

PHOTOGRAPHY ON THE FARM



Rod Heinrichs, local agricultural photographer, takes his camera in close to photograph insect damage on a cluster of peaches.

● **Heinrichs**

(Continued from Page 1)
Heilman who has his studio in Lititz R3

However, a year or so ago, Grant began to feel that he could use assistance on the technicalities of agriculture — so he hired Rod

Rod assists in setting up technical subjects for photographing and keeps a constant eye out for subject vacancy in the files

But the photo bug hit Rod about January — and since then has been taking agriculture pictures on a steady schedule

Rod explains his job by saying that he's supposed to know what they should have on their files — and then to arrange to have them

The files consist of over 10,000 pictures of farm life and equipment.

An example Rod quotes is the "problem of the potash deficiency"

Three weeks ago the shop got a call from an agricultural advertising firm in Philadelphia asking if they had a picture of an ear of corn showing a potash deficiency

They did not. Now it is Rod's job to either find a plot of corn with that problem, or to create the problem with his own patch so that they can get a picture of it

First he will contact nearby universities to see if they are running any experiments of that type — if that fails he'll just have to wait till next spring and "do it himself"

His wife, Rae, who stocks her larder with the produce from the garden states that he is the only gardener she knows who will, at times, go out of his way to produce a poor crop—and then try to explain it away by saying it's all in the interest of science

Since Rod has joined the Heilman staff the shop has

also been taking a lot more pictures of insect life and of rodents

This winter, when the snows had them pretty much pinned to home base, they set up in the studio and took natural shots of rats, mice and houseflies as well as several close ups of chickens and chicken types

All of these pictures will appear, sooner or later, either in advertisements for farm equipment or supplies — or as part of farm stories in national farm magazines

Both Rod and Grant also take a lot of trips during the year—in fact, they like to travel at least three times a year, for three to four week stretches

All of the trips are to agricultural areas where they fill in on photographs unavailable in the vicinity

At present Grant is in Colorado getting pictures of round-ups—and of giant combine operations

On the trips the wife and family sometimes go along. Rod states that it is seldom that they will take on a specific assignment for a company explaining that they would want to keep the operation as low pressure as possible

He explains that sometimes it will take four to five hours and perhaps twenty photos, to get just what they want



"Nothing gives a man more leisure than being on time for appointments."

They feel that working for an agency, with a dead line, would rob them of this freedom—and would force them to take mediocre, rushed, pictures

Rod, who is a native of Canada, graduated with a degree in animal husbandry from Ontario Agricultural College, Guelph, Ontario. He met Grant during a four-year stay in the states before he started college. However he did not start working for him until last year.

Rod and his wife Rae, have one son, Ward, two.

● **Have You Heard?**

(Continued from Page 9)

patties and mashed potatoes.

He likes food in small pieces that he can pick up in his fingers -- toast strips, orange sections, carrot strips. He likes interesting shapes -- tomato wedges, cookies shaped like animals. He likes small servings and he likes to serve himself

Vegetable Cooking Tips

Two rules for cooking vegetables to keep the most nutrients are: Cook vegetables as quickly as possible, and cook them in the smallest possible amount of boiling water.

Loss of nutrients increases with the length of time vegetables are cooked. Cook vegetables only until tender, perhaps a little on the crisp side, and they'll save loss of food values

Put the vegetable into boil-

ing water. A fairly large loss of Vitamin C occurs during the time it takes the water to begin to boil.

Recommended ways for cooking vegetables are: Pressure cooking, steaming, or cooking quickly in just enough water to prevent scorching in a tightly covered utensil.

Vitamin C the B-vitamins and some minerals are soluble in water, especially hot water. This means, if you discard the liquid when vegetables are cooked, you throw away valuable nutrients. Better to use just enough water to cook the vegetables so there'll be little or no cooking liquid left.

Never add baking soda to keep vegetables green—soda destroys vitamin C.

August Is The Month To Band Seed

- ALFALFAS
- CLOVERS
- GRASSES

Work With Us On A Planned Forage Program

AUGUST IS THE MONTH TO ORDER FALL GRAINS FOR FULL BINS

- | | | |
|-------------|------------|-----------|
| Winter Oats | BARLEY | WHEAT |
| ● NORLINE | ● WONG | ● REDCOAT |
| ● DUBOIS | ● HUDSON | ● PENNOLL |
| | Winter Rye | ● SENECA |
| | ● BALBO | ● DUAL |

THE EASTERN STATES TAG IS YOUR ASSURANCE OF QUALITY SEED

John E. Melhorn
Mt. Joy

G and G
Feed & Supply
Lititz - Manheim

Wilson Scott
West Willow

Maurice Good
Gordonville

Stephen Kurtz
Morgantown

Jacob L. Kurtz
Elizabethtown

Martin Wanner
Gap

Evan E. Dinger
Reinholds



John Martin
Bareville

Henry B. Hoover
Ephrata

Enos R. Buckwalter
Bird-in-Hand

Farmers
Feed & Supply
New Holland

LANCASTER SERVICE CENTER
QUARRYVILLE SERVICE CENTER

Eastern States Farmers' Exchange, Inc.



Moore Farms
Offer—
Ghostley Pearl

CHICKS FOR 1962 FROM OUR TWO YEAR OLD BROTHERS

- Better Egg Quality
 - Better Livability
 - Jumbo Day Old Chicks
- ALSO STARTED PULLETS
CONTACT US TODAY

MOORE FARMS

780 EDEN ROAD LANCASTER LO 9-0416