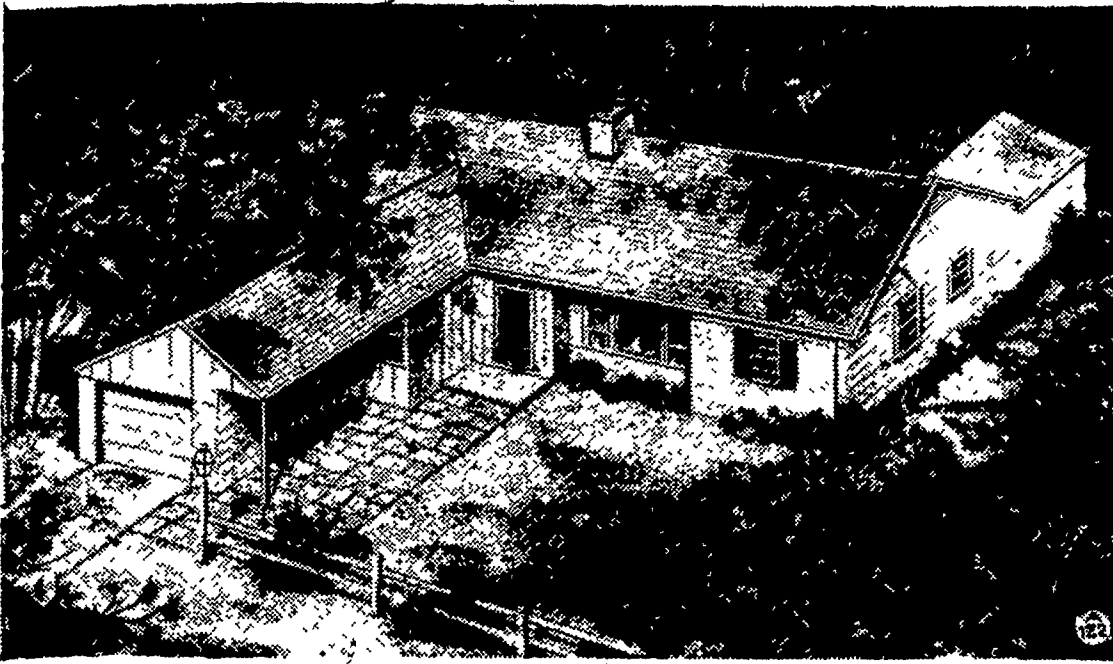


this is your DREAM HOUSE



Leo M. Zamory, Architect

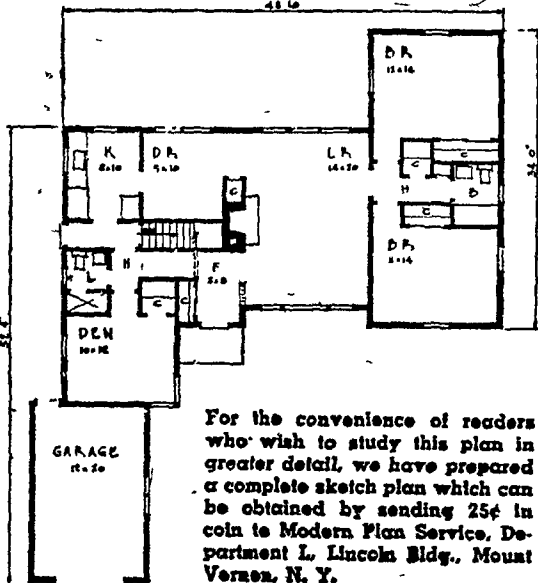
House No. A-122

Comfort-Packet living

It's lovely from the outside and just about perfect within, this long, low ranch-style house that brings you extras that happen only once in a lifetime.

An outstanding feature of this design is its superb circulation. Note how each area is provided with complete privacy. The bedroom wing is compactly set off from the living quarters. The bedrooms, larger than the average, feature spacious closets with sliding doors, and have cross ventilation.

There is a super-sized den for the master of the house which will also serve admirably as a TV room or as extra bedroom. The convenient back vestibule saves living room traffic and is easily accessible to both kitchen and cellar stairs. Note ingenious placement of bathroom, with glass-enclosed shower.



Area: 1,590 sq. ft. Cubage: 30,855 cu. ft.

Production, Prices, Profits

tighten up your costs. Keep your profits and margins in line with the historic pattern of a large volume, small margin industry. We all have a job to do—farmer, government, meat packer, marketing agency, retailer. The livestock farmer is bearing more than the full brunt of price decline at a time when his costs are going up.

This is no time to take advantage of the American farmer. As a Nation, we simply cannot afford to let him carry the full brunt of increased processing and distribution costs, yes even increased profits, in other sectors of the meat industry.

As your Secretary of Agriculture, I state emphatically that I will not stand idly by during such times without defending the farmer with every means at my disposal.

This does not mean I would not see you make a profit. I would legitimate profits under the American free enterprise system.

I am positive that everyone concerned with the wellbeing of the livestock industry will join with me in continuing his efforts to improve the farmer's position. These efforts must be intensified by all of us. We must make the livestock and meat business profitable for everyone in it, including the most basic member of the team—the producer himself.

ducer himself.

