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## HOG PRODUCERS!

Get Top Price for  
Your Hogs at  
New Holland



Sold in sorted lots the auction way. See them weighed and sold and pick up your check.

**SALE EVERY MONDAY 9:00 A.M.**

**NEW HOLLAND SALES STABLES, INC.**

Phone 717-354-4341

Abe Diffenbach, Manager

## IMPORTANT AUCTION

ANTIQUE FURNISHINGS, CHINA, GLASSWARE,  
SLEIGHS, BUTCHERING EQUIPMENT, TOOLS,  
GUNS, SOME HOUSEHOLD GOODS

**SATURDAY, MAY 18, 1974**

10:00 A.M.

Off Route 100 at Ludwigs Corner, 1 1/2 miles East on Route 401 to St Matthews Road, 1 1/2 miles to sale 3 1/2 miles West of Kimberton on St Matthews Road, West Vincent Twp. Chester Co Pa. Watch for sale signs on Route 100 at Ludwigs Corner, to sale

Oak rnd. china closet very nice; old hitchcock chairs plank & reed bottom & others 2 pine blanket chests; child's cane rocker; old knee hole desk w-lift top; beautiful brass bed; 3 OLD BANKS, TAMMANY, CABIN, SPEAKING DOG; 3 drawer open front carved lion heads w-marble top & beveled glass mirror; small chest of drawers w-double doors; very old wicker baby carriage w-porcelain handle; old swing cradle; wicker fernery; marble top stand; old brass marble top stand; quilts; afghans; 3 Singer sewing machines; nice 3 pc. living room suite; 2 old cook stoves; and other items.

CHINA & GLASSWARE: dinner set 88 pcs. Haviland Limoge, France; Heisey glass; miniature tea service 22 pcs. Peacock at Fountain; miniature tea service 18 pcs.; old kitten plates & lacy milk glass; Kadlin ware Old Blue Rhine; compotes; footed bowls; Austria pcs.; pitchers; stemware; salts; 6 pc. wine set; figurines "First Love"; tea pots; vases; creamer & sugar sets; Majolica; various pcs. of carnival glass; Cobalt blue; depression glass; earthenware; 1847 Wm. Rogers Bros. silver; 12 Pres spoons; beer steins w-pewter top; oil lamps; old crocks w-blue & others; bottles; 6 brass buckets; old tin; agate; iron pots; cast iron mortar & pestal; many other very good items not listed.

GUNS: Winchester 410 dated Nov. 13, 1919; old 12 ga. hammer shot gun; Browning 22 semi automatic gold trigger & carving; Browning 22 semi automatic reloading kit.

BLACKSMITH, BUTCHERING & ICE TOOLS: 2 anvils; broad axe; swage blocks, Blacksmith forge & all kinds of tools handmade; 3 butchering kettles; 3 sets of BRASS PEAS & BEAMS; wooden scalding trough, sausage grinder & stuffer; gambles all kinds; knives; cleavers; hooks; 2 platform scales 1 small; balance scale; 4 ice saws; ice hooks; various ice tongs; Craftsman jig saw; table saw; circular saw; old grind stone, 5 tap & die sets; old planes; old lanterns; drill press; battery charger; wooden fork & rake; old huges; iron hog trough; barn jacks; draw knives; many old antique hand tools not listed; 2 very nice old one-horse sleighs, 4 sets of good sleigh bells; bob sled; old time hay wagon; potatoe plow, sets of work & driving harness; army saddle; collars; bridles; single & double trees; 9' cultipacker; Blizzard fodder cutter; grain drill; side delivery rake; spike harrow; 2-hole corn sheller; wheel barrows; wire; 12 sawed locust posts; large pile of saw mill lumber seasoned; motor & compressor, very good iron pile; 14' round brooder house good condition, 1 HOL HEIFER grain fed; and many very good & interesting antiques items to be sold throughout the sale STARTING WITH CHINA & GLASSWARE at 10 A.M. SHARP, followed by furniture

TERMS CASH

BY ORDER OF:

**DOROTHY L. DAVIS  
(IKE) ISAAC N. DAVIS**

WILLIAM MARCH, JR., AUCTIONEER  
ELVERSON, PA.  
(215) 286-5744

LUNCH AVAILABLE  
INSPECTION SALE DAY ONLY  
Not responsible for accidents

# Beef Plus Soy - Progress Of a New Meat Product

A new soy-ground beef blend hit the market last spring and managed to gain more than a quarter of all ground beef sales by the grocery chains reporting sales.

