the crop. As any box of produce from a packing shed could readily represent as many farms as the number of units in the box, the costly impracticality and utter infeasibility of such proposals should be obvious. The mere fact that such are not obvious illustrates vividly the colossal ignorance of practical agriculture that obtains in such legislative quarters.

The one point emphasized by Dr. Emil Mrak, Chairman of the California Special Committee on Public Policy Regarding Agricultural Chemicals, was that throughout the hearings, among urban consumer groups, there was a consistent sense of ignorance and suspicion concerning agricultural chemicals and a consequent distrust of the farmer, the extension man, the college and industrial research worker and of the Federal and State control administrators. This, of course, is revealed repeatedly in the various books, pamphlets, magazine and newspaper articles published on the subject for public consumption. This is the real problem confronting us, and one to which all of us concerned with agriculture should address ourselves with tenacity and vigor. For in a democracy it is essential to let the people know the facts and, having done so, we can rely upon their collective judgment.

There are few people who have a clear concept of the investment in expense, time, effort and facilities by both government and industry involved in the discovery, development and commercial application of a new agricultural chemical.

"ARRANT NONSENSE"

Too many of the general public, including some members of State and Federal legislative bodies, have accepted without question some of the arrant nonsense published in the lay and pseudoscientific press, which implies that new chemicals are dumped into commercial channels without adequate testing for safety, efficacy and economic validity. The immense investment required to meet the established regulations of both Federal and State offices, which currently averages over two million dollars per new compound, is assurance enough that no company is going to be cavalier about the utility or the safety of their product in the market place.

There is a distinct difference between the approach of a college or experiment station and that of a commercial company into the field of agricultural chemistry. The land grant colleges and experiment stations have a specific locale of responsibility within a state, for perhaps a single crop or group of related crops or domestic animals. Their concern is one of specific problems. They look for a method to control the problem, turning to convenient sources available to find the solution. Their approach is, in short, local, specific and intensive.