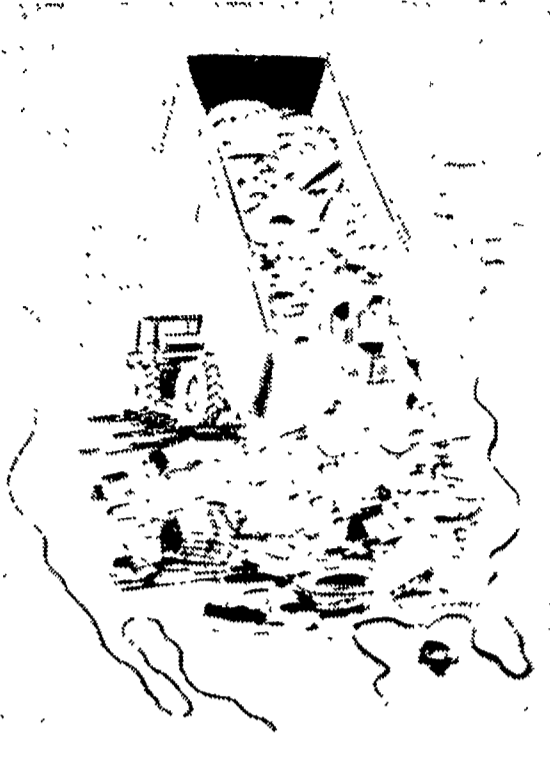


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Milk Board Releases Market Trend Report

Significant milk marketing trends in the past 10 years include: drop off in home deliveries, increase in store sales; sharp decline in use of glass containers, increase in paper and plastic containers; increase in gallon and half-gallon containers, sharp drop in quarts; increase in low fat milk sales.

These are among the findings in the Pennsylvania Milk Marketing Board's seventh edition of "Characteristics of Fluid Milk Sales in Pennsylvania" prepared by the Agricultural Experiment Station at Pennsylvania State University in cooperation with the Milk Marketing Board.

Sales of fluid milk items, excluding cream, by reporting licensees totaled nearly 119 million quarts during October 1969 when the survey was conducted. This represents over 95 per cent of the fluid milk sales by 343 dealers, 220 subdealers and 94 producer distributors.

Fluid milk dealers distributed 95.0 per cent, subdealers 4.0 per cent and producer distributors 1.0 per cent of the fluid milk during October.

Milk delivered to homes was 36 per cent of the total during October 1969, down from 51.1 per cent in October 1959.

Sales from stores totaled 47.3 per cent an increase from 34.1 per cent 10 years ago.

Lack of Interest Kills Local Environment Lab

The "Environmental Educational Laboratory for School Administrators" scheduled for April 24 and 25 at the Mount Joy Vocational-Technical School has been cancelled due to a lack of interest.

In making the announcement, Robert K. Maurer, urban director of the Lancaster County Soil and Water Conservation District, said, "I am disappointed that schools were not more interested."

It was hoped that there would be 60 participants but only six signed up for the program, which was to be sponsored jointly by the conservation district and the Lancaster County Public Schools.

Restaurant sales were 7.7 per cent about constant during the 10 year period.

School milk was 8.2 per cent of the total up from 5.2 per cent in 1959, and sales from Vending Machines was 1.8 per cent of the total, up .7 per cent from 1959.

Milk sales in glass containers were 18.8 per cent of the total down from 49.1 per cent in 1959. Sales in paper containers totaled 60.6 per cent up from 47.6 per cent in 1959.

However, since 1967 sales in plastic containers were about 13.5 per cent of the total.

October 1969 sales in gallon containers were 13.7 per cent, up from 0.3 per cent in 1959, and in half-gallon containers 39.9 percent, up from 23.6 per cent in 1959. Sales in quart containers in 1969 was 20.0 per cent while in 1959 sales of milk in quart containers was 60.2 per cent. Sales in pint and one-third quart containers showed little change while one-half pint container sales were 10.0 per cent in 1969 against 6.6 per cent in 1959. Sales in home dispensers were 1.5 per cent.

Sales of standard milk, plain, homo., or Vit. "D", 4.0 per cent Butterfat and under, was 77.7 per cent of the total, practically constant during the 10 year period. However, sales of low fat milk were 11.1 per cent of the total in October up from 2.5 per cent in 1959. Buttermilk sales were constant at about 1.0 per cent during the period.

FARM WOMEN SOCIETIES

Society 3

Society of Farm Women 3 entertained Society 10 at a dinner meeting held recently in the social room of the Salem Lutheran Church, Ephrata. The dinner was prepared and served by the Program Committee, Mrs. Harold Stuber, chairman.

Mrs. Roy Weinhold conducted the devotions. Speaker was Walter Knapp, East Petersburg, whose topic was, "Off the Mainline." illustrated lecture of "facts of little known railroads."

The business session was conducted by the president, Mrs. Robert Gregory. Spring Rally, May 5, was discussed. There is transportation available for members who wish to attend.

The next meeting May 16 will be held in the social room of Emanuel Lutheran Church, Brickerville, with Mrs. Charles Weachter as hostess.

Poultryman Charges Label Bill Would Create 'Chaos'

The Pennsylvania Poultry Federation is urging strong opposition to a consumer bill, House Bill 1236, on grounds that the legislation would cause "chaos" for both consumers and producers without providing benefits to either.

H. J. Bicksler, executive director of the federation, told Lancaster Farming the bill provides that the date of packaging of perishable food stuffs must be on the label in type not smaller than the print in this story, but the bill "doesn't say what condition it (the produce) has to be in when packaged."

As a result, Bicksler said the bill "means nothing" in terms of insuring fresh produce. But the measure would "cause confusion" and result in higher costs, he stated.

"The bill makes no reference at all as to the holding condition of foodstuffs. For example,

eggs packed 10 days prior to sale date and properly refrigerated may be of a lot better quality than eggs packed three days prior to sale date that are held at room temperature.

"Perishable fruit might be stored in bulk and approaching the end of their normal 'shelf-life' can be packed carrying a 'fresh date' and mislead the consumer.

"The same principle can be applicable to hundreds of food products. 1236 is a very poor bill." Legislators should be encouraged to defeat the bill, which is in the rules committee, he said.



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