of their cars, and we are all working toward increased mileage which compensates for increasing costs."</p> <p>Harrison says government regulations of auto manufacturing and the outlook for gasoline prices and availability lead a pessimistic tone to some aspects of automobile sales, but the impact has yet to hit Magic Valley.</p>	<p>Sue Wills assistant manager Mode Ltd. Twin Falls</p> <p>"The clothing business will always go strong. We had a good reception in the community but would have had a better one if we had not been pushed into a temporary corner."</p> <p>"Our new shop will be finished in July, and we are looking for a good 1979. Twin Falls is traditionally a conservative town, but I think people are accepting our fashions very well."</p> <p>The Twin Falls native says she feels the Blue Lakes mall has been exceptionally well received and is an important buying convenience for the people of Twin Falls.</p> <p>"It's a great place to shop in, out of the cold winter temperatures, rain and snow or away from summer heat, everything is under a single roof and buyer can do all of their shopping with one stop."</p>	<p>Dan Obenchain owner Obenchain Insurance Twin Falls</p> <p>"It seems to be historic in the insurance business that we can't stand prosperity. We had a healthy 1977 and 1978, enjoying some good profits. Within 18 months or so, I would guess rates will begin going down, and with them, our profits."</p> <p>"Our industry leaders are predicting 1979 will be a breakeven year, and we will be hurting by 1980."</p> <p>"I think stability in the costs would be better in the long run for the insured and the insurance company. We need a stable rate that is low enough to benefit the insured and high enough to protect the agency."</p> <p>"In 1974 and 1975, the industry literally too a bath, and we had to start back up the ladder in 1978."</p>	<p>Joseph Cilek owner Krengel's Hardware Twin Falls</p> <p>"With the exception of the housing market, we are very optimistic about 1979."</p> <p>"I think Magic Valley is going to keep growing in a fashion that is compatible with our lifestyle. There is a good possibility of some new jobs — especially for our younger people — in the way of new industry in the current year."</p> <p>Cilek has served on the Twin Falls Chamber-of-Commerce board for a number of years. He was active in many of the downtown improvement projects and was one of the original promoters of the Urban Development Project to rebuild the downtown business area.</p>	<p>Duane Schrank vice president Twin Falls Construction Co. Twin Falls</p> <p>"It is hard to predict what any year is going to be like in the construction business. Your whole year can be made or lost in one day. It all depends on whether or not your firm gets a major contract."</p> <p>He said 1978 was a fairly good year for most general contractors in the area. Most of the work planned for this area is in Twin Falls and is already under contract, he said.</p> <p>"I am not pessimistic about the coming year. The 1 percent initiative will have a greater impact on smaller municipal and county projects than on the larger state and federal jobs."</p> <p>Schrank compared the construction business to a feast or famine situation.</p>	<p>John Forbes plant manager Tupperware Jerome</p> <p>"For the past couple of years, we have been running our Jerome plant at full capacity. Our outlook for 1979 is very good, and we anticipate another excellent year."</p> <p>Forbes says his firm has found a favorable employment climate in Magic Valley. He says there is a turnover as in most industries, but it is not excessive. Some difficulty is experienced during spring and fall work seasons. But the firm is able to employ the number and quality of workers needed on a year round basis.</p> <p>Forbes says the 25-cent hourly wage increase which Jerome Tupperware employees received at the first of the year is a reflection of the firm's optimistic outlook.</p>
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Utilities attract Twin Falls investors

By JEFF SHER
Times-News Writer

TWIN FALLS — Twin Falls investors tend to put their money where it will earn guaranteed income, in utilities stock, money market certificates, and real estate, according to two Twin Falls investment brokers.

But if you are not seeking immediate return on your investment, the brokers agree, industrial stocks are the place to invest.

Gene Sturgill of Sinclair-Sturgill and Co. Inc., said people in agricultural communities tend to be conservative and investment patterns in Twin Falls reflect this attitude.

Sturgill said many people in this area are putting their money into high yielding utility stocks because of the low risk factor involved.

Roscoe Patton, of Edward D. Jones and Co., agreed utilities are popular, largely because they are regulated monopolies whose approved rates include a guaranteed profit margin with allowance for reasonable return on investment.

In addition to the guarantee built into the rate structure, utilities carry an economic guarantee, in that the energy provided by utilities is basic to the entire economy.

"Many people can't even get to work without taking an elevator," Patton said to illustrate his point.

Money market certificates are also popular, Sturgill said.

This new form of investment was authorized by the Federal Home Loan Bank Board only last June to provide a greater flow of funds to banks. The banks were experiencing a mortgage money shortage because the interest on Treasury securities exceeded the maximum



Interest banks and savings and loans associations were allowed to pay on deposits.

Two kinds of money market securities are available, a six-month, \$10,000 minimum certificate and an eight-year, \$1,000 minimum certificate.

The maximum allowable interest on the eight year certificate is 7.75 percent and interest on the six-month certificates varies from week to week with the current interest on Treasury bills.

Again Sturgill pointed out, the return on these investments is guaranteed. They are conservative investments.

Sturgill added that the vast amount of money piling up in pension funds, insurance companies, mutual funds, real estate and gold and silver has resulted in reduced demand for industrial stocks and lower stock market prices.

"That's where the 'smart money' is going, Sturgill said.

Patton agreed. He noted that the Dow Jones Industrial was at 1,000 in 1966 and now it is around 820. Meanwhile, he said, the value of the dollar has decreased dramatically, but the value of the industrial companies on the exchange has not been reevaluated into modern dollars.

Patton said values on the market are "incredible and widespread."

He cautioned, however, that investors must be prepared to wait to realize returns in the market.

"The market is not Las Vegas, where fortunes can be made overnight," he said.

Sturgill also stressed the long-term nature of stock market investments and said he would not recommend that type of investment for people whose "prime concern is income."

He said people, especially older people, who may be immediately dependent on income from their investments, should stay away from "gross" stocks. For them he would recommend utilities, limited partnerships, gold and silver or real estate.

Real estate is very popular among Twin Falls investors, according to local real estate salesmen. George Haney of Century 21 Realty said the last few years have seen an "almost insane desire to own a piece of ground, especially in our area (the Pacific Northwest)."

He said he has investors standing in line for properties

such as racquetball clubs or trailer parks, or any recreational property, especially if its on water.

Haney said the advantage of real estate is that it affords a hedge against inflation plus any structures can be depreciated to provide a tax shelter.

Many investors prefer to buy bare ground for subdivisions. Haney said, but Mike Gray of Gem State Realty said right now investment in bare ground around Twin Falls is not too heavy because enough lots are currently available "to accommodate the community for the foreseeable future."

Frank Feldman of Feldman Realtors said one of the axioms of the real estate business is that "cheap, old, run-down rentals are the ones that pay the biggest return."

He said many investors look for older property in less than prime condition to fix up and sell. Good profits can generally be made in this way.

Feldman and Haney agreed that due to current high construction costs many investors are putting their money into old buildings that can be converted into either offices or condominiums.

Haney and Gray said sales of farm property have slowed because of current low prices for farm products, but Haney added, "When a good piece of ground shows up, it sells."

Rental properties are also popular investments, and Haney said more rental properties have become available in recent years in Twin Falls.

The agents agreed a private family residence is still one of the best investments an individual can make, and Gray said he encourages first time investors to put their money into a private home.

Thursday night raffle lists nation's money

By MARY TOBIN
UPI Business Writer

NEW YORK (UPI) — Once a week at 4:10 p.m. The Federal Reserve Board announces what Chairman G. William Miller has only half jokingly referred to as "the Thursday night raffle."

There are no winners or losers, unless you count the fact that the securities markets often rise or fall on the Fed's weekly report on M1, M2 and now M1-plus — the nation's money supply.

M1, the "basic" money supply, is the money the public has available to spend in cash and demand deposits, or checking accounts, in commercial banks. M1 now averages around \$300 billion and if the public suddenly decided to go on a spending spree it could dramatically accelerate the economy.

M2 is the "broader" money supply and includes some private savings accounts and time deposits.

Miller said the Fed is in the process of "redefining" the monetary aggregates and hopes to come up with a figure that will more accurately reflect economic reality. M1-plus, which includes a variety of deposits in various savings banks and thrift institutions, is a step in that direction — a step many economists feel is overdue.

Nancy Teeters, newest member of the Board, said recently in reference to Fed efforts that "when you figure out two sets of contradictory figures either something is missing or something is wrong."

For example, M1 has been slightly lower compared with last fall and at the last reporting week showed a minus 2 percent growth rate in the statistical quarter. This should in-

dicade either that the public has less cash to spend or is stashing it away in longer-term savings accounts.

But economic indicators show the public is spending at a good clip.

"We think the economic numbers are more meaningful than the money supply figures," said Leonard Santow, economist for J. Henry Schroder Banking Co.

"There are factors that are holding the money figures down. At one time when people planned to spend more money, such as for the holidays, they would build up checking account balances. Now the public is keeping checking account and passbook savings account balances at bare minimum and buying with credit cards," Santow said.

"Some money stripped from checking and savings accounts is being used to buy consumer goods — but some of it has been used to invest more aggressively."

Santow said the publicity surrounding the six-month savings certificates has made the consumer aware "perhaps for the first time, that he doesn't have to let his money sit in a checking account or savings account for 5 percent. With a relatively small amount to invest he can realize a far greater return."

Another factor that has distorted M1 is the so-called NOW accounts, in effect checking accounts, offered by thrift institutions. This factor is partly measured in M1-plus.

"But the Fed still has a problem with inaccurate data," according to David M. Jones, economist for Aubrey G. Linston & Co. "Even M1-plus doesn't account for all the money available to the public in thrift institutions and in credit unions and the like."

Oil will have to pay for the transfusions of European, Japanese and American industrial knowhow needed to bring this about.

Shengli is a crude oil production center, not a petrochemical complex. Its reserves are secret. Officials say most of its production is for domestic use, although some is exported.

Defense of \$ risks recession

By LeROY POPE
UPI Business Writer

NEW YORK (UPI) — The United States is risking a dangerous recession at home to help the sagging economies of West Germany and Japan by defending the dollar abroad, says a third-generation investment counselor and securities analyst.

Lyle H. Kennedy II, president of Kennedy Inter-Vest Inc. of Groton, Conn., also said defending the dollar abroad amounts to having the American public pull the chestnuts out of the fire for bankers and others who have indulged in too much speculation in the global currency markets.

"The more the dollar is worth abroad, the less effectively American companies can compete in world markets," Kennedy said.

