

## Individual Pens Stops Sucking Of Young Calves

Individual pens for young dairy calves have a number of advantages, one of the most important of which is the prevention of one calf suckling another.

Permanent injury to the mammary system can, and often does, result from this habit. Many of the two-year-old heifers which freshen with one or more blind quarters were injured in this manner during the first three months of life.

The habit of suckling other calves is formed during the time the calf is being fed milk and for about two weeks thereafter. The solution to the problem is to separate the calves during this 8-10 weeks period in individual pens or else restrain the calves for an hour or so following each milk feeding. This can be done by means of a stanchion-like device. The method of feeding milk (nipple device or open pail) is not important.

## Marketing Efficiency Emphasized By USDA During Past 12 Months

Increased efficiency of marketing U. S. farm products received even greater attention during 1956, as marketing research was expanded to explore a still wider range of opportunities for finding lower-cost methods throughout the marketing process, the U. S. Department of Agriculture reports in a year-end summary.

Continued emphasis was placed on the study of price spreads between what producers receive for their products, and what the consumer has to pay for them.

Data gathered by the Marketing Research Division, Agricultural Marketing Service, show that between 1940 and 1955 the total cost of marketing food products increased from \$9 billion to \$32 billion. Biggest factors in this increase were the rising level of costs of supplies and labor used by marketing firms — which accounted for \$13 billion of the increase — while additional marketing services added \$6 billion to the bill.

Market research projects in the Agricultural Marketing Service embrace the entire marketing complex for farm products, beginning with better protection of quality of the product from the time it leaves the farm, and running through better merchandising procedures in retail stores.

The results of these projects

benefit not only the farmer through higher prices at the farm, or increased sales of his products, but also the processors and merchandisers, through reductions in marketing costs, or through increases in volume handled — not to mention the consumer, who benefits through improved quality, better service, and less expense for the products she buys.

In Philadelphia, construction began on a new wholesale food market that is expected to save in excess of \$6 million a year in food handling costs. This new market is the largest of a series of market improvements relying upon technical assistance from the department's market facility experts, who draw upon the results of continuing research on improved market facilities.

Significant market trends and consumer preferences are constantly under surveillance of the Department's marketing researchers to help businessmen plan operations with full knowledge of these factors.

A study of changing patterns in fluid milk distribution showed that consumers are turning more and more to half-gallon containers for their milk, and are continuing to show preferences for paper containers and homogenized milk.

The traditional milk route is losing out to the purchase of milk in specialized dairy stores and other retail outlets. On the farm, the old method of delivery in cans is losing out to bulk tank assembly. The shifts have been substantial in 1956 and portend still greater changes to come.

Research was also conducted to determine consumer preferences for white bread prepared with various formulas. This study demonstrated that consumers in Rockford, Ill., showed significant preferences for a lighter, fluffier bread that contains from two to seven per cent more sugar, and four per cent nonfat milk solids. This suggests the type of product most likely to stem recent downward trends in bread consumption.

Merchandising methods were studied intensively for such products as apples, cheddar cheese, canned cherries, bananas, and carrots. In the case of cheddar cheese, the research showed significant increases in sales where the cheese was offered for sale in man-sized packages, varying in weight from six ounces to two pounds.

A combination display of bagged and bulk apples, priced in five-pound units, increased apple sales as much as 75 per cent. Sales increased still further when the bagged apples were offered in varying weights.

Studies involving storage and transportation of farm products during 1956 resulted in some important results. Researchers found, for example, that more than one-half million dollars a year could be saved by loading long-tone watermelons crosswise in railroad cars. External bruising and cracking of these melons during rail shipment was reduced more than 70 per cent through the new loading method. Such studies are pointing to changes in traditional ways of doing things, but offer opportunities to combat rising transportation and labor costs.

A major storage problem in grain was attacked through continued research, on the mechanical aeration of grain in storage structures. A number of tests were conducted on distributing fumigants through the aerating system to help control insect damage. A veritable revolution in the handling of grains appears in the making.

