

# Ice Cream Report Vanilla A Favorite

Eighty one percent of the families in the United States bought ice cream during a six month period in 1972. Vanilla proved to be the most popular flavor with almost half of the purchases, followed by chocolate with 10 percent of the sales and neopolitan nine percent.

The facts are taken from "The Household Market for Ice Cream and Related Products," a 18-page booklet just published by the marketing and economic division of the United Dairy Industry Association (UDIA).

Data for the report were compiled by the National Consumer Panel of the Market Research Corporation of America (MRCA). The report cites statistics on ice cream and related product sales from April, 1972 to March, 1973. A sample of 7500 families was used in five geographic areas: Pacific, Mountain

and Southwest, North Central, South, and Northeast.

"The purpose of this report," said division director Dr. G. G. Quackenbush, "is to provide the dairy industry with useful information on the household market for ice cream and related ice cream products. The report includes data on purchases, frequency of purchase, packaging style and geographic differences."

Report highlights: Bulk and packaged ice cream and related products are most often purchased in half-gallon containers.

Ice cream novelties - stick-bar, cup, cone, sandwiches - are purchased and used heavily by families of 4 or 5 members. Price may be a factor in larger families purchasing ice milk rather than ice cream.

Ice cream and related product sales are con-

centrated in cities of 500,000 or more.

Older housewives buy more ice cream-per 1000 capita-than younger

housewives. The 55 and over age group buys 75 percent more than the 25-34 age group.

Five sherbet flavors - orange, pineapple, lime, raspberry, lemon-account for 77 percent of the July 72 purchase volume.

According to Dr. Quackenbush, "UDIA's marketing and economic research division maintains research programs for all dairy products. Such data provide resource information on dairy and competitive products."

To obtain a free copy of "The Household Market for Ice Cream and Related Products," send your request to the Marketing and Economic Research Division, United Dairy Industry Association, 6300 North River Road, Rosemont, Illinois 60018.

The "Household Yogurt Market" and "The Household Cheese Market" are also available free of charge.

## SEW WHAT?

THIS WEEK'S PATTERNS BY AUDREY LANE



3239  
4-12  
Candy to the World

Ready for the bedtime story in this cozy robe, it's for him or her. No. 3239 comes in sizes 4 to 12. Size 8 takes 2 1/2 yards of 35-inch fabric or 1 3/4 yards of 50-inch

Collar and Cuffs



1162

Add a touch of daintiness to your basic dress by crocheting this lacy collar and cuff set. Pattern No. 1162 gives the instructions.

Send 50¢ for each dress pattern, 30¢ for each needlework pattern (add 15¢ for each dress pattern, 10¢ for each needlework pattern for mailing and handling) to AUDREY LANE BU REAU, Morris Plains, New Jersey 07950



TESTING . . . Early diagnosis and prompt treatment are essential to cystic fibrosis patients. Treatment has been simplified by development of the Ionophoresis Sweat Test, which measures salt content in patient's sweat. Inset shows test results of patient with cystic fibrosis, top, and without, in lower segment of inset.

**case**  
GARDEN — FARM — INDUSTRIAL  
EQUIPMENT — PARTS — SERVICE

**BINKLEY & HURST BROS.**  
PHONE (717) 626-4705  
RD4, LITITZ, PA. 17543

## 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  
Daily Market Report Phone 717-354-7288  
Abe Diffenbach, Manager