"Our government neglected its responsibility to us when it suc-

cumbed under foreign pressure to increase the dollar's value at the expense of our economy. Moreover, the government bolstered the dollar under the guise of fighting inflation at home. What's worse, financial writers and financial reports contributed to the rage when they described the dollar's condition as weakened, sick and the like."

A higher dollar in the global markets does little to fight inflation at home, Kennedy said, because the cheapness of the dollar abroad is only partly a cause of the inflation even though it does make the prices of imported oil and other raw materials higher.

On the other hand, a cheap dollar abroad gives a tremendous boost to exports of American automobiles and a host of other products.

"Most American companies have fared extremely well under the so-

called depressed dollar conditions," he said. "Major U.S. corporations reported an average 21 percent gain in their third quarter profits over a year ago."

He added that the cheap dollar has brought a flood of much needed foreign capital to America at a time when a variety of circumstances have throttled domestic capital formation.

Kennedy is the grandson of the founder of the Wall Street Analyst, one of the few publications that, forecast the 1929 market crash. His mother, Margaret Kennedy, was the first woman to become a partner in a New York Stock Exchange member firm and still is active in Wall Street.

Kennedy used to serve as an analyst and investment advisor to blue chip companies such as DuPont but he didn't like that and set up his own business serving individual investors in Groton. "It wasn't much of a thrill to make a three or four hundred thousand dollar profit for DuPont," he said, "they didn't even notice it. But if you help a small town druggist make \$25,000 or so perhaps you're enabling him to send his kid to a good college."

Kennedy has been beating the drum against supporting the dollar abroad for the past two years, making speeches at universities, including Yale and University of Connecticut, and before Rotary and other service clubs and investor groups.

He says he hammers at the idea that the politicians, journalists and many other people keep confusing the task of fighting inflation at home with defending the dollar abroad and imagining they are the same struggle — "It isn't true."

Kennedy said the enthusiastic response of the stock market to President Carter's "bite the bullet" measures was, in his opinion, caused more by the implication that govern-

ment spending would be cut than by the measures to defend the dollar abroad.

Getting down to specifics, he said the cheap dollar had forced prices of Japanese and European automobiles on the U.S. market up to 25 percent, slashed imports of Japanese steel and enabled U.S. Steel Corp. to report a 252 percent profit gain in the third quarter.

"If foreign companies expect to compete in the U.S. market now," Kennedy said, "their only recourse is to open plants here that contribute to employment of Americans as Volkswagen has done in Pennsylvania. Kawasaki now is building motorcycles in Nebraska and Honda plans to open a similar plant in Ohio. Datsun, Toyota and Honda all are planning American automobile assembly plants." He said domestic tax revenues as well as payrolls will benefit from this.

Meanwhile, General Motors and other American manufacturers are enjoying relative stability in the prices of their products abroad, because the dollar is still relatively cheap.

"The biggest cause of weakness of the dollar abroad, in Kennedy's opinion, simply was the accumulation of so many dollars overseas — the Germans, the French and everybody else were accepting dollars instead of their own currencies for goods they sold all over the world and the Americans were providing the dollars by importing oil and a flood of other goods."

He said the attitude of the American businessman towards defending the dollar depends on to what extent his business is export or import oriented. If his business relies on imported raw materials, he yells for strong moves to bolster the dollar.

China's oil to support further industrialization

By ROBERT CRABBE

SHENGLI, China (UPI) — In just 14 years, the 200,000 people of Shengli have built China's second largest oil field, producing more than 128 million barrels of oil a year.

Shengli (Victory) near the mouth of the Yellow River ranks next in importance to the famous Taching oil field near the Soviet border.

Men and women work on the rigs and the women also grow 22,000 tons of rice annually in about 17,000 acres of reclaimed and irrigated land.

Shengli and other new oil fields like it are vital to China's modernization program aimed at making China an advanced industrial country by the end of this century.

Oil will have to pay for the transfusions of European, Japanese and American industrial knowhow needed to bring this about.

Shengli is a crude oil production center, not a petrochemical complex. Its reserves are secret. Officials say most of its production is for domestic use, although some is exported.

Three pipelines deliver Shengli oil to the outside world. One, completed in 1974, runs to the Huang Tao tanker port near the city of Tsingtao at the tip of the Shantung peninsula. Another, built last year, links the oil field to Nanking in the south.

A third connects the field with Chipu City where a large refining complex is located. All pipelines carry both oil and natural gas. Shengli officials say the complex at Chipu can produce 300,000 tons of ammonia a year, the only statistic they furnished.

Shengli itself has only a small refinery that makes products for local use like ammonia and gasoline. This refinery is attached to the Eastern Petroleum Institute, Shengli's technical college, and is partly a training facility.

Shengli has used quite a bit of foreign equipment in its time. Its managers and working-level engineers say they are eager to acquire American equipment, especially for drilling and extracting.

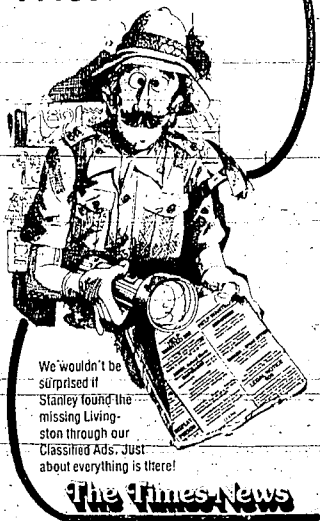
Vegetable marketing harder

MOSCOW — Pacific Northwest growers are finding it increasingly difficult to sell fresh vegetables to urban marketing centers east of the Rockies, agricultural college faculty members of the University of Idaho, Washington State University and Oregon State University state in a year-end economic report.

"Freight rates, labor costs, raw product costs, unemployment compensation, and taxes are the competitive costs causing the vegetable industry to surrender Eastern markets," the report said.

About 70 percent of the nation's population is located east of the Rockies, the report pointed out.

Mr. Livingston I Presume ...



Making Homes Beautiful by JoAnn Rose

PICTURES AND WALL ORNAMENTS give a room the touches of color and visual intrigue that help it to come alive. The finest furniture will have an incomplete look if the walls are off bare. Wall decor is like the jewelry that turns a woman's simplest dress into a striking outfit.

Besides providing a dramatic or restful place for the eye to fall, paintings can be useful decoratively. You can use the colors in a painting to tie your room colors together, for example. However, if it is not a good idea to choose a painting for this purpose alone. You should select it because you like it. Keep your decor personally yours — not artificial.

You may want to group several smaller paintings for wall interest, or create a wall display for hobby items. Artifacts brought back from a special vacation, pieces of sculpture, antiques — all can give your room eye appeal. Today's trend is toward more ornamentation — so be bold!

From eye-catching wall decor to striking accessories... and famous names in quality furnishings for every room... our selection offers solutions to your decorating needs. Let us help you beautify your home in keeping with your good taste... and your budget.

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Inventor launched recording industry

By ED LION

CHICAGO (UPI) — Marvin Camras displayed some of his many inventions, furrowed his brow and said, "For every good one, you may have 100 or 1,000 that don't make it."

The friendly, soft-spoken Camras, 62, has had his share of "good ones." Camras, while a young student, launched the recording industry — now conservatively a \$3.5 billion business — by inventing an improved recording machine because an opera-buff cousin wanted to hear himself sing.

Camras went on to hold about 500 patents, including one for iron oxide coating that allows sound to be magnetically recorded on tape. That paved the way for the modern tape recorder.

And he still is busy trying to come up with new inventions — simply because he's fascinated by machines and loves to tinker.

"I guess you could say I have a better than average batting score," he said modestly in his plant-arranged, small office at Chicago's IIT Research Institute.

For all his recording-related inventions, Camras isn't a millionaire. He becomes visibly embarrassed when discussing rewards of his inventiveness.

"I've been very embarrassed by the term millionaire," he said, almost bashfully. "All my friends kid me about it. I'm not one anyway — just say I'm well off."

Camras has received a "percentage" of royalties from his patents, the major portion going to his sponsoring research institute — once the Armour Foundation, now called IIT Research Institute.

He doesn't even know how much his patents have netted, though it is in the millions and the private, non-profit institute has a policy of keeping mum. And Camras harbors no regrets for not marketing his inventions in a more profitable manner.

"I wouldn't have had an interest in being a businessman," he said, automatically as if he has given this response many times.

"Anyhow, what's money or fame

going to do for you? If I went about it a different way, I may have gotten too involved in marketing details and never gotten to do mechanical work again. And that's what I like to do."

It was this interest in tinkering that got Camras started. As a youth, living with his Russian immigrant parents on Chicago's West Side, he enjoyed reading mechanical digests and trying to build things.

"I've always liked to make things with my hands," he said, a smile alighting his round face as he warmed to the memory of those early days of discovery. "I was always interested in mechanical things — why electricity does the things that it does, how things worked."

He spent days building flashlights and crystal radio sets and once even mistakenly causing a ketchup bottle to explode against the kitchen roof.

His boyhood "partner in crime" was cousin William Korzon, who lived in the same house. When they were about 20 Korzon became interested in opera — and began to fancy the idea going on stage.

"He would sing in the shower and when he listened to his voice with all the reverberations it seemed to sound fine," said Camras with a wink. "He wanted to buy one of those home machines with which you could make a disc record of yourself so he could hear himself, but it was kind of expensive."

So, Camras began developing a recording machine, similar to one by an earlier inventor that recorded on a wire and magnetized in certain sound-linked patterns. The patterns captured the sound and then could be played back.

Camras was aware that Danish inventor Valdemar Poulsen had come up with a "telegraphone" in the 1890s. But Poulsen's machine magnetized a section of a wire, tended to twist as it played, distorting the sound, and never really caught on.

In 1938 at age 22, Camras decided to simply magnetize the entire wire, and thus twisting would not affect the sound. He showed it to his professors at Armour Institute who were im-



Marvin Camras, 62, who holds 500 patents, displays his wire recorder

pressed and helped him obtain a patent.

His cousin was able to listen to his own voice, and the modern wire recorder was created — laying the groundwork for what is now a pervasive industry.

Incidentally, Camras said, his cousin didn't like much of what he

heard and forsook the opera stage for the engineering field.

Camras' wire recorders were first used on a military basis in World War II for troop training. During the invasion of France, recorded war sounds were played to befuddle the Germans while troops mounted offensives in different locations.

Later, he developed better recording heads and other methods to reduce background noise and distortion; came up with the iron oxide coating (still in use) that allowed wire to be replaced with magnetic tapes; pioneered the use of multi-track and stereo recorders; and developed magnetic sound track systems for

film.

