

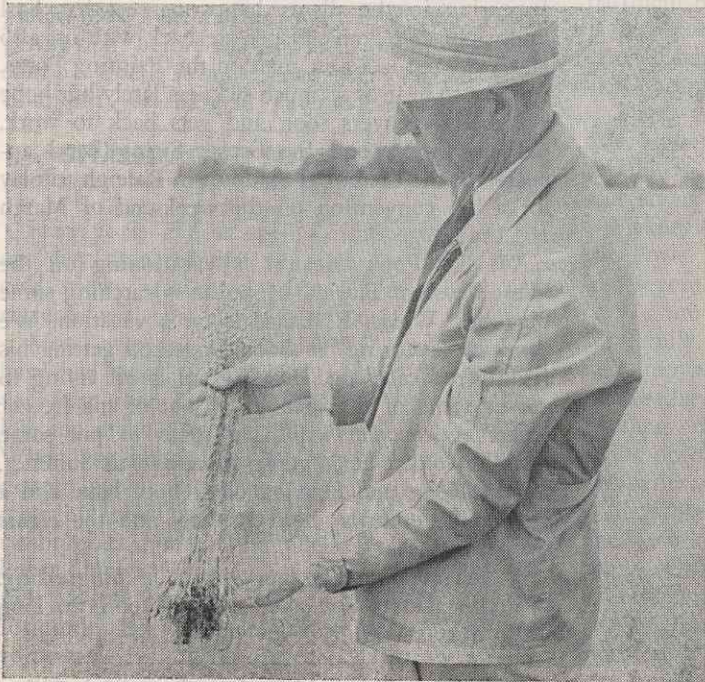
yield benefits to flax as well as to other crops in the farm program.

Personal contact in the survey with over 1500 farmers served well as a person to person advertising campaign for use of the various weed controls considered. This illustrates too the importance placed on getting the right information into farmers' hands. Splendid cooperation of the flax-seed crushers' agricultural office, the Flax Development Committee, was a major factor in bringing weed control emphatically to farmers' attention. Working closely with this group, attractive booklets and newspaper ads, posters, color movies and educational meetings helped to keep the better methods of handling flax foremost in farmers' minds. The combined efforts of the Minneapolis Crop Improvement Office and cooperating groups resulted in the highest acreage, the highest income per acre and the highest seed yield farmers had ever experienced, in 1947 and 1948. Much of this grew out of the desire on the part of Mr. Straus to see farmers prosper with the fast growing specialty light weight linen paper industry to which they supplied seed flax fibre.

As Dr. Brookins says, "Many other factors have contributed to the present success. We can expect to see further striking results in the near future, for the job is really just begun. These are the results of team work, cooperation, vision and free enterprise."



This Minnesota farmer, like thousands more, found his flax on August plowed land in 1948 yielded 3 bushels more seed per acre than his neighbor's because of better weed control. And besides, he had clean straw to sell.



Studying results of farm handling of flax, Dr. W. W. Brookings, Agronomist of Central Fibre Corporation, considers how to interest more farmers in adopting the best practices.