

Butter Prices Dip

No, the unique flavor of butter hasn't changed. But the price has dropped below that of premium margarines and many people are eating butter for the first time, unfortunately. This includes reporters who write feature stories noting the different taste of butter that buffs know as flavor.

"Some Midwestern grocery chains are featuring butter specials as low as 69 cents a pound, about 15 cents or more below prices a week ago. In some areas, butter is selling for the first time at prices below some grades of margarine, which are as high as 90 cents a pound..." Wall Street Journal, December 23, 1974.

Butter flavor may be better, but a "lost generation" may have missed it because the price spread between butter and margarine was too great.

Not anymore. Food fads fade and diet concerns diminish as butter becomes No. 2 in price and margarine assumes the mantle of the "high price spread."

Evidently price is the consumers' main concern when shopping. In the last six months of 1974, per capita butter sales increased 15 percent while margarine sales leveled off at their 1973 rate. Butter sales will continue to increase as the prices of margarines soar to soybean heights.

Nearly 80 percent of margarines use soybean oil, which has increased so markedly in cost that the price of many margarines is higher than butter in some markets.

According to the Bureau of Labor Statistics, the retail price of butter dropped five cents a pound from December 1973 through December 1974, while the retail price of margarine went up more than 25 cents, an actual price spread decrease of 30.7 cents per pound.

From this corner, as a butter buff, I'm delighted that I can enjoy it more for less. Butter is part of our national heritage from "buttercups" to "knowing which side your bread is buttered on" to "buttering up the boss." No one says "Pass the oleo, please," as a family might forget when company is served butter.

And baking Christmas cookies with margarine seems almost un-American.

In the dairy business, we have advertised that "it's better with butter," and that "butter is what margarine would like to be." If imitation really is the sincerest form of flattery, butter is flattered. But margarines continue to imitate the real flavor of butter and claim that consumers can't tell the taste difference. Nor do most margarine eaters know that the imitation spread has the same caloric content as butter.

Today's consumers have an advantage. Now they can stop buying the new "high price spread" and enjoy the sweet goodness of butter for a lower price. Why not make it a table fact in your home that butter is butter, margarine is margarine, and never the spreads should meet?

Ask yourself why more people are buying butter when its prices are better?

Horticulture Perlite Widely Used

According to latest figures published by the Bureau of Mines of the U.S. Department of the Interior, a sharp increase in usage of horticulture perlite was recorded in 1973. In 1972, 3 percent of domestic expanded perlite representing 12,600 tons went to this growing market while the figure leaped to 5 percent or 20,900 tons in 1973 - an increase of over 65 percent.

According to Robert Milanese, Managing Director of the Perlite Institute, "an increase in perlite usage in this market is also expected for 1974. When the final figures are in, they will probably be in excess of 25,000 tons - up significantly from 1973's record figures. Increased usage may be attributed to several factors including greater reliance on the home garden for food production in a tight economy, need for more intensive crop production because of shortage of fertile soil, changing American lifestyle in that there is a movement 'back to the soil' and greater leisure time as a result of shorter work weeks, earlier retirement, longer vacations and more holidays."

Serving a multifaceted role, horticultural perlite is effective as a soil conditioner in vegetable and flower gardens, lawns and potting soils. Horticultural perlite aerates soil and promotes drainage while retaining moisture and nutrients where plants can get them when they are needed. In

addition, perlite particles are strong and will not break-down in the soil. Of

particular interest to the organic gardener is the fact that perlite is neutral and chemically inert. When produced, perlite is heated above 1600 degrees which sterilizes it thereby eliminating introduction of disease into the soil.

PUBLIC SALE

FARM EQUIPMENT, HOUSEHOLD & ANTIQUES

SATURDAY, MARCH 22, 1975

10:00 A.M.

Along Gunhart Road, 2 blocks off Route 568, 1/2 mile West of Route 10, Robeson Twp., Berks Co.