Camras, father of five with a home in Glencoe on the shores of Lake Michigan, is so fascinated by sound he builds violins as a hobby. A daughter plays the violin but he doesn't.

He uses scientific methods in his violin-making.

Housing problems hike condominium growth

By EDWIN DARBAY

Chicago Sun-Times

CHICAGO — The fact is that the booming, booming market in "used" houses broke down about six months ago and that the new-house market stood going astray for months then.

That's one reason Robert Frommer feels good about the housing industry in 1979. As executive vice president of Chicago's great Urban Investment & Development Co. and as president of the Urban home-building arm, United Development, Frommer knows whereof he speaks. A real estate development man all his life (Zeckendorf, Levitt; Philadelphia, Washington and Chicago), the 43-year-old Frommer has had a hand in the success of Urban's Tower Tower Place. The office space is rented, the

retail center is a North Michigan Avenue magnet, the Ritz-Carlton Hotel is now "on target," and the last of the luxury condominiums was sold earlier this year.

"We are so pleased with the progress of the Ritz, that we are thinking of building similar hotels in four- or five-other cities in the country," Frommer says. "We still have a little way to go, but we think the Ritz is near the point of being the very best hotel in the United States." As for the condominiums, they went on the market a little more than three years ago at prices ranging from \$105,000 to \$250,000. "The last sales were in the range of \$145,000 to \$330,000 and since then there have been resales at even higher prices," Frommer says.

Frommer's prime responsibility as

president of United Development is residential building in the Chicago suburbs, and he also oversees operations in Denver, where the company is the largest office building landlord (1.5 million square feet in place, 500,000 square feet a-building) and the developer of a residential, commercial and industrial community. And it is about to build a first class commercial hotel there.

Frommer's interesting and astute assessment of the real estate market, past, present and future, goes like this:

"The last two weeks or so have been surprising. We've seen the strongest December sales ever. That's still modest when compared with June but excellent for December."

"There seem to be a couple of reasons. One, the two-income family

adds a new dimension to the market, and there is still a pent-up demand for home. Two, in spite of the rise in mortgage rates, people are rightly concerned that the selling price of homes will only go higher next year so they are buying now."

"We think the dollar price of houses will go up in 1979 but that the pace of the increase will slow. That is, we think the increase will be on the order of 7 to 10 per cent instead of the 12 to 20 per cent increases we've been seeing. We can see the cost of materials and labor increasing about 10 per cent, but builders will be accepting a lower profit margin and that will hold prices down. Competition from the large number of builders now in full swing will hold down price increases and so will the potential downturn in the economy."

"Sales of existing homes started to turn down about six months ago. That was largely due to the escalation of home mortgage rates. Two months later the slowdown was felt in the sale of new homes. New homes sales were hurt because people were finding it more difficult to sell the home they owned so that they could trade up.

Where it had taken 30 days or less to sell the house, it began to take 60 to 75 days.

"The encouraging thing is that the slowdown has already taken place. We don't think it will get any worse and we think 1979 will turn out to be a far stronger housing year than most people believe."

Help for successful small business

By United Press International
The mortality rate for small business is extraordinarily high. According to James Leach, who teaches courses in small business at Parkland College, Champaign, Ill., for every 10 small businesses that start up each year, as many as six or seven fail within two years.

Many people who begin a small business do so for a change, and Howard E. Fischer, an attorney who wanted a new way of life, opted for a business of his own by creating his own job — founder of a jazz club. From this was born the New York Jazz Museum, which Fischer set up as a non-profit tax exempt, charitable and educational organization. Leach answers questions for would-be small

business operators, Fischer, for those interested in establishing clubs:

Leach
In three years he has been teaching small business management courses, what has he found?

"Most of the students don't know how to begin or are not aware of all the problems in operating a small business. Many take their life savings, buy and equip a shop, open the doors and expect people to come in. Those who succeed are rare."

What is "the key factor" in business failure?
His experience has been that most people entering the small-business market are not "adequately trained." He says most of his students back off and reconsider their plans once they

find what running a small business entails. Some, he says, go ahead with revised plans while still others decide this field is not for them.

How does a person go about getting such training?

The first thing is to go to work for someone else in the business under consideration. "Learn as many aspects of that business as you can, and watch the owner to see how he runs his shop."

He cites the case of a radio-television repairman who might have worked in a shop for years and now wants his own business. But many a repairman hasn't watched others in the firm to see what they do or taken an interest in operations other than their own.

"These people don't last long in their own business," Leach says.

For those seeking help in running a small business the federal government offers assistance through the Small Business Administration, which has a development center program. The SBA emphasizes management assistance through this program, with many of the centers operated by universities which supply expert advisers.

Fischer, author of "How to Collect Triple Profits from Your Hobbies, Skills or Interests," claims that "just about anyone can start and operate a club," that all anyone needs is "good common sense" and the ability to follow the guidelines he sets forth.

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Truck-trailer rig rolling along Idaho highway symbol of transportation industry which has its problems despite glamorous depiction

Top-flight managers quit trucking industry

By LEROY POPE
UPI Business Writer
NEW YORK (UPI) — The furious debate over deregulation of trucking has created a climate of uncertainty that is driving top-flight managers out of the industry, an executive recruiter reports.
Martin H. Bauman, who specializes in recruiting for the transportation

industry and says he serves more than half the top 20 motor carriers, said the situation is so bad it has resulted in a "brain drain" during the past year.
"For a decade," says Bauman, "we were recruiting nine top-flight executives for trucking companies for every one we took out of the industry

and placed elsewhere. This past year that ratio has been exactly reversed."
Bauman said the executives who are leaving the trucking companies go into other forms of transportation or into allied lines.
"They are leaving because they don't want to 'crap shoot' on the future of the trucking lines," Bauman said.

He said the brightest performers are quitting the middle and small sized trucking companies, and the recently graduated MBA's from name universities are unwilling to consider trucking because of this fear of the unknown.
"This has got to hurt for many years to come, Bauman said, because the management training programs have

been the heart of people development for trucking firms.
While the giants such as Consolidated Freightways, Roadway Express, McLean, Ryder and a dozen others are financially strong enough to survive so they still can attract and hold people, the same can not be said for the 16,000 other trucking lines, Bauman said.

The present climate of profit squeeze and uncertainty and inflation may push a lot of these trucking lines, many of them almost Pop'n Mom operations, to the wall.
Bauman does not take a firm stand on whether or not trucking should be deregulated but he insists the present fear of the unknown must be ended.
He said those who believe that under deregulation private carriage trucking fleets will provide cheaper transportation than the present com-

mon carriers are overlooking the certainty that, in that case, the Teamsters union soon would organize the fleets that are presently non-union or belong to less powerful unions.
An almost equally pessimistic picture of the immediate outlook of the trucking business was given before the convention of the Truck Rental and Leasing Association by S.E. Knudsen, chairman of White Motor Corp.
Knudsen said unrealistic regulatory concepts and erosion of productivity are slowing the growth of the full-service truck leasing industry.
Although deploring the crippling effect of unrealistic regulation, Knudsen did not appear enchanted by the virtues of deregulation. He said it might just create a costly "game of musical chairs" for the trucking lines in "chasing each other's customers."
"Unlike the airline industry, which is price elastic in terms of new passengers, the trucking industry is very price inelastic in terms of new business," Knudsen said.
Meanwhile, unrealistic regulation is "nickel and diming" the truck manufacturers and inflating costs for the trucking operators.

Overbooking of seats, room labeled necessary evil by travel industry

By MURRAY J. BROWN
UPI Travel Editor
There probably is nothing more shattering for the traveler than to be informed at the airport check-in counter that he can't board the plane he is booked on because all the seats already have been filled.
Unless it is being told by the desk clerk that there is no room for him at a hotel.

of the 200 million passengers who travel by air annually, said the numbers were significant. "In absolute terms" and that the existing compensation levels "are inadequate to redress the inconvenience and distress often resulting from involuntary bumping incidents."
So if revised the rules under which U.S. carriers must pay Denied Boarding Compensation to passengers with confirmed reservations who comply with the airline's check-in and reconfirmation procedures and are bumped because of overbooking on flights originating or terminating in the United States.

— four hours on international flights — and not only fly free but must be paid a sum on the face value of their ticket from a minimum of \$37.50 to a maximum of \$200. If the departure is delayed longer the passenger can collect on the value of his ticket a minimum of \$75 and a maximum of \$100.
DBC is in addition to a refund of the fare you paid for the flight. The airlines must pay DBC within 24 hours. If they don't you have 90 days in which to file a claim.
The airlines and travel agencies selling plane tickets are required to alert passengers to the rules regarding bumping. Some carriers print advisory notes on their tickets.
Foreign airlines are not covered by the new restrictions, although some are complying voluntarily. The CAB ruled recently that those that don't must provide travel agents with counter signs and ticket notices stating that they do not comply with the CAB overbooking rules.

the time specified by the hotel or motel.
4. Phone ahead if delayed en route if your reservation was made without specifying late arrival. Ask that they hold the room until your arrival.
5. Many hotels and motels will hold a room if you pay in advance for the first night, or give your major credit card number over the phone to the reservation department to assure you will pay for the room whether you use it or not.
Actually, there is little the traveler can do if he is denied a room because there is no record of his reservation or he arrives late except to shout, cry or sue.

