

The agreements signed so far cover 1,707,321 acres of corn, 1,798,614 acres of cotton, 95,135 acres of rice, 40,502 acres of tobacco, and 11,610,396 acres of wheat, including winter wheat.

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Both strains should be simultaneously housed in similar laying pens with equal floor space, water trough, mash hoppers, feed, lights, etc. Put lights on pullets as soon as you house them and push for top lay. I hope that all birds you test make you top profits.

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Farm Women 4 To Entertain Farm Women 17

Members of Society of Farm Women 17 will be guests of Society 4 at the Mar. 30 meeting, it was announced Saturday at meeting of the latter group in the home of Mrs. John Gingrich, East Petersburg. The meeting will be held in the Rohrerstown School.

Sgt. Herman C. Ries of the Pennsylvania State Police showed a film on the County Safety Patrol and spoke on school safety measures in general.

Plans made included a food sale at the John Musser farm sale tomorrow and sewing cancer dressings last Tuesday at the home of Mrs. Frank Nolt, Landisville.

There were 32 present at the meeting with Mrs. John Musser, president, in charge. Mrs. Lehman Shellenberger conducted group singing and Mrs. Maude Mohler led devotions.

Rose Society Director Talks in Elizabethtown

Fred S. Glaes, Reading, director of the American Rose Society addressed the Elizabethtown Rose Society last night at their meeting in the Educational Room of the First National Bank building, Elizabethtown.

Members and friends attended. Glaes' topic was "Growing and Exhibiting Roses."

Reservations are still being made for the bus trip to the Philadelphia Flower Show, March 26, and the New York Flower Show, March 30-31.

Livestock, Meat Industries Try To Please Wants of Homemakers

"The livestock and meat industry centers its activities on pleasing the homemaker, since she is the one who does the meat purchasing in most American families."

This realistic appraisal of the importance of the American housewife to one of the nation's largest industries was made by Augie R. Ring, director of the Department of Merchandising of the National Live Stock and Meat Board.

Noting that the industry makes a point of understanding the needs and problems of the American homemaker, Ring pointed to some of the changes which have come about since the years that preceded World War II.

"The two key advances in the meat industry have been in the fields of frozen meats and self-service meat markets," he said. "Other factors have been the change toward more compact meat cuts, and the growing popularity of convenience foods."

He said that the number of 100 per cent self-service meat markets has jumped from less than 10 in the entire nation in 1938 to 15,000 in 1956. In the same period there have been many changes in merchandising techniques, brought about, in part, by the use of pre-packaging, he noted.

"Unit purchases are smaller in size, and there are more boneless cuts being made," Mr. Ring said. "Boneless cuts are easier to handle at the retail level as far as packaging is concerned, and they definitely prove advantageous from the standpoint of the consumer since they are easier to prepare, serve and carve."

He listed boneless pot-roasts and boneless round steaks as specific examples of cuts that are being used more widely now than in the years before World War II. He noted, also, that rib roasts are usually shorter and more compact today with excess bone and fat removed.

"The practice has become more widespread of removing the flank — or tail — from steaks," Ring said. "Shankless and skinless hams are becoming quite popular. These hams have the hock portion removed, and therefore, do not taper to one end. This gives the ham a different shape from that which we have traditionally associated with hams, and is another example of the trend toward meat cuts with more meat and less bone. Of course, one of the major developments recently has been the practice of giving pork cuts a closer trim in external fat."

He stated that the volume of frozen meat sales in this country has increased from 15 million pounds in 1947 to 325 million pounds in 1956.

"There are varying predictions within the industry on the future of frozen meats, with estimates ranging from 20 to 50 per cent as to the amount of total meat sales that will be in the form of frozen meats by 1960," Ring said.

Concerning the growing popularity of convenience foods, the meat expert noted that today's typical homemaker is a very busy woman. He pointed out that thirty per cent of the nation's married women hold down part or full time jobs, and the other 70 per cent also have less time

to spend in the kitchen. "Therefore, we can see that the so-called built-in maid service or paid-for convenience is important to her in any food product she purchases," he said. "And this built-in service is one of the factors, of course, that she pays for in her food purchases."

"The industry is going all out to provide her with food products that are just as close as possible, at the time of purchase, to the can opener, the stove, the refrigerator, the food freezer, and ultimately, the family table. She is even buying canned gravy today."

Ring said that with all foods, and that applies particularly to meat, the homemaker has indicated a desire for convenience. Not only does she want convenience and ease in preparation, but she wants — and is being provided — a wide selection from which to choose.

"She wants the foods conveniently located and easy to get to," he said. "Certainly she wants plenty of parking space, along with shopping carts for junior and sister, or better yet, a corral in which the youngsters might be confined — with comic books — while she pushes her cart down aisles half a block long."

"The industry is keenly aware that Mrs. Homemaker wants dependability in her meat purchases — that she wants to be assured of consistent quality and tenderness. And the industry — including the growers and feeders, — the marketing agencies, the meat packers and the retailers — is putting all its know-how and experience into seeing that she gets just that."

First Plans Made For Homemakers Week in June

Preliminary plans for the 1957 Extension Homemakers Week at the Pennsylvania State University were made at the recent meeting of the program planning committee, reports Ruth Kimmel, extension home economist, Lancaster County.

June 17 to 20 are the dates for this fifth annual state-wide meeting of homemakers on the Penn State campus. A program of varied interests and special activities is planned for the three days.

Six homemakers on the program planning committee are Mrs. Robert Nolt, R1 Lancaster; Mrs. Richard Meade, Havertown; Mrs. Robert Crissey Central City; Mrs. Edward Turnbull, Clarks Summit; Pauline Fetter, Herndon; and Mrs. Harold Streater, Corsica.

On the committee are these county extension home economists: Mrs. Martha Chapman, Wayne County; Jane Ifft, Indiana County; Ruth Mangus, Delaware County; and Vivian Peterson, Mercer County.

Japanese Wool Imports Increase 42 Pct.

During 1956 Japan imported 291.5 million pounds of wool compared with 205.4 million in 1955, an increase of 42 per cent. Most of the increase came from Australia.

The sharp rise in Japan's wool imports is reported to be a major factor in the strength of the wool market in recent months.

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Farm Show Checks In Mail This Week

Checks from the Pennsylvania Farm Show for prizes and sale proceeds should start arriving this week, the state department of Agriculture said Monday.

The biggest single check to be mailed out will be one for \$1,733.63 to Glenn Foreman, R3 Manheim, as payment for his sale of his grand champion 4-H Angus steer.

The department said that a total of \$45,761.69 will be sent to 113 farm boys and girls who sold steers and lambs on the last day of the 1957 Farm Show.

H. M. KRADY

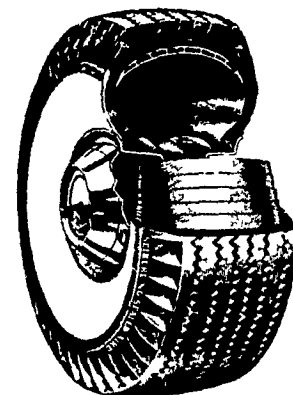
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