Before soy-beef blends made their debut, meat patties containing soy products and ground beef were already available to institutional markets and in retail stores. But distribution was limited, the products included low levels of soy, and were generally marketed as a frozen food.

In a recent "progress report" on how the blend fared over a 30-week study period, the USDA's Economic Research Service notes that the mixture was a truly new product when introduced in grocery stores since it contained more soy than its predecessors and was the first soy-beef blend to be sold freshly ground.

It appears that high red meat prices were a major factor in the decision by soy-product manufacturers and retailers to launch the blends for retail distribution.

Three grocery chains that first began selling the blend provided ERS with sales data, as well as sales figures for other ground beef products.

After initial introduction of the soy-beef blend proved successful, these chains made the product more widely available. Most blends now on the market contain 25 percent rehydrated soy by weight. And they usually contain less fat than the 30-percent maximum allowed in regular hamburger.

Today soy-beef blends are displayed in many supermarkets and local groceries across the country, although availability isn't uniform. Some major chains, for example, don't carry the product in all their divisions.

Grocery firms handle the blends just like regular ground beef. The usual practice is to coarse grind the beef at a central location and mix in the rehydrated soy product. The blend is then shipped to individual stores where it's fine ground and put into consumer packages.

The mixture is displayed in retail meat cases along with regular ground beef. But it's not called hamburger. Instead, the product bears a special name with all ingredients listed on the label. In most instances advertising and point of sale materials state the exact percent of soy within.

Prices and volumes of soy-beef blends and other ground beef products moving through the three supermarket chains were reported at 2-week intervals beginning in late April. All stores, however, had carried the product 1 to 5 weeks before the study began.

Strong start. In the early period, the blend product captured about 26 percent of the ground beef market. This share swelled to around 30 percent during August and early September, then retreated and held at between 20 and 25 percent through the final period in mid-November.

Meantime, the volume of ground beef moving through stores trailed off from early June to late August — the fourth through the ninth reporting periods. This could explain the surge in soy-beef blends appearing in meat cases during the fifth to eighth periods. Retailers may have tried to stretch sparse red meat supplies by channeling more ground beef

into blend products.

Total beef sales began edging up in late August, and topped early June levels in September. In turn, blend sales slipped during September but appeared to stabilize during October and November. Additional data being gathered by ERS will probably reveal whether the blend will continue to take from 20 to 25 percent of ground beef sales.

Based on sales figures for all ground beef products, the soy-beef blend appeared to provide a more direct substitute for regular hamburger than for lean ground beef. This could mean that consumers find the blend more acceptable in various prepared dishes than cooked as a patty.

Price is paramount. Price, of course, stands out as the prime factor in the blend's success. Retail prices during the 30-week study period ranged from 69 cents to well over a dollar a pound — generally about 15-20 cents below regular hamburger.

Researchers emphasize that the relationship of price to quantities sold still needs further analysis. But so far, data show that even at the high meat prices of April-September, soy-beef sales weakened when the price gap between the blend and regular hamburger narrowed to less than 10 cents a pound.

Still to come. Further analysis may eventually reveal the price differential required for the soy-beef blend to maintain a given share of the ground beef market.

Too, analysis of completed data will probably yield information that will help researchers determine per capita consumption of certain soy products used as meat extenders. And it will probably help them come fairly close in predicting how use of the blends will vary with relative changes in their price and the price of ground beef.

(Based on "Sales of Soy-Ground Beef Blends in Selected Stores," by William W. Gallimore, National Economic Analysis Division, in National Food Situation, NFS-147, February 1974.)

## PUBLIC SALE

REAL ESTATE, ANTIQUES,  
HOUSEHOLD GOODS

**SATURDAY, MAY 18, 1974**

at 10 A.M.

Located 5 miles South of Lancaster along 324 in Pequea Twp. or 2 miles South of New Danville next to New Danville Mennonite Church. 1 1/2 miles West of West Willow turn Right off of Sprecker Rd.

Real Estate will be offered at 2 P.M.

Inspection of property by appointment, call 569-9442 or 464-2217.

