

## Progress Report

**PROGRESS REPORT — No. 63** Pennsylvania Agricultural Experiment Station, The Pennsylvania State University, University Park, Pennsylvania

A relatively unknown chemical with a name which only chemists understand, 2-diphenylacetyl-1, 3-nandione, did a good job of destroying meadow mice in preliminary trials in the Agricultural Station orchard here. Meadow mice threatened to girdle fruit trees every winter, and orchardists often have tried every known measure to reduce the population of these rodents with doubtful success.

This poison with a long name was first mixed with wheat which was applied around the trees with a tractor drawn implement known as a "trail-builder", by David G. White, horticulturist, and D. E. H. Frear, biochemist. A trail builder makes artificial runways at the surface of the soil by means of a metal "mole".

Later trapping indicated better results than from zinc phosphide on apple cubes placed by the trail builder, endrin flushed through the trail builder, or endrin flushed through the trail builder plus wheat as an attractant.

**PROGRESS REPORT — No. 64** Pennsylvania Agricultural Experiment Station The Pennsylvania State University, University Park, Pennsylvania

Average per capita consumption of fluid milk in the United States is a trifle over three-fourths of a pint per day, according to a review of national studies by Daniel A. Swope of the Department of Agricultural Economics and Rural Sociology at Pennsylvania State University.

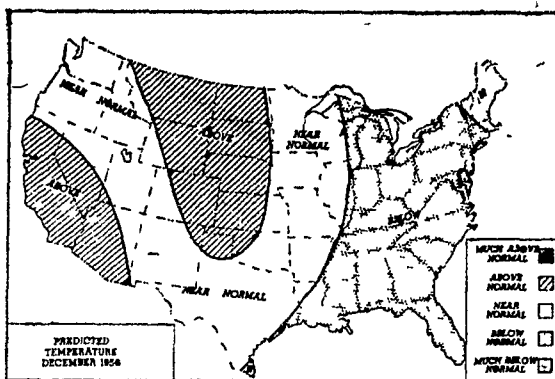
About three-fourths of the fluid milk purchased by the average family is used for drinking, Swope found. About half of the people 15 years of age and over drink milk on the average day, but the proportion varies greatly in different surveys.

Most people like milk but more men than women state that they like it. Milk consumption is greater among children than among adults. In general, people drink the amount they want and do not greatly change the amount used if the price changes.

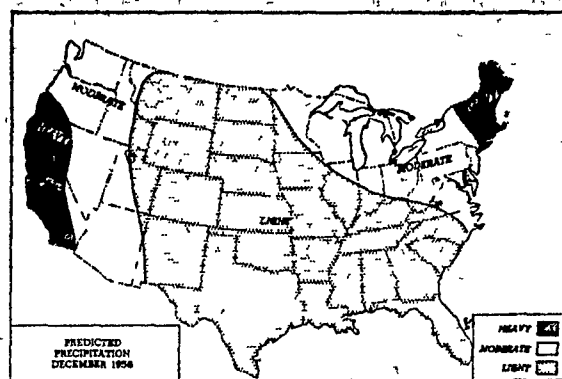
People drink more milk where it is readily available, as in homes, cafeterias, and factories where milk vending machines are installed. In general, they agree that adults should drink milk. Many people, especially women, restrict milk drinking because they believe

it is fattening. Adults drink more milk as the weather becomes warmer. Adolescents, however, drink more milk in cold than in warm weather.

Milk consumption increases rapidly from the lowest income to low-middle income families. Persons of higher educational levels consume more milk than these with less education. Many non-drinkers of milk prefer some other beverage. Coffee is a primary competitor. Persons who were compelled to drink milk in childhood frequently are non-drinkers.



THE WEATHER BUREAU'S 30-day outlook for December calls for a continuation of below normal temperatures over the eastern third of the nation. West of the Continental Divide temperatures averaging not far from seasonal normals are expected, except for above in the Southwest. In the Great Plains slightly above normal temperature averages are indicated but



with large fluctuations. Precipitation is expected to be subnormal over most of the country except for near to above normal amounts over the Northeast quarter and also west of the Continental Divide. Central and Southern West Coast areas, which have had very little rainfall during November, are expected to become appreciably wetter as December advances.

# BEACON COMPLETE STARTER

UNIFORMLY better because it's **BEACON-TROLLED**

to help you grow stronger more productive chicks!

**Beacon-trolled** before manufacture. Ingredients are continuously checked,

to assure that every bag contains concentrated feeding value.



**Beacon-trolled** during manufacture. Beacon technicians conduct

hundreds of check tests to make certain that feeding values are

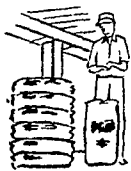
always higher, formulas constant.



**Beacon-trolled** after

manufacture. Finished feeds are carefully analyzed...every bag of Beacon

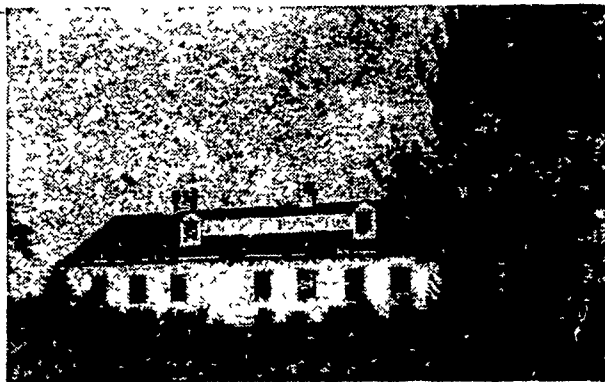
Feed must be right!



*then*

**PRACTICAL PROOF**

Continuing tests are run at the Beacon Poultry Research Farm, under commercial brooder house conditions. Results of these tests prove that Beacon Complete Starter, when fed according to the Beacon Program, quickly grows the strong healthy bodies so necessary to sustained high production.



Visit your nearest Beacon Dealer...

let him help you... "stay on the beam" with Beacon



Beacon Dealers are located from Maine to the Virginias

# BEACON

The Beacon Milling Co., Inc., Cayuga, N. Y. • York, Pa. • Laurel, Del. • Eastport, N. Y.

**J. M. Bomberger**  
ELM

**Farmers Supply Co.**  
137-39 E. KING ST., LANCASTER

**Paul H. Gehman**  
DENVER

**Fred L. & John E. Homsher**  
STRASBURG AND QUARRYVILLE

**Wenger's Feed Mill, Inc.**  
RHEEMS

**O. Kenneth McCracken**  
MANHEIM

**Millport Roller Mills**  
LITITZ

**Earl Sauder**  
NEW HOLLAND

**Osceola Flour Mills**  
GORDONVILLE

## Penn State Has Highest Marks At International

Capturing both the grand championship and the reserve grand championship of the open-class steer show at the International Livestock Exposition, Pennsylvania State University not only turned in an unusual accomplishment in itself, the Chicago Daily Drovers Journal reports, but reached the climax of an unusually successful season of showing beef cattle.

"While the double take of International supreme championships marked the zenith, Penn State also rang up an enviable list here of other purples including the grand championship on fat wether lambs, won by a Hampshire, and these steer championships on the way up to the two grand awards: Champion Angus steer, Champion Shorthorn steer, Champion group of three steers, Champion Shorthorn group of three steers.