

● The New Look

(Continued from Page 16)

ded with little excess fat, may be produced by selective breeding. "Thickness of muscling is definitely a heritable trait," they say, "and so is the ability to produce high-quality lean without a thick covering of excess fat."

In feeding cattle to get the quality desired by modern consumers it is probably inevitable that there will always be some excess fat. However, it is estimated that about half of the excess fat now being produced could be eliminated through improved beef breeding and management programs without any

sacrifice in the eating quality of beef.

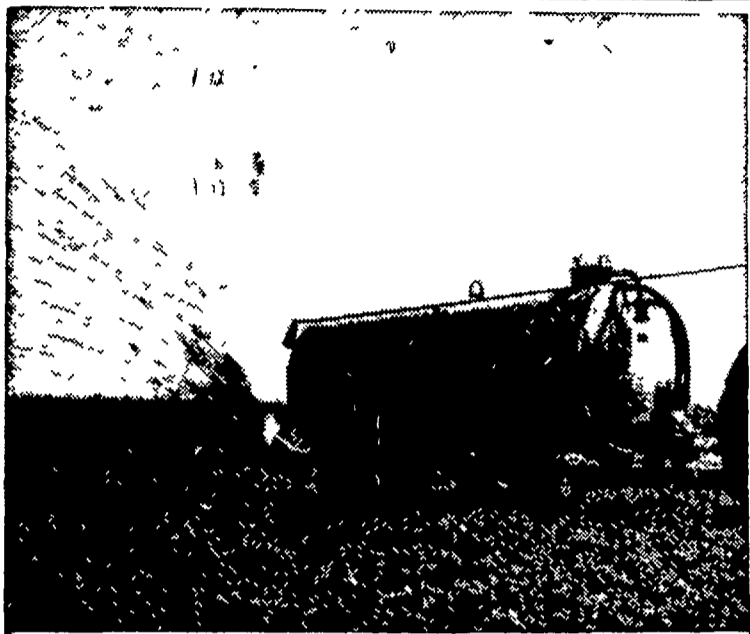
Swine production is one area where improved breeding programs have shown visible results. A one-year study (completed in March 1968) conducted by USDA's Economic Research Service, assisted by C&MS, showed that 49% of the hogs slaughtered under Federal inspection graded U.S. No. 1 — compared with the 1960-61 season, when only one-third of the hogs fell in the top category.

Hogs currently being produced are longer and leaner. Producers have developed these "rew" swine with high-quality lean and relatively little backfat in response to consumers' preferences.

In line with the tremendous progress in swine improvement made by the industry, C&MS livestock technicians recently revised the grade standards for pork carcasses (April 1) and slaughter barrows and gilts (July 1). These standards established a new U.S. No. 1 grade to identify the increased number of lean, thickly muscled carcasses being produced today. In the revised grades, the U.S. No. 2, 3, and 4 grades correspond in general to the old grades U.S. No. 1, 2, and 3.

In the beef and swine industries — the new look in meat animals is here to stay — and the recently proposed yield grades for lamb follow this trend.

By reflecting consumer preference, USDA grade standards provide the incentive for live-



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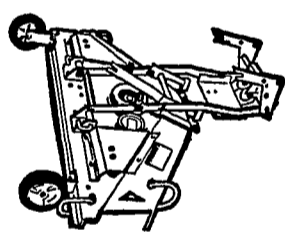
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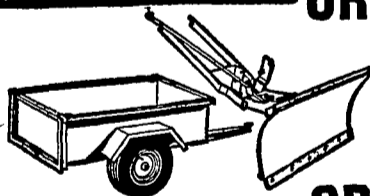
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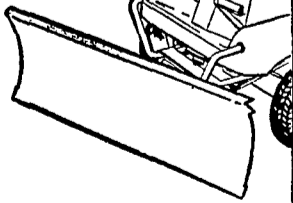
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Milk For Millions

Drinking milk for some 127 million Americans comes from milk dealers who get their supply from dairy farmers regularly serving the Nation's 67 Federal milk marketing areas, according to the Consumer and Marketing Service of the U.S. Department of Agriculture.

The farmers delivered 56.6 billion pounds of milk during calendar year 1968 — over 13 billion half gallons. This milk moving off the farm into the marketing stream was valued to the farmers at about \$3.2 billion at minimum order prices.

Federal orders are initiated at the request of dairy farmers, and administered by the C&MS Dairy Division through local market administrators.

The 67 marketing areas in which Federal milk orders were operating at the end of 1968 included most of the Nation's major population centers. New orders, expansions in marketing areas of older orders, and the population growth in areas already covered, accounted for the increase in total population in the milk order areas.

The orders set minimum or floor prices to dairy farmers, based essentially on supply and demand conditions in each marketing area, which dealers are to pay for the milk they receive from dairy farmers.

The Federal orders do not regulate retail milk prices. But they serve to stabilize marketing conditions between dairy farmers and milk dealers. And this gives the farmer the confidence he needs to make long-range plans and investments to keep the American consumer supplied with a sure supply of fresh, wholesome milk.

In the Northeast, areas under

stock producers to develop a more desirable product. The producer can now receive a financial premium for selling high-yielding animals, while packers and retailers save money by having less waste fat and more lean to sell. And in the end the consumer benefits by getting the product he wants at a price he is able to pay.

a Federal milk marketing order include Connecticut, Delaware, most of Rhode Island and New Jersey, parts of eastern and central Massachusetts, southeastern and central New York, parts of eastern and western Pennsylvania, eastern Maryland, southern Maryland, southern New Hampshire and the northern panhandle of West Virginia.

Instant Flour

When you use instant flour in a recipe calling for regular sifted flour, take out two level tablespoons from each cup of flour. A full measure of instant flour in a cake or cookie recipe, which is designed for regular flour, can change the shape, texture, and flavor of the baked product, remind Penn State extension foods and nutrition specialists.

New Product

How long is a new product new? Usually, an advertiser cannot claim a product is "new" for more than six months, according to Harold Neigh, Penn State extension consumer economics specialist. "New" may be used only when the product is entirely new or has been changed significantly.



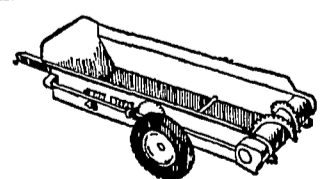
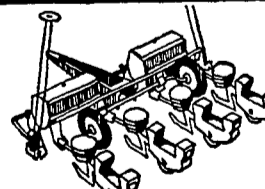
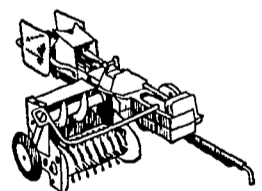
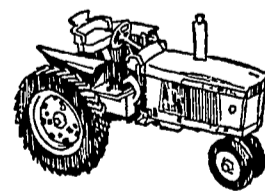
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