"And what with more people traveling these days, such incidents are becoming more common. The fact is that even holding confirmed reservations does not necessarily guarantee you a seat on a plane or a room in a hotel.
"In the travel industry it is known as "bumping."
"It is caused by overbooking, which airlines and hotels sometimes do admit is a common practice and which they blame mainly on "no-shows," people with reservations who either cancel out at the last minute or don't show at all. Overbooking is a necessary evil, they maintain, because otherwise planes would fly with empty seats and hotels would be stuck with vacant rooms.
Figures for 1978 are not available yet, but about 150,000 passengers with confirmed reservations were bumped by U.S. airlines in 1977, continuing an upward trend in recent years.
Last year the Civil Aeronautics Board, while noting that those bumped were only a small percentage

The DBC regulation does not apply to flights that are canceled or delayed because of mechanical difficulties, weather or other acts of God.
The revised rules, which became effective last September, increase compensation payments but allow the airlines to ask first for volunteers willing to be bumped in exchange for a payment to be set by the individual carrier. If there are not enough volunteers, passengers will be bumped in accordance with the airline's own priorities list, copies of which must be available at ticket counters and boarding locations.
Most involuntarily bumped passengers are entitled to collect compensation under the CAB regulations. They must be put aboard another flight within two hours of the originally scheduled departure time

For more detailed information, write to the Civil Aeronautics Board, Washington, D.C. 20428 for the pamphlet "Air Travelers' Fly-Rights."
Hotels and motels are not regulated by any government agency and are not required to pay compensation to guests with reservations who are denied accommodations because of overbooking.
No total figure is available, but estimates by knowledgeable sources of such complaints run into the tens of thousands yearly.
Here are some suggestions from the American Hotel & Motel Association which could help reduce chances of becoming one of the victims:
1. Reserve accommodations as far in advance of arrival as possible.
2. Request written confirmation, when time permits, and carry the confirmation slip with you to show the desk clerk on check-in.
3. Specify the time of arrival if you plan to check in after 6 p.m. or after

Electricity bills reflect more usage
READING, Pa. (UPI) Higher rates are not the only reason for today's higher electricity bills; growing use of electricity in homes also is responsible.
Serving four million people in New Jersey and Pennsylvania, General Public Utilities Corporation reports that at the end of World War II its average residential customer used about 1,250 kilowatt-hours a year. In 1977, the average home used some 7,000 kilowatt-hours.
"Over these years the cost of electricity increased one-third," says William G. Kuhns, GPU chairman.
"The amount of electrical energy used by the average household was up six-fold. This increase in the use of electricity contributed far more to the size of today's bills than rate increases."

Fruits solve dairy woes

MOSCOW — For dairy manufacturers, Pacific Northwest fruits provided a solution for a troublesome problem in 1978. Midwest-grown blueberries and tart cherries were in short supply at the same time the demand for fruit-flavored yogurt was rising.
Yogurt firms bought supplies of Pacific Northwest small fruits, substituting red raspberries for

cherries and boysenberries and blackberries for blueberries, extension specialists of the University of Idaho, Washington State University and Oregon State University note in a year-end economic report.
Small fruit crops in the Northwest have sold at record-high prices for three consecutive years and "prices for the 1979 crop will remain strong," the extension report said.

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Industry sees bottle bills as ineffective

By United Press International
The head of the Glass Packaging Institute says "bottle bills," if generally applied, would fail to solve the litter and solid waste problem.

"At best, 'bottle bills,' even if they did work, wouldn't scratch the surface of the real problem — that is all paper, all glass and metals and other materials found in litter and the solid

waste stream," said William W. Sudd, GPI president.

Sudd issued a statement presenting the industry's response to a UPI report on the controversy over the bills to require deposits on bottles and cans. The dispatch by reporter Brent Bowers investigated the question in depth. It found a powerful industrial coalition has brought massive pres-

sure and spent large sums to defeat most of some 1,400 bottle bills in communities and states but that the momentum now appears to be swinging to the side those seeking in earnest what they call America's out-of-control throwaway habit.

Sudd said the bills, if made law, would be ineffective because "Containers for soft drinks and beer

represent about 25 percent of litter and, according to the U.S. Environmental Protection Agency, about 5 percent of solid waste."

"A mere five or ten cent deposit, while it sounds simple to many people, is not a solution. It's an excuse to pass a law and forget about a problem. We are working to remind people about the real problem and generate support for a real solution to that problem," Sudd said.

The glass packaging industry, he said, is campaigning instead for approval of litter recycling bills which he called "more comprehensive and total solutions."

"We believe that people are starting to listen," he said and noted voters in Alaska, Nebraska and in Howard County, Maryland, last November "overwhelmingly re, ted bottle bills."

"We feel that these were not just votes against 'bottle bills' but that

they were primarily votes in favor of an alternative — the litter recycling law," he said.

He said seven states now have such laws.

In Washington, where voters approved one 10 years ago over a bottle bill, he said, total litter has been reduced by nearly 70 percent. 1,000 new jobs have been created in the state's growing recycling business and the law has resulted in development of close to 500 recycling centers.

In California, with a litter recycling law in effect for little more than a year, he said \$3 million has been earmarked for litter enforcement and education programs, \$4 million is being funded for development of resource recovery and recycling programs and the state's Solid Waste Management Board, administrators of the law, estimates that within four years about \$14 million will have been spent on recycling programs. He said

Counterfeiting trademarks considered serious offense

NEW YORK (UPI) — Infringing trademarks or counterfeiting trademarked products always have been considered extremely serious offenses.

In Tudor England, putting a false trademark on fancy woven goods containing gold or silver threads was punishable by hanging. About the same time, King Charles V of France published an edict that any craftsman or merchant caught using another's trademark should have his hands cut off. And in the fourteenth century an innkeeper in the German province of the Palatinate was summarily hanged for putting inferior wine in casks marked with the Rudesheimer trademark.

Even in the United States in the nineteenth century, western cattlemen had no compunction about stringing up to nearest tree anyone caught marking somebody else's cattle with his brand or even oblittering another brand.

The nation that trademarks are inviolable and more or less immortal is the issue involved in the challenge by Formica Corp., of Cincinnati, to block the effort of the Federal Trade Commission to declare Formica the generic name for decorative laminated plastics which any manufacturer then could use.

It may prove the most important trademark battle in history.

The FTC's legal department, both in Washington and in Denver where the case originated, refused to discuss the Formica case except to say that it would be pressed. They said the contents of ethics of the American Bar Association forbid such discussion.

On the subject of trademarks in general, Daniel Schwartz of the FTC Washington staff, said the persistence of a trademark after the product's name falls into general use could lure the public into paying premium prices.

Paul Daw of the Denver office, who filed the case, conducted the complaint was cited in general language and got no cases of damages caused by the continued use of the Formica trademark.

Says Formica President Martin B. Friedman, "the FTC is suggesting to other manufacturers by this action that any company which risks capital in research and development to bring a new product to the market and then promotes it as unique, will find its trademark in jeopardy if the product proves successful."

Formica, founded in 1913, pioneered the development of decorative laminated plastics. Now lots of companies make them under different trademarked names — Micarta by Westinghouse, Textolite by General Electric, Lamnart by Engle-Picher and Plonite by LOF Industries for example.

Indeed, says Friedman, the competitors now have 60 percent of the market.

Some folks may well call all

decorative plastic laminates Formica, but Friedman points out that 90 percent of all the laminates are bought by professionals who know all the brand names and specify exactly which brand they want.

So Formica Corp. was astonished some weeks ago when the Denver office of the Federal Trade Commission brought the proceeding to revoke its trademark and declare Formica a generic name. Friedman says no one knows for sure why the Denver office did this but a Washington based newsletter that specializes in covering FTC activities said FTC officials considered and still are considering several potential trademark targets.

The only allegation made by the FTC is that customers might be deceived into buying Formica brand decorative laminates under the impression it was a generic name. Friedman said the facts prove this definitely cannot be true.

Formica's competitors and the trade press dealing with that section of the plastics industry have warmly supported Formica's contention that to be deprived of the trademark it has enjoyed for so many years would be grossly unfair and could not benefit the public.

Toy Cattle, marketing manager of a Formica competitor, Dart Industries' Wilson-Plastics, said he didn't know what the FTC was trying to accomplish "other than lower American business to mediocrity." He added, "I hope Formica can defend its position for the good of our industry and for the good of American business."

Friedman said losing the trademark would be doubly unfair to his competitor because Formica is also the company's name. And he said the FTC appears to be trying to punish

Formica for being successful.

The most famous celebrated trademark case in American history up to now was the effort of Bayer AG of Germany to prevent aspirin from becoming a generic name.

In many parts of the world aspirin still is Bayer's trademark for its brand of an acetic acid derivative. But in a holy fought court case (Bayer vs. United Drug Fed 505 11 TAMR 178) Bayer lost its aspirin trademark in the United States. The company felt that anti-German feeling growing out of World War I caused the loss but some observers thought the public just adopted the name aspirin so universally that the courts felt the matter had been taken out of their hands.

A Formica spokesman said there is no real analogy, though, between the FTC challenge to its trademark and the aspirin case. It wasn't a government agency that attacked Bayer but a number of competitors and Bayer filed the unsuccessful legal action to restrain them.

Another celebrated trademark phenomenon which was involved in government action is Listerine, but the government only used to make the manufacturer tone down advertising claims — not to invalidate the trademark.

The Listerine case is a remarkable story for another reason. The product is based on a compound that was in the standard pharmaceutical formularies for years until Lambert Pharmaceutical Co. of St. Louis picked it up, trademarked it and used his advertising to sell it at premium prices. Lambert was so successful that druggists soon found it very difficult to sell the generic compound in competition with Listerine even at much cheaper prices.

School teaches jewelry making

PROVIDENCE, R.I. (UPI) — A unique school that teaches students how to transform raw metal into fine jewelry is pumping new blood into an industry chronically short of skilled workers.

More than 1,000 students have flocked to the Jewelry Institute in Providence, the major manufacturing center for costume jewelry, since the school opened in August, 1977. Now a similar school is being considered for New York.

Students come from all sorts of backgrounds. Typical is the 30-year-old man who made "a good income" working for one of region's largest insurance companies.

He hated his job and finally quit last April. As a jewelry craftsman, he expects by next March to match his former salary and believes within 10 years his annual pay will hit \$40,000.

"It's an insurance policy that the skills in our industry will be present in the future," said George R. Frankovich, 68, executive director of the manufacturing jewelers and

Silversmiths of America, Inc.

The Jewelry Institute is a branch of MJSA, an industry trade association.

With government grants and \$750,000 seed money from 300 members, the Institute opened its New England Academy in August, 1977. "There had been extension courses at night since World War II. In the mid-70s, members said 'let's get this thing formalized,'" recalled Arthur O. Rendeau Jr., 46, a retired Navy captain who is now the institute's managing director.

The institute occupies a 12,000 square foot facility in the heart of Providence's manufacturing district. It has three classrooms and six workshops where raw metal and stones are transformed into rings, necklaces and similar items.

The school has more than \$40,000 worth of modern equipment and offers courses in electroplating, tool-making, model-making and mold-making.

Evening classes are taught by "the most talented and capable members

of the industry," Rendeau said. The Institute relies on free-lancers and retirees for the city-funded daytime courses for the unemployed. Nineteen instructors earn \$11 to \$15 an hour.

Rendeau said graduates of the model-making class make about \$3 an hour and are "eminently hireable."

"I had people knocking on the door in July to get the model-makers who had been here three months. I have to shoo them away," he said. "They know anyone who has the gumption to stick out a course here is worth hiring."