## KEY TO PROFIT

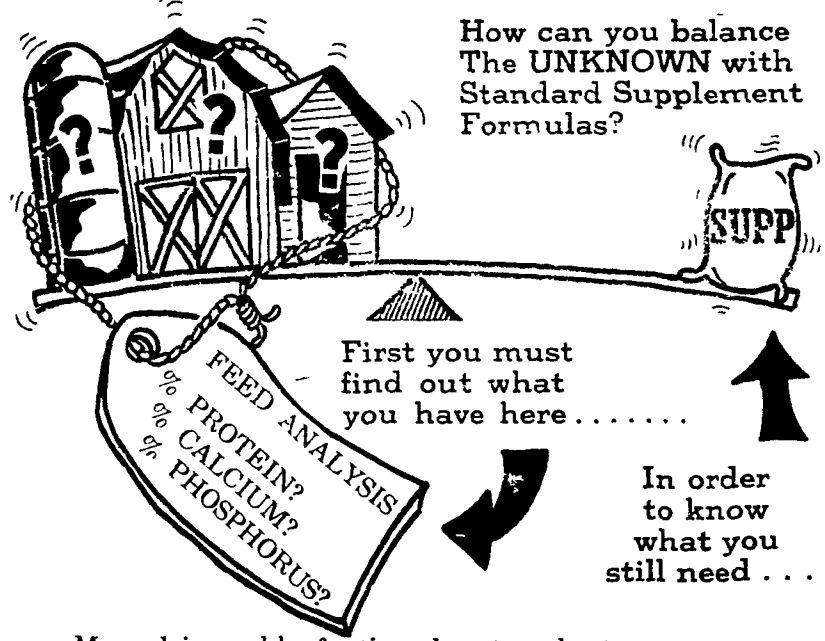
**AGRI KING, Inc.**  
PERSONALIZED FEEDING PROGRAMS  
FULTON, ILL.

### ONLY WAY TO COMBAT HIGH COST OF PROTEIN

First find out if you need extra protein in your herds ration, and if so, how much!

**90% OF WHAT YOU FEED, YOU RAISE YOURSELF!**

SO . . . You need a FEED TAG on your . . . SILO-HAYMOW-and CORN Crib!!



Many dairy and beef rations do not need extra commercial protein. It is expensive to buy unneeded protein in order to get minerals and vitamins.

**FEED IS EXPENSIVE . . . DON'T THROW IT AWAY!**  
for more information . . .

**CALL COLLECT: 717-626-0115 OR WRITE GEORGE F. DELONG**

P. O. Box 683, Lititz, Pa. 17543

**Eastern Lancaster Co.**  
Melvin Herr  
RR2 New Holland Pa 17557  
Ph 717-354-5977

**Lehigh Co Area**  
J. H. Moore  
1213 Zorba Drive  
Whitehall, Pa 18052  
Ph 215 432-5987

**Chester Co.**  
William Windle  
RD1  
Atglen, Pa. 19310  
Ph 215-593-6143

**North Western Lancaster Co.**  
Earl B. Ginder  
RD2 Manheim, Pa 17545  
Phone 717-665-3126

**Montgomery & SE Berks Co.**  
Cy Arnold  
739 Rosewood Drive  
Douglasville, Pa 19518  
Ph 215-385-6249

**Northeast Berks Co.**  
Roger Heller  
RD#1  
Robesonia, Pa.  
Ph 215-693-6160

**Southwestern Lancaster Co.**  
Ben Greenawalt  
RD2 Conestoga, Pa. 17516  
Ph: 717-872-5686

**Western Lancaster Co.**  
A. L. Wertman  
413 Locust St  
Columbia, Pa. 17513  
Ph 717-684-8768

**Lebanon Co**  
Marvin Meyer  
RD2, Box 157  
Annville, Pa. 17003  
Ph 717-867-1445

## The Proven Performers!

**DIPLOMAT** — Proven on thousands of dairy farms the world over. 200 to 1500 gallon sizes

- PATENTED, FULLY FLOODED GIRTON COLD PLATE
- STAINLESS STEEL CONSTRUCTION
- LOW PRESSURE FREON 12, THE SAFE REFRIGERANT
- URETHANE (FOAMED IN PLACE) INSULATION

**AMBASSADOR** — The ultimate tank for the large, quality conscious dairy farmer 500 to 3000 gallon sizes

**CLARK ELECTRIC, INC.**

RD. 1, Box 82 Kinzer, Pa. 17535 PH: 768-8228