Gentlemen, I have spoken rather plainly. This is time for plain talk. You must realize that the Department of Agriculture is not interested in interfering with legitimate functions or actions of your industry. We recognize that a near record number of hogs have been slaughtered and processed with marked efficiency. The Department genuinely wishes to do all in its power to help farmers and be of aid to the livestock and meat industry in the solution of their problems. That is why we meet here today.

Four Things to Discuss

During the remainder of the day I wish to join with you in a mutual search for ways to improve the economic lot of hog raisers. I think we should discuss such things as the following:

1. How can the current pork purchase program of the Department be made more effective?
2. What more can the Department and industry, working together, do to enlarge outlets for pork and pork products both at home and abroad?
3. What more can be done to facilitate desirable adjustment of

First Choice

Question—Why did the army choose mules and the navy mares?

Answer—The army had first

hog numbers to effective demand?

4. What actions can be taken by the processing and marketing industry to lower their costs, to narrow the processing and marketing margins, and hence to pass more of the consumer's dollar spent for pork back to swine producers?

Once again may I assure you that we genuinely appreciate your coming here and the helpful spirit in which you are entering into the discussion. I am confident that the economic lot of the hog producers will improve in 1956 and 1957. We want to see it improve as rapidly as possible, on a sound and continuing basis.

Our American farmers are doing a magnificent job of producing food and fiber. We must vigorously pursue every step that will assure them an adequate share of the broad and rising prosperity which America enjoys.

Dry Milk Offer

Begins for Feed Sale by Bidding

GD 18 P. DRY MILK OFFER

The U. S. Department of Agriculture has offered 1,875-195 lbs of nonfat dry milk solids, found to be unsuitable for human food use, for sale on a bid basis for feed use. Bids were first due Monday, February 6, and on a daily basis thereafter.

Sales schedule No 5 of Announcement DA-110 lists the location and quantity of the 37 lots offered for sale. The dry milk is stored in Minnesota, Iowa, Ohio, Wisconsin, and one lot in California. Bids should be submitted to the Livestock and Dairy Division, CSS, USDA, Washington 25, D. C.

Approximately 2.4 million lbs of dry milk were sold recently in a similar operation.

Meat Institute Replies on Profit Packers Make

CHICAGO — Following is comment by the American Meat Institute with respect to Secretary of Agriculture Benson's remarks today at the meeting of the National Swine Industry Committee.

"We are in hearty accord with the objectives outlined by Secretary Benson. The industry has been exercising every effort to keep down operating and distribution costs, over which it has no control, and to keep operating efficiency at the highest possible level; this in the face of difficulties encountered by everybody in the livestock and meat business during a period of declining prices and increasing costs all along the line.

Expenses Gain

"As for spreads or marketing margins, operating expenses in the meat packing industry advanced from \$1,973,000,000 in 1949 to \$2,650,000,000 in 1954, or 34 per cent from 1949 to 1954. For 1955 figures are not yet available, except that a wage increase last August added an estimated 50 million dollars annually to the industry's operating costs.

This was greater on an annual basis than the earnings of the entire industry in 1954. Services performed by meat packers, in which 'marketing margins' are included, represent in considerable degree values added to the product—indispensable to the use of our raw material, which is livestock.

Notoriously Low

"As for packers' profits, these are notoriously low—too low in fact to provide adequate funds for plant improvement and modernization, research and promotion. In 1955, such reports as have been issued, show that meat packers' earnings averaged less than a cent per dollar of sales—a profit so small that had it not existed at all there would have been appreciable difference in the price of meat or what the farmer received for his livestock.

Fraser Named Assistant in Foreign Office

GD 18 P. FRASER NAMED

Appointment of Gordon J. Fraser as assistant administrator of the U. S. Department of Agriculture's Foreign Agricultural Service, in charge of market development, was announced today by the Department.

Mr. Fraser, a native of Moro, Oregon, will have wide responsibility for administering Foreign Agricultural Service programs designed to help maintain and expand markets for United States farm products abroad. These include programs under Title I of the Agricultural Trade Development and Assistance Act of 1954 (Public Law 480, 83rd Congress, as amended).

The new assistant administrator has been Secretary of the International Wheat Council, of which the United States is a member, in London, England since 1952. From 1950 to 1952, he was Chief of the Food and Agriculture Division, High Commission to Germany, Office of Economic Affairs. In 1949 and 1950 he was the U. S. Department of Agriculture's representative to the International Wheat Council.

Mr. Fraser served in the armed services from 1941 to 1947, and from 1945 to 1946 was associated with food and agriculture operations of the Department of the Army in Washington, D. C. and Germany.

He received his B. S. degree in agricultural economics from Oregon State College, Corvallis, Oregon in 1939.

"In connection with the entire subject it should be recognized that prices of meat at wholesale, as received by packers, had declined about 23 per cent at the beginning of this year from the peak levels of 1955. Also noteworthy is the fact that the industry has been extremely active, and with increasing success, in finding foreign outlets for American pork products, including lard."

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