The institute takes its school on the road occasionally. Half-day courses on soldering and casting are planned for Miami. Management seminars are offered at trade shows in Providence, New York and Los Angeles.

There's even a course — to help owners of jewelry firms "get their sons and daughters into the act more efficiently."

"We're still testing the waters, finding out what will go and what won't," Rendeau said.

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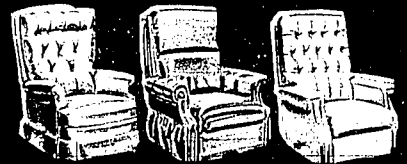
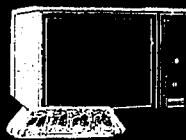
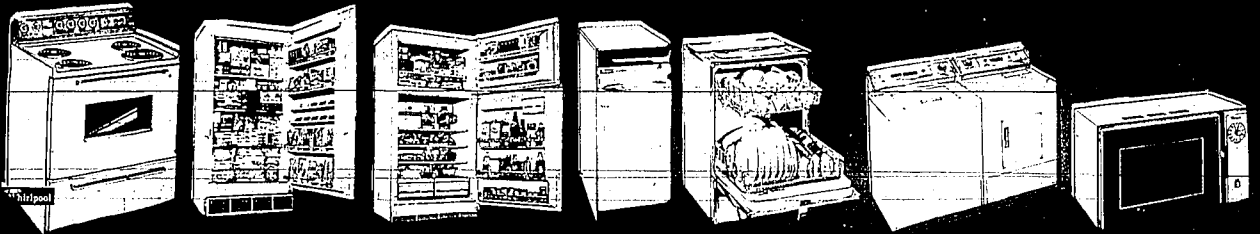
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Competition stiff in furniture sales

By DOUG TULLIS
Times-News writer

MAGIC VALLEY — If you are sitting in a chair or on the couch reading your paper, you are taking full advantage of one of the area's major retail businesses — furniture.

The furniture business generates an estimated annual sales of \$14 million and provides Magic Valley residents with comfort, convenience and jobs. Competition is keen between the 35 or so furniture stores around the valley. And shoppers are proving themselves to be price and quality conscious buyers, according to area furniture retailers.

Each of the 35 stores in the valley compete directly with each other. But each also fits into a unique selling slot, marketing to people with varying budgets, tastes and needs.

Banner Furniture owner Bob Gillespie describes the current Magic Valley furniture market.

"People are more quality conscious now. They are willing to spend more. They figure things are going to have to last," he says, adding that people tend to watch carefully what they buy and how well the item is constructed. Gillespie says his store began "at the bottom" and has been upgrading furniture lines as customers gain more sophistication.

"We still stock what we call promotional lines," he says. These lines are the six or eight pieces of furniture for a set price such as \$399.

Such furniture groups provide those on a very limited income with a complete living room group without spending more than they can afford, he says.

"In two or three years as their income comes up, they can pay that just for a chair."

Gillespie says he is competitive with all but the most exclusive stores and, as a competitive edge, has gone to a two choice price tag.

The first price includes the merchandise, delivery and set up by the store. The second price is for customers who can haul it themselves and save the delivery cost which is the second price on the tag.

Even with that pricing system,

Gillespie says he has had to take a smaller profit because of the competition.

One store that competes directly with Banner Furniture is Cains Home Furnishings.

Cains salesman Bob Berentz says his customers have gone away from the six or eight piece living room groups. "We used to sell groups but people got tired of the same color. It's like

the military, everything's olive drab."

Berentz says competition is keen between the different stores despite the fact that "every store has its niche." He adds there is still a lot of price shopping where a customer visits the store looking strictly at price.

"The hardest thing to do is shop for price," Berentz says. Gillespie says difference in price

between the stores should be examined carefully to determine what features are offered. Those features include frames, coverings and springs.

On the other end of the furniture store competition are the stores that cater to those who want to decorate a home, not just fill it with furniture.

Chuck L'Harrison, owner of L'Harrison's Furniture in Twin Falls, Jerome and Burley, says the furniture

business is just as competitive at the top end as it is at the bottom end. "We're not just competing with the other interior decorating shops here but with Boise and Salt Lake."

He says customers who shop at his stores can generally get to other cities with stores that carry the top lines of furniture.

L'Harrison says the biggest competition to the top of the line furniture stores are car, boat, motor

home and recreation purchases.

He says the Internal Revenue Service also provides some stiff competition in the spring of the year because people are thinking more about taxes than they are about buying furniture.

Despite filling a niche at every level of the economic competition, each furniture store manager or owner agrees the competition is fierce and benefits the customer.



Cain's salesman Bob Berentz says each store develops its own niche but competition is still keen

Jobs, profits win rounds over pure air, water rulings

By EDWIN DARBY
Chicago Sun-Times

CHICAGO — It seems jobs and profits are winning a few rounds over pure air and water these days.

Down there some place under all the fighting and the charges and countercharges between government environmental agencies and industry there's always been the reality question: How soon do we have to live air and water that is how pure?

And "responsible owners and managers of industry have been saying 'all along, okay, we are cleaning up the mess, but going 100 per cent pure overnight costs too much, enough to threaten the whole enterprise."

Of late, high-level thinkers in Washington, worried about jobs, recession, inflation (production of goods is one answer to inflation) and an aging U.S. industrial machine, have seen some sense in the argument.

"In all fairness to the Environmental Protection Agency," says Jim O'Brien, "I do see a change in attitude."

O'Brien runs a company in an industry that has certainly had its problems with pollution. He's president of Marblehead Lime Co., the country's largest producer of lime for the steel industry. You don't have to know anything about the business to realize that crushing limestone and

processing it under high heat creates real pollution problems. (On the other hand, lime makes an enormous contribution to pollution control; it is used to purify water, sewage, and industrial wastes and to clean smoke stack emissions.)

O'Brien has had his battles with the environmental agencies — city, state, and federal. For instance, it took Marblehead three long years to get approval for a multimillion-dollar expansion of its South Chicago plant on the Calumet River. O'Brien found the city and state agencies strict but reasonable. "The real roadblock was the federal EPA," he says. "I learned a lot and I would not deny that good things came out of the effort, but there was a need for balance. At one point it appeared that he terms laid down by theoretical people with no knowledge of the industry would make our problem unreasonably expensive and almost unsolvable." Deferred for three years: Up to 200 construction jobs, 40 or 50 permanent jobs.

In the past, O'Brien says, "our company has not needed a federal agency to tell us to clean up our plants. We were the first company in the industry to install a baghouse dust collection system. That was back in the 1960s, long before the environmental protection act. We've always used the latest technology and

we've done it if for no other reason than we wanted to protect our employees. You can't attract good people to a dirty plant."

In the battle between jobs and environment, O'Brien did lose one. He closed and sold a lime plant in Quincy, Ill., with 100 jobs lost. "It was a 60-year-old plant and not very efficient," O'Brien says. "The government wanted us to install a baghouse system. I said we could afford to install a scrubber, less expensive and also not as effective. But the investment in the baghouse just didn't make sense in an aging plant."

"The most interesting aspect of the 'change' in EPA attitude is the so-called trade-off. When a company wants to build a new plant or expand an existing one the EPA will go along for the sake of jobs and the economy. If it is shown that a strict interpretation of the environment standards would make the project so expensive it couldn't be built. That is, it will go along if there's a trade-off. Instead of going for wildly expensive, and possibly unproved, technology, the company can clean up a neighboring problem to bring overall pollution levels down.

In Detroit, Marblehead had bought a cement plant, already closed down as a result of EPA requirements, and hoped to modernize it and convert it to lime production.

Small oil-spills damage marine life

By B.J. McFARLAND

NEWPORT, Ore. (UPI) — Those spectacular ocean oil spills may rattle the environmentalist Richter scale, but smaller spills may be taking a deadlier toll on the marine environment.

That's what Oregon State University scientist Richard Caldwell is finding out in his studies, including research on biochemical effects of oil in marine fishes and on the adaptations of marine animals living in natural oil seeps at Santa Barbara, Calif.

Caldwell is a member of the fisheries and wildlife faculty at OSU's Marine Science Center in Newport. He has just completed a research paper on some of his findings.

"The more subtle, and perhaps more widespread, effects of oil," he finds, "are those involving chronic exposure to petroleum hydrocarbons by organisms living in the vicinity of oil terminals, municipal outfalls (sewage-waste water), shipping lanes and other areas of continual oil inputs to marine waters.

"In such areas, lethal and sub-lethal effects follow the absorption of toxic doses of the dissolved chemical components from oil."

says, is that crude petroleum contains hundreds, maybe even thousands, of chemical compounds.

"Crudes from various worldwide sources differ dramatically in both physical and chemical characteristics," he said. "Furthermore, the properties of crudes oil taken from a single well may differ substantially during the life span of the well."

"The possible effects on ocean organisms are just as diverse and complex, he said, partly because of the difficulty in predicting the fate of spilled petroleum in the environment.

"The fate of an oil spill in a tropical area, for example," he said, "would be considerably different than if it were spilled in cold temperature or arctic regions.

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Merchants join chambers to benefit cities

By LORAYNE O. SMITH
Times-News Writer
MAGIC VALLEY — Chambers of commerce, organizations sometimes belittled for maintaining blind civic pride, are a viable part of the fabric of community life throughout some dozen Magic Valley towns.

The individual chambers seem tailor-fitted to their own communities, ranging from the 425-member Twin Falls group to the fledgling Paul chamber formed just last month.

In some towns, including Jerome, Gooding, Buhl, Shoshone and others, the chamber weekly or monthly luncheon meetings serve as a community forum where local issues and problems can be "tossed and

patronage of farmers for the town's business establishments. The group also chooses a farmer of the month and these 12 individuals and their families are honored during the banquet, according to Ethel Nelson, secretary.

Other events include Easter egg hunts and selecting and honoring a Citizen of the Year each August. This individual then serves as grand marshal of the county fair parade.

The Shoshone chamber sponsors a Boy Scout breakfast each February during Scout week. Their biggest, community event is the Old-time Fiddlers Jamboree the second Sunday in July. Last year about 5,000 persons crowded into the city park for the event.

At fair time, the Shoshone chamber sponsors the parade and Kiddy races and last summer started a statewide competition for equestrian drill groups. Members hope eventually the event will have enough prestige and finances so that the state winner can participate in the Rose Bowl parade.

The chamber's newest project is acquiring a building to house a Lincoln County museum.