## Stockyards Adding New Wing For Additional Office Space

A new wing is being added to the Union Stock Yard Co. building to provide office space for two new officers elected recently.

Excavation has started for the one story brick addition expected to cost \$6,000.

The new offices will be occupied by David Longacre, Philadelphia, who has been elected president and treasurer, and James D. Shreve, Lancaster, who was named vice president and general manager.

Longacre, former president of

the Philadelphia Stock Yards, had been vice president and treasurer. He succeeds the late George W. Adams who had served as president from 1941 until his death last November.

Edgar Willas, Lancaster, was reelected secretary and Harold V. Sheets, Philadelphia, was named to the board of directors.

The new addition will provide individual offices for Longacre and Shreve and make room for Sheets as the sixth board member. The board had consisted of five members in the past.

## CONVENIENCE

1. Power adjusted wheels
2. Draft Monitor 3-point hitch
3. Interchangeable front wheel styles
4. Safety starting
5. Cushioned, adjustable, flip-back seat
6. One wrench fits all nuts on tractor
7. Power steering
8. Front axle telescopes without adjusting tie rods
9. Speed-hour-rpm dial
10. Snap-open grille and hinged hood
11. Fingertip controls
12. Grouped instrument panel
13. Hood-high air intake
14. Handy tool box in fender
15. Low profile gives All-Around Vision
16. Muffler and exhaust below hood line
17. Swinging drawbar
18. 12-volt battery
19. Brakes operate together or individually
20. Platform allows operator to stand
21. In-line grouping of air cleaner, radiator, gas tank and battery for easy servicing
22. Fuel overflow trough carries "spills" away from engine
23. Full pressure lubrication
24. Large 17-gallon fuel tank
25. Mounting pad for front-mounted cultivation

## PERFORMANCE

26. Cultivating clearance of 26.9 inches on high-arch model; 21.3 inches standard model
27. Front and rear treads adjust from 48 to 76 inches
28. Six forward speeds, two reverse
29. Creeper gear allows travel of 26 ft. per minute
30. Road speed of 15 mph
31. 24 matched to-the-job mounted tools
32. Heavy-duty, 14-inch, self-energizing brakes
33. Double-Duty PTO: engine and ground-driven
34. Dual clutches — 11" and 9"

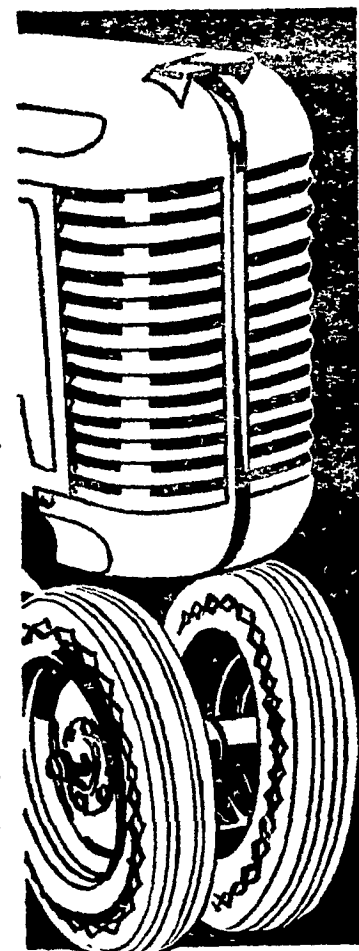
## ENGINE

35. Removable wet cylinder sleeves
36. Exhaust valve rotators
37. 6.6 to 1 compression ratio
38. Pre-heating manifold
39. 134-cubic-inch displacement
40. Pressure cooling system
41. Oil bath air cleaner
42. Sealed-in centrifugal ball-type governor
43. Floating oil intake
44. Oil filter mounted on engine block

## HYDRAULICS

45. Instant raising and lowering
46. Draft control
47. Slow response
48. Fast response
49. Constant running pump
50. Overload safety release

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