This property is well situated on a lot approx. 1/2 acre. 2 1/2 story brick dwelling with 8 rooms; modern kitchen; living room, dining room, powder room; open stair way to kitchen & living room; 4 bedrooms with closets, dormer window, bath; attic; laundry room; basement: hot water heat; yellow pine floors; good well, slate roof; storm windows; nice lawn; shrubbery, 2 car garage, wood shed

Jelly cupboard; Kroger player piano, bench, rolls; oak 5 leg table, boards; 2 tier table; 5 end tables; Zenith color TV; Victor victrola, wash stand; blanket chest, 2 wooden towel racks; 2 oak wooden commodes, high chair; 6 oak matching chairs; other chairs, cane bottom rocker; wicker rocker, other rockers, school desk, unusual wooden pin stand; flower stand, wood box, camel back trunk, wooden stand; 3 9x12 rugs, pads; 3 floor lamps, old lamps; shadow box; antique pictures; quiltframes; davenport, 2 chairs; Singer sewing machine; Atwaterkent floor radio, spartan radio; mirrors; soap box; Honer accordion, old magazines, roll top bedroom suite, 4 piece cottage bedroom suite, tear drop pulls; 5 piece dove tail pine bedroom suite over 100 years; 2 rope beds, breakfast set, 4 chairs; Frigidaire elec. stove, Prizer pointer stove; small kerosene stove; Maytag washer; kitchen cabinets, pitcher pump, trough, wooden tubs, half bushel, iron kettle, three foot, old tin cans; old glass jars, flat irons; crocks, jugs, shaving mug; iron skillet; iron toys, noodle cutter, ladles, bench grinder, small wooden wheel barrow, butchering bench, sausage stuffer; Wurlitzer Nickelodeon, lawn furniture, glider, dynamite charger, lap robe horse blanket, old metal car; antique car parts; tires 25x50x17, old steering wheel; auto tuner, elec. motor; Gould's pump, pipe vice; anvil, quarry bits; light log chains; step ladder; 2 push mowers; riding mower, lawn sweeper, roller; Planet Jr garden tractor; tools of all kinds.

Many more items too numerous to mention. Not responsible for accidents day of sale

Sale by the order of  
**MARY ESHLEMAN**

Margaret M. Kreider, Executrix  
for the Estate of  
John Eshleman, Dec'd.

Auctioneer: Lloyd H. Kreider  
Attorneys: Arnold, Bricker, Beyer & Barnes

Refreshments by New Danville Fire Co.

## PUBLIC SALE

of DAIRY CATTLE and  
FARM EQUIPMENT and CORN

**SATURDAY, MAY 18, 1974**

12 Noon

8 miles South of Red Lion on Rte. 74 to Runkles Service Center or Workinger Road southwest. Follow arrows 2 1/2 miles to sale. 8 miles North of Norman Wood Bridge on Rte. 74.

**46 Head of High Grade Holstein Dairy Cattle**

1 service age bull — A.B.S. Seaman Son  
15 cows due May, June, July, balance throughout year.  
T.B. & Bangs certified. Charts sale day.  
D.H.I.A. discontinued 1 yr. ago

**FARM EQUIPMENT**

John Deere 620 power steering and new rear rubber, John Deere B, J.D. 14T baler, New Idea 5 bar rake, J.D. No. 50 side mounted mower, 2 elevators, 28 ft. Mayrath & Smoker, 3 flat bed wagons, 2 sets of bale throwing racks for wagons, New Idea crimper, J.D. No. 44 manure spreader, J.D. No. 15 flail chopper, David Bradley blower with 9 ft. auger, J.D. 227 corn-picker.

Approx. 120 ton Ear Corn,  
30 ton Hay & Straw

1-H.P. Huskee air compressor, Henderson tire changer, hydraulic jack, old anvil, bench & vise, cow clippers, calf puller, Micky Thompson 60 tires 11L-15, 2 lawn mowers, 2 1/2 ton hoist, chains, forks, shovels, other items not mentioned.

2 refrigerators, deep freezer, 3 beds, dresser, chairs, stuffed swivel chair, 4 in. plank meat bench.

1969 Olds Toronado

2 door, new inspection, blue with white vinyl top, white interior, radio and tape player.

1966 Chevrolet Pickup, inspected

Terms by

**ROBERT H. GOOD**  
Airville R.D.1, Pa.

J. EVERETT KREIDER,  
CARL DILLER, Aucls.