The Gooding chamber sponsors a bull sale each spring and holds a public auction, usually in September, to raise money for Christmas decorations. Each fall the chamber joins the Business and Professional Women in holding an annual banquet.

Chris Koylo, secretary, said the group sponsored a golf tournament last year for muscular dystrophy.

The biggest event for the Halley chamber is the July 4 parade. The chamber sponsored both an adult and kiddy parade and an art show last year in addition to eight or nine sale promotions.

The Burley chamber co-sponsored the Idaho irrigation equipment show last month at the Ponderosa Inn, with exhibitors and manufacturers from 15 states.

They honor a farmer each November, install officers at the annual dinner in January and were instrumental in getting improvements to the Howell Canyon road leading to the Pomerelle ski areas.

The Paul chamber held its first regular meeting Feb. 1. They are now holding a membership drive, open to both businesses and households to augment their initial 55 members. Mrs. Dorothy Woodward, secretary, said,

"The new group hopes to hold a 'shindig' tentatively set for June 23, to include a flea market, kids parade, entertainment and games 'just to have everyone get together,'" the secretary said. Long-range goals include obtaining funds for a covered swimming pool and tennis court for the community.



discussed" and speakers shed light on a wide range of current topics.

The comparatively small Bliss chamber once turned into a dramatic confrontation as individuals argued over the proposed location of Idaho Power's coal-fired generating plant near their community.

In a less controversial vein, many of the chambers contribute to their town's cultural life by sponsoring concerts, parades and participating in such major community events as Wendell's Fun Day or Kimberly's Good Neighbor Day.

While the obvious reasons for a chamber's existence are to promote its members' businesses and provide tourists with information of the area, many chambers in the smaller towns sponsor holiday observances.

In addition to the traditional Santa-Claus visit, some chambers — such as Wendell — hold an Easter egg hunt and Halloween parade. Wendell's chamber also sponsors the 4-H achievement day and fat stock sale, according to Wendell Chamber Secretary Phyllis Bunn.

She credits the chamber's annual Halloween project as effectively deterring vandalism.

Jerome chamber sponsored the Boise Philharmonic orchestra recently, with proceeds of nearly \$2,000 to be given to the high school an auditorium stage lighting and curtain fund.

Jerome, like many other chambers, holds an annual Farmers Night banquet to show appreciation for

Magic Valley chambers of commerce

CHAMBERS	NO. OF MEMBERS	PRESIDENT	ANNUAL BUDGET	TELEPHONE
Bliss	30	Fréd Halnlne	not given	no office
Buhl	143	Bob Bailey, Jr.	\$10,000	543-6682
Burley	170	Wayne Matthews	\$23,000	678-7230
Gooding	73	Autry Haws	not given	934-4402
Hailey	60	Stan Steele	not given	no office
Jerome	140	Charles Marshall	not given	324-2711
Ketchum	130	Bill Eittrreim	\$83,000	726-3241
Kimberly	20	RosaLee Whitehead	no formal budget	no office
Paul	55	Dave Warren	not given	no office
Rupert	136	Hans Boettcher	not given	436-4793
Shoshone	35	Floyd Silva	not given	no office
Twin Falls	425	David Capps	\$60,000	733-3974
Wendell	75	Jim Benson	\$1,500	no office

The Rupert chamber held a membership drive which began with a Radio Day Feb. 20. Starting with breakfast at the Rupert Elks Club, the different chamber committees were explained on local radio stations throughout the day.

Their biggest project is the July 4 celebration which includes rodeo and parimutuel horse betting, parade and street dances. The farmer-

businessmen dinner is held in November, with the annual dinner in January.

Rupert claims the title of "Christmas City, USA," according to Virginia Myers, secretary-manager.

Bliss chamber members held a dinner for members of the community's Quick Response Unit in appreciation for their taking the course in emergency medical treat-

ment. The Bliss chamber also sponsors delegates to both Boys' and Girls' State and last year initiated a July 4 fireworks display which was so successful it will become an annual event.

They don't have a formal budget but try to raise money to help the schools give candy at Christmas time and other community needs, according to

Charlene Stroud, longtime member. Kimberly is the only chamber to have a woman president, although RosaLee Whitehead says she's the second woman to hold this post.

The Kimberly Good Neighbor Day, set for July 14, is their biggest event. It includes breakfast, parade, games, races and honoring the Good Neighbor of the Year.

•Continued on page D11

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4. We have Idaho's Largest Sleep Shop—featuring SEALY, maker of famous Posturpedic, all sizes of Water Beds and 60 sleeper sofas in stock for immediate delivery.
5. We feature Idaho's largest display of chairs, with over 300 chairs in stock.
6. We have introduced to Magic Valley the latest idea of displaying carpet, with vignettes and much lower prices, featuring famous Mohawk.
7. We are the largest volume Frigidaire Dealer this side of Portland, featuring Carload values, liberal trades and a Builder's program.
8. Curtis Mathos with the 4 year warranty has made our TV and Stereo departments one of our largest volume departments.
9. We have the finest service department & personnel supervised by Bob Adamson. They cover every community in Magic Valley on a weekly schedule without mileage charges.
10. Our delivery vans also cover every community on a weekly schedule and are manned by trained, experienced, friendly personnel.
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14. We feature dozens of famous national lines in all departments.
15. We have plenty of FREE Parking for all shoppers, at the rear of the store.
16. Through the cooperation of our manufacturers, we feature many storeroom Sales Events.
17. We have been in business since 1946 and have continued to grow and expand with Magic Valley.
18. Our Customers know that every problem, large or small, is handled with concern.
19. For the reasons listed here we are one of Idaho's largest full-service Home Furnishing Stores, with over 30 employees to serve you.
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New name on Blue Lakes North

By BONNIE BAIRD JONES
Times-News writer

TWIN-FALLS— There is a new name on Blue Lakes Boulevard North. Littletree Inn has replaced the former Blue Lakes Inn motel complex with the new ownership announcing the name change in keeping with Littletree Inns Inc. plans to establish a motel chain in Idaho.

The Twin Falls motel and convention center is one of three now owned by the firm and plans are being made to acquire others at future dates. Littletree Inn Corp. was formed in April 1978, although the Blue Lakes

Inn property was purchased by officials of the corporation in December 1977.

Ralph A. Jones is president of the corporation with headquarters in Boise. Other Littletree Inn properties include the Colony Motel in Boise and the former Ponderosa Inn in Idaho Falls, now also called the Littletree Inn.

Jon Ashment, manager of the Twin Falls facility, said beginning in April, the firm will begin building a 40-room addition to the motel, looking to an eventual total of 250 rooms within the next year and a half.

He said there will also be an enlargement for the convention areas to better serve the large groups that meet in Twin Falls as a central area for Southern Idaho.

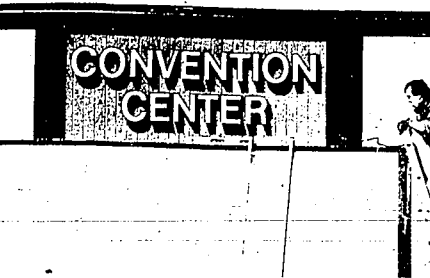
With the 40 room addition Littletree Inns will add another swimming pool. This will be an indoor pool with a permanent, dome-type cover so guests may enjoy a swim at any time of the year. The present outdoor pool also will be kept in use.

Ashment said a number of other changes have been made. The coffee shop is now open from 6:30 a.m. to 2 a.m. Monday through Saturday.

There is live music in the Pepper Tree Lounge nightly and a new service in the lounge will include a do-it-yourself sandwich bar and soup. Ashment said pocket sandwiches will be served with the bread, in the shape of a pocket, supplied at the bar and the customer allowed to select from a variety of meats, cheeses and other ingredients in making his or her own sandwich.

The dining room is now open on Sundays for a champagne brunch and special Sunday menus of filet mignon, t-bone steaks and complimentary wine.

Littletree INN



Sign bears new name for motel in Twin Falls

Foreign capital for motel industry

By LeROY POPE
UPI Business Writer

NEW YORK (UPI) — The American hotel and motel industry needs about \$3.5 billion a year in fresh capital for the next 20 years and there seems little way to raise it in the United States.

Consequently, foreign ownership of hotels and motels is bound to increase sharply, says William T. Sommer, economist for Laventhol & Horwath, management consultants to the lodging industry.

The need for big new investment in hotels and motels could lead to construction of anywhere from 1.3 million to 4.2 million new rooms in the coming two decades, depending on how fast financing can be obtained, according to a Laventhol & Horwath survey.

A steady annual rise of 4 to 5 percent in business and pleasure travel in the United States will produce the big demand for new accommodations, Sommer said. Even if the net construction increase in 20 years is only about 1.4 million rooms, which is Sommer's personal guess, that would be a gain of 60 percent over present capacity.

The severe depression of the real estate investment trust industry is a prime reason why domestic capital will not be available in sufficient amounts to meet the lodging industry's needs, he said. The pension funds and the insurance companies are not likely to provide the money either he added.

Slipshod foreign money is "one and possibly the most practical source of the money, he said.

"There is no way to determine how much foreign firms already have invested in the U.S. lodging industry, but the amount certainly is growing. Japanese investment in Hawaii and on the west coast has jumped in the past five years. At least two U.S. hotel

chains, Travelodge and Knott, are owned by an English company. The Dunfee group now is a subsidiary of Aer Lingus, the Irish airline. Lex Hotels of Britain, France's Novotel, Italy's CIGA, and at least one Arab company are already operating here. A South African firm and even a chain based in communist Hungary are looking for American lodging investments."

Novotel, which made its first investment in Minneapolis, has just announced it will pour \$150 million into 10 hotels in the United States in gateway cities having direct airline connections with Europe.

Sommer said there is no reason for the industry not to welcome the big foreign investments but there is one drawback. The flow of foreign money isn't enough because the Europeans, Japanese and Arabs usually are looking for equity (ownership) investments and what really is needed is a flood of loans.

Perhaps, he said, the favorable trend in foreign exchange rates and the prospect that interest rates in the United States will stay relatively high may make the foreigners more interested in debt investment in the U.S. lodging industry.

Sommer is confident about the long range growth outlook for travel in the United States despite the Commerce Department's report that travel

slumped 5 percent in the first quarter of 1978. He blamed that on the severe winter last year and said the Commerce Department's studies actually project a steady long range gain.

Sommer also said reduced air fares will more than offset any drop in travel caused by rising gasoline prices. Airline travel has been growing by 9 percent a year while automobile travel increases by 4 percent a year or less.

Rogue waves

NEW YORK (UPI) — Early one February morning in 1933 a Navy Lieutenant watched in horror as the sea rose to a mountainous 112 feet, cresting high above the mainmast of his ship. According to the Marine Office of America Corporation the young officer became the first person to measure a "rogue wave" precisely and live to report his findings.

Oceanographers say that this phenomenon is spawned by high winds blowing for long periods in one direction over great expanses of water. Sharply varying air and water temperatures also are contributing factors.

Today, vast sums are being spent in an effort to discover an effective means of predicting the rogue waves' occurrence.

Computerized air traffic cop will help unjam winter skies

By J. PAUL WYATT

JACKSONVILLE, Fla. (UPI) — A \$3.2 million computerized air traffic cop will help unjam the skies to keep airlines and travelers on schedule when ice and snow sock-in northern airports next winter.

Even more important economically, thousands of barrels of jet fuel won't be burned needlessly by airliners forced to maintain holding patterns over congested or partially closed airports.

The computer system to help controllers monitor and direct the flow of air traffic between major U.S. airports is being developed in Jacksonville for the Federal Aviation Administration by Computer Sciences Corp.

"At present, the FAA does not have an automated way of knowing when an airplane took off, for instance," said David J. Stewart, the project director.

In some cases, he said, one air-traffic control center has to telephone another to verify a plane actually took off and is airborne.

Operating from official airline schedules augmented by real-time information from an en route control centers, the new system will allow the FAA's Central Flow Control Facility in Washington to monitor the actual movement of aircraft under the influence of wind, weather and other conditions.

Armed with this information, FAA controllers will be able to foresee

potential traffic jams and landing delays, and take action to reduce congestion, such as holding departures or some flights.

In case of a snowstorm at Chicago's O'Hare International Airport, which handles an average of 60 aircraft an hour, Stewart said, "We can find out how many planes are in the air and on their way to that airport."

"We also can run a simulation to find out what the capacity of the airport is, so we don't get a stack of planes in Chicago."

The system being developed by 65 computer programmers and analysts will perform 26 defined operations, Stewart said, including four basic ones — listing traffic, accounting for time, "simulations" and "updating information."

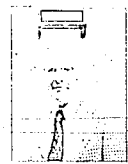
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Expert Wedding Consultants

Architects plentiful in resort towns

By CHRISTOPHER DOGAN
Times-News writer
KETCHUM — Ketchum and Sun Valley are hardly bustling cities, but the two resort towns support a population of architects large enough to make one think the area is a thriving metropolis.
If your fingers happen to be walking through the Yellow Pages in your



local phone book, you'll discover the northern Wood River Valley is home for more architects than any other place in southern Idaho.

The most recent census figures estimate the population of Ketchum and Sun Valley at about 3,000 people, while Twin Falls' population registers about 25,000. But this people count is no indicator of architects in each city.
In Ketchum and Sun Valley, a total of 14 local architecture firms are open for business. Some of these firms are one-man enterprises while others employ several licensed architects and draftsmen. In Twin Falls, however, a builder who wants a local architect must choose from among four firms with offices in the city.
Wood River architects agree there is a simple reason for their congregating in Ketchum and Sun Valley. It's a nice place to live.

"My immediate reaction is that in every place where it is a delightful place to live you are going to find a lot of architects," says Ketchum architect John R. Smith. "San Francisco is loaded with architects.

"The architect is trained as a visual person and he is sensitive to visual surroundings." Thus the beautiful mountain setting of the Wood River Valley is a small mecca for his profession, he says.

The big boom growth recently experienced throughout the area is an essential fuel to the fire attracting architects, according to Dates Fryberger, a Wood River architect working alone in his own private firm.
"There's just a lot of growth going on," he says. And the statistics bear him out. Real estate buying fever struck the Wood River Valley in 1978 and sales soared to an unprecedented \$13.7 million.

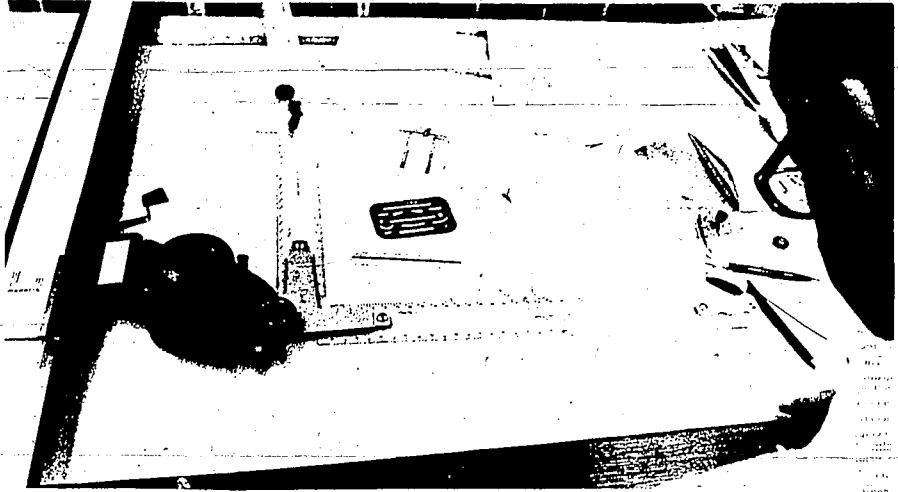
Where land is being sold and buildings constructed, architects will find a home, says Richard Meyer, an architect and planner with Environment West Research and Planning in Ketchum.

Sometimes, though, this glut of architects in a relatively small community can make for hard times.

Smith, who boasts seven laurels on his resume as being one of the architects of the Snowbird Ski Resort and a lecturer at the University of Utah School of Architecture, admits it can be difficult to make a living in Blaine County.
"I don't think we are all surviving that well," Smith says. "...It's tough for me. If I didn't have some work outside the area, it would be even more difficult. I like doing some outside work, but obviously I want to do most of my work here."

Others, like Ketchum architect Neil Wright, say they currently have more work than they can handle. But all can recall times that were hard.
"It has been rough," Wright remembers. "I've been through a couple of dry periods and I wondered where the next job was coming from."

As large as the market for new buildings may now be, the majority of jobs seem to be gobbled up by a handful of the area's architectural



Fourteen architecture firms serve Ketchum-Sun Valley area while Twin Falls has four

firms.
"There are probably four firms that get the majority of the work," ventures Wright, "and maybe six firms that probably do 90 percent of it. The rest is catch as catch can."

Unfortunately for the local architects, professionals from outside the area also vie for projects in the Wood River Valley. Sun Valley architect Darryl McMillen laments that nearly all of the big project developers in the area hire architects from outside Blaine County.
"One of the unfortunate things, I

feel, is that most of the big developers feel that if you are from outside the area, you are an expert," McMillen says. "Consequently, we have seen a great deal of designing coming out of California and the sea coast. I find the snow country to be a very unique situation where it is very easy to make design mistakes."

The design jobs available in the area are also quite restrictive, according to Smith. He says most work is contracted for residential home-building and that the more lucrative public and commercial pro-

jects, found often in cities, are scarce in Ketchum and Sun Valley.

Consequently, many architects say they pick up outside projects to supplement their incomes and this enables them to continue in difficult times. The attrition rate among Wood River architects is very low.

"Survival means that you can maintain yourself on your own for two to three years," observes Meyer. "So we're surviving. But I don't think anybody is getting rich."

"I don't think there's an architect in the whole world who ever makes a

fortune," the Environment West architect adds. "It's a labor of love and not of money."

McMillen states a local architect can pass a lean year making as little as \$10,000 and in windfall year bring home as much as \$70,000.

However, most of the Wood River architects say the money is not ultimately what counts.

As Wright put it: "I suppose I could go back to the city and make more money, but to me there are things more important than money. It's my being able to express myself at what I'm trained."

Baling wire shortage promises to ease up

TWIN FALLS — Wheat producers may find it easier to buy baling wire this year than last year, according to a government report.

Shortages of steel baling wire, used mostly in large hay bales and in long-distance shipping, plagued U.S. wheat sellers in 1978.

Many farmers probably didn't notice the wire shortage, because steel wire has been replaced by plastic in many baling operations.

The Agricultural Stabilization and Conservation Service, acting on complaints of wire shortages from farmers, studied domestic production

and import levels and looked at this year's production plans of producers. On the basis of that information, the ASCS predicted the baling wire supply will increase this year.

The ASCS said last year's shortage was caused by a jump in hay production in 1978 coupled with a drop in steel wire production.

The agency said increases in domestic production and imports of baling wire should alleviate the problem in 1979, although officials warned "spot" shortages may continue.

In a December report they noted the

country's nine baling wire producers are planning to increase production this year. Barring unexpected production problems, cold weather or an energy shortage, the ASCS said 1979 production levels look "favorable."

The shortage, according to the ASCS, was due to a combination of short supply, a large hay crop and late

ordering by farmers.
Economic problems in the steel industry caused producers to cut back on manufacturing baling wire. The coal strike last winter further curtailed production.

At the same time, wheat output, and thus, demand for wire for straw, increased. Farmers put off ordering baling wire because they hoped

interest rates would drop.
But the order delay made it hard for producers to calculate how much wire to manufacture. When farmers turned in their orders at the last minute, supplies disappeared quickly.

Production in 1978 made a comeback, the ASCS report said.

Despite a 50 percent drop in imports during the first nine months of 1978,

compared to the same period in 1977, the ASCS reported domestic production boosted inventories 23 percent above 1977.

The carryover for next year should be better than it was a year ago.

But the report urged farmers to order wire early so producers know how much baling wire they must turn out this year.

Hay harvest big but profits low

MOSCOW — Big harvests and low prices were expected by Pacific Northwest hay producers in 1978. Extension specialists at the University of Idaho, Washington State University and Oregon State University say the lagging demand for hay is largely due to "continued delay of beef herd rebuilding."

Hay production in the three Pacific Northwest states amounted to 10 million tons in 1978. Idaho growers produced about half the region's total tonnage, according to an economic report issued jointly by U. of I., WSU and OSU.

"Hay demand prospects will show long-range improvement as beef producers expand their herds in response to higher prices, but this will not strengthen marketing prices during the current marketing year," the report said.



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Electronic pumps foster self-serve

By LEROY ADAMS
FORT WAYNE, Ind. (UPI) — The U.S. America fills its gas tank is changing and so is the service station pump.
 Before long, many service stations will become just gasoline pumping depots, said J. J. Guidrey, president and chairman of Tokheim Corp., one of the nation's largest pump manufacturers.
 "There won't be as many. Places that have mechanics or other auto services won't have gas."
 One indication of the trend is the "computerized" pump that shows gallons and price on digital displays — the electronic numbers found on calculators and watches. They are now found in stations from coast-to-coast, Guidrey said, although more are concentrated in the western states.
 The new pumps can be programmed to dispense gas and even collect money — as coin-operated vendors or minicomputers which accept a credit card and print out a receipt. Guidrey said the devices are almost tamper-proof.
 One attendant can supervise more than a dozen pumps from a control booth and never have to get out to wipe a window or take out an oil dipstick.
 Guidrey's Fort Wayne-based Corporation got into the pumping business at the turn of the century with the development of the automobile. The company turned to the latest

electronic developments when changes in the availability and marketing of petroleum products created a need for new methods for handling gasoline and oil.
 "From information at our disposal, it is our considered opinion that electronic dispensing and computing devices will completely replace mechanical gasoline computing pumps in new installations by the early 1980s," Guidrey said. "From our standpoint the market for our self-serve electronic equipment would appear to have almost unlimited potential."
 "Another reason is the very real possibility of a rise in the price of gasoline to more than \$1 per gallon in the near future. I believe that possibility should be considered a probability with the only question remaining being when."
 When the price hits \$1, Guidrey believes, the U.S. motorist will finally be forced by necessity to conserve.
 Guidrey said the company's primary business line likely will continue to be fuel pumps although there is room to move into such areas as meters for oil tankers or pipelines. He would like to see American gasoline sold by the liter — the metric equivalent of a quart.
 "We think the better solution to this dilemma would be to change to the metric system which is so common in the rest of the world. However, the Federal Energy Agency, for psychological reasons, might insist that the



Gas station attendant Greg Christian's smile may soon be replaced by the anonymity of a digital readout. *Dianne Hagaman/Times-News*

unit of measurement remains in gallons since \$1 a gallon sounds a lot higher than its equivalent of 26 cents a liter."
 Guidrey said the company also is involved in development of intake fuel pumps for passenger cars.
 "In order to meet the fuel emissions requirements of the EPA and the improvement in fuel economy," he said, "the major automobile manufacturers are looking to new electronic fueling systems."
 He said most would need high pressure fuel pumps similar to those his company developed previously. The market for such devices, he said, could amount to \$100 million to \$200 million early in the 1980s.

Chambers of commerce promote and inform Toll-free 'hot line' to encourage exporting

Continued from page D8
 A Halloween parade and Christmas window-painting contest are other events sponsored by the Kimberly chamber. Mrs. Whitehead said they do not have a formal budget, but "do one community project each year."

Last year this was providing an adequate power supply to the city park so electric grills could be used for picnics.

Among the Buhl chamber's special promotions are grab bag days for Washington's birthday, sidewalk sales connected with the July 4 observance, Crazy Days and Corn Days in August, according to Arvilla Brandon, secretary-treasurer.

The chamber's merchants committee furnished coffee to farmers when they completed their pick-up a day last month.

The Buhl chamber also is sponsoring a slogan contest to find seven words describing the "betterment of Buhl." The winner will receive a \$100 gift certificate and the slogan will be used for bumper stickers, Mrs. Brandon said.

The Twin Falls chamber is too large to consider regular meetings, so it operates more like a corporation, with directors meetings twice monthly and all activities handled through committees, according to Jay Hoyer, manager.

Officers are installed at the only membership session, the annual meeting in February. The group has representation at city council meetings. A one-day membership drive last spring resulted in 118 new members, Hoyer said.

The chamber publishes a monthly newsletter, produces city maps and industrial fact files as well as providing a wide range of travel information for tourists.

One of the busiest chambers in the entire region is at Ketchum, where the Sun Valley-Ketchum Chamber Resort Association concentrates on "marketing the entire state," according to Steve Prodd, manager.

In addition to a brisk traffic in brochures and promotional literature, the chamber office provides a free reservation service for lodging anywhere in the Wood River valley and even to Stanley.

Prodd said plans are under way in conjunction with the Twin Falls Chamber and the Idaho Division of Tourism and Industrial Development to set up travel information booths

Export markets sought
 MOSCOW — The market outlook for dry peas could improve if attempts to step up exports are successful, extension specialists of the University of Idaho, Washington State University and Oregon State University said in a year-end economic report.

The report noted "growers' efforts to have 50 to 60 million pounds of dry peas exported for humanitarian aid under Public Law 480."
 Dry pea acreage increased 19 percent in 1978 and the estimated average yield of 1,800 pounds per acre was three times the yield in 1977.

"The 1978 dry pea production of 340 million pounds has created a price-depressing supply. Unlike the dry peas market, prices for lentils have been fairly strong," the report said.

this summer at the rest stops on Interstate 70 on either side of the Highway 93 Intersection. Free reservation service also will be provided for tourists.

BOISE — The Export-Import Bank of the United States has established a national toll-free exporting information telephone service for small businesses.
 This is part of a cooperative effort by the U.S. Small Business Administration, the U.S. Department of

Commerce, the Overseas Private Investment Corporation and the Ex-Im Bank to increase the number of American businesses which export their products and services and invest abroad.
 The telephone number for the new small business "Hot Line" advisory

service is 800-424-5201. Operated by Ex-Im Bank Business Affairs Officers, the telephone service is available from 5:30 a.m. to 3 p.m. MST, Monday through Friday.
 Those who call the Ex-Im Bank hot line number can obtain on-the-spot

information about various topics related to exporting, such as sources of export financing, where to find export insurance, and how to make maximum use of exporting and overseas investment assistance programs operated by other federal agencies.

First Security: YOUR 1978 Report

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 We helped western communities grow by paying \$97.6 million in interest on deposits and providing employment to local people in each community we serve.
 We made 56,507 commercial loans to farmers, ranchers and business owners. Real estate loans to 16,592 people for homes, farms and business property. Timeway loans to 85,434 men and women for cars, home improvements, appliances, machinery, mobile homes, and other worthwhile purposes, and \$180 million in bank card credit. In all, loans made totaled over \$3 billion,

equal to \$1500 for every person in the states of Utah and Idaho combined.
 We thank our friends and customers for the confidence displayed in us with \$221 million in new deposits. We take real satisfaction in providing people the opportunity of earning a good, safe return on their money as the Intermountain West's largest savings institution. But our size is important mainly for the chance it gives us to translate our resources into opportunities for growth for Western people.
 Thanks to you, our assets this year reached a record \$3.2 billion. We pledge to continue to provide you with a full range of financial services, and to give you the opportunity to grow through your use. Because that's what we're here for. To put money to work for people.

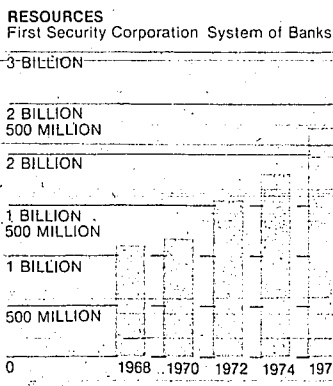
A message from George S. Eccles, Chairman and Chief Executive Officer, and all the people at First Security.

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CONSOLIDATED BALANCE SHEET
 December 31, 1978

Assets	1978
Cash and Due From Banks	\$ 418,485,246
U.S. Government Securities	225,090,277
State and Municipal Securities	131,406,098
Other Securities	58,276,495
Trading Account Securities	10,925
Fed. Funds Sold & Sec. Purchased	19,292
Under Agreement to Resell	170,400,000
Loans and Discounts (Net of Valuation Reserve of \$18,471,891 and unearned income of \$16,853,549)	2,039,681,721
Direct Lease Financing	59,445,621
Bank-Premises, Furniture and Fixtures (Net After Depreciation)	50,518,868
Stock in Federal Reserve Bank	3,966,000
Accrued Income Receivable	32,280,400
Other Real Estate (Net of Valuation Reserve of \$57,930)	2,680,507
Other Assets	19,034,301
TOTAL ASSETS	\$3,252,204,457

Liabilities and Stockholders' Equity

Deposits:	\$ 778,454,037
Demand Deposits	1,597,646,606
Time Deposits	2,377,100,843
Total Deposits	3,975,601,486
Fed. Funds Purch. & Sec. Sold Under Agreements to Repurch.	230,682,360
Commercial Paper	125,110,627
Accrued Income Taxes	68,747,680
Accrued Interest, etc.	20,748,455
Other Liabilities	13,122,626
Notes Payable Within 12 Months	75,215,858
Long Term Debt	128,323,200
Total Liabilities	3,035,094,880
Minority Equity	846,145
Stockholders' Equity:	216,263,432
Preferred Stock: \$3.15 Cum. Conv. Series "A" Outstanding — 71,563 Shares	3,757,858
Common Stockholders' Equity:	212,505,574
Common Stock: "A" Value \$1.25 Outstanding — 12,090,974 Shares	15,113,654
Common Treasury Stock at Cost — 205,795 Shares	-3,823,430
Surplus	201,248,168
Total Common Stockholders' Equity	212,505,574
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$3,262,204,457

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Dave Fox

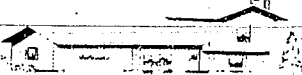
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LEXINGTON
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3 Bedrooms
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Covered Patio
Front Porch



CONCORD
2 Bedrooms
1 Bath
Living Room
Kitchen and
Dining Area
Utility Area



HIGHLANDER
3 Bedrooms
1 3/4 Baths
Living Room
Family Room
2 Car Garage

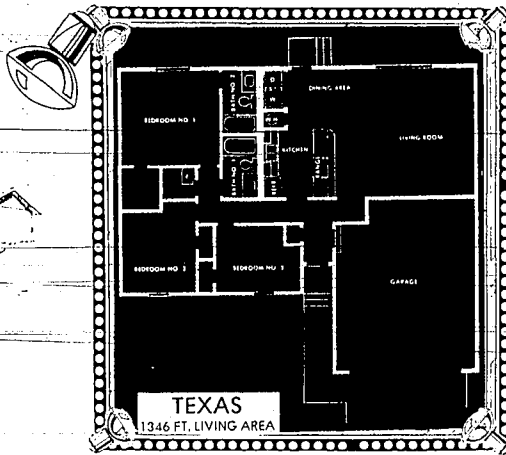


ALPINE
4 Bedrooms
Living Room
Kitchen & Living Area
1 3/4 Baths
2 Car Garage



TEXAS
3 Bedrooms
2 Baths
Living Room
Kitchen with
Dining Space
2 Car Garage

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Living Room
Kitchen & Dining Room
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