WD Allis Chalmers tractor, 2 bottom plow, cultivator, sub-soiler; Allis Chalmers C tractor with Horn 505 loader; snow plow; MC 3 bottom plow on rubber; Co-op corn picker (as is); 3 horse plow; hoco plow; Sears corn sheller; hammermill; windmill; weeder; blacksmith forge; air compressor; grindstone; hammers; bars; chains; all kinds of small tools; scrap iron; Globe milker; milk cans; MC cream separator; butter churns; sauer kraut cutter; chairs; blanket chest; flour chest; wash stands; old locks; glass; bottles; books; trunk; pt., qt., and gal. jars with glass tops; cherry seeder; jugs; crocks; broad axe; lanterns; sleigh bells; 50 gal. Copper kettles; rope bed; bicycle; hand wagon with body and hay ladders; china closets; old fashioned rocker; wood mantel clocks; 12 ga. Win Model 12 pump gun; 410 ga. single; 16 ga. single; 22 cal. rifle; Frazer Western saddle and equipment and other articles.

Farm tools and equipment sold first.

Sold for:
Mabel Gundy

HARLAN GUNDY, Auctioneer

PUBLIC SALE BROWN SWISS DAIRY HERD WEDNESDAY, MARCH 26, 1975 AT 12:30 P.M.

Located approx. 3 1/2 miles from the Brogue off Rt. 74 towards Muddy Creek Forks, along Frosty Hill Road. [Watch for signs at top of Muddy Creek Hill], in Chanceford Twp., York Co., PA.

Brown Swiss Dairy Herd

Approx. 18 head of top grade Brown Swiss Dairy Cows in all stages of lactation. Some first & second calf hfrs. & some springing and others in full flow of milk.

These cattle are a nice size and have nice udders. They are milking very good w-approx. 40 lbs. a day per cow ave. & a creamery test of 4.2 to 4.3 average. Tested & health charts furnished day of sale.

Terms: Cash of Approved Check.

Mr. & Mrs. Robert Manifold
RD1, Airville, PA

Robert L. Sechrist, Auctioneer

Phone 382-4379

John Hope Anderson, Clerk

Not Responsible for Accidents.

PUBLIC AUCTION OF FARM EQUIPMENT WEDNESDAY, MARCH 26, 1975 AT 12:00 NOON

Location: 5 Miles East of Hershey on Route 322 at East end of Campbelltown turn South onto Route 117 "Colebrook Road". Continue 3 miles on Colebrook Road to Patrick Road turn right 1 mile to farm on right. Watch for sale arrows. South Londonderry Township, Lebanon Co., PA.

OLIVER 1855 DIESEL WITH CAB
Wide Front End, Excellent Condition
OLIVER 1800 DIESEL

Hydra-Power, Wide Front End
John Deere 2020 with No. 47 Loader
Massey Ferguson Super 90 Diesel
Multi-Power and Wide Front End
Cockshutt 40 Tractor

JOHN DEERE NO. 1300 6-ROW PLATELESS CORNPLANTER WITH INSECTICIDE APPLICATORS AND MONITOR, used 1 season; John Deere 1209 Haybine, used for only 18 acres; Brillion 12-Foot Cultimulcher, used one season; New Holland No. 350 Grinder Mixer; 8-Row Trailer Type Field Sprayer with Poly Tank, used 1 season; Oliver 5-Bottom 16-inch Cushion Trip Semi-mount Plow; Ford Disc Harrow with 32 Discs on Transport; John Deere 14-T Baler with Thresher; Hydraulic Dump Wagon with Hay and Corn Racks; 2 Flatbed Wagons with High Side Hay Racks; 3 McCurdy Gravity Bins on Chassis; New Idea Four Bar Side Rake; 10-Foot Utility Trailer; Silage Trailer; Lilliston Leader 3-Point Rotary Mower; Dearborn 2-Row 3-Point Cultivator; 3-Point Blade.

A.M.F. Snowmobile, Like New

Craftsman Drill Press; Electric Hack Saw; Electric Motors; 25 Milk Cans; 15.5x38 Used Tractor Tires; 18.4x38 Tractor Chains; Two ILL-15 Flotation Tires on Rims; Heat Houser for J.D. 70; Some Household Items and several other items.

NOTICE — There will be very few small items. Equipment will be sold soon after sale begins.

Sale time, 12:00 Noon. Sale by:

DAVID M. GISH

RD2, PALMYRA, PA (717) 838-4718

Sale Conducted by:

John E. & Paul E. Martin, Auctioneers
(717) 733-3511 — (717) 733-3305

Lunch by Group 14 Farm Women

JOHN B. HOSLER HOLSTEIN DAIRY HERD & DAIRY EQUIPMENT DISPERSAL THURSDAY, MARCH 20, 1975

12:30 P.M.

Located in Cumberland Co., 6 miles Southeast of Carlisle, PA; turn South off Route 74 on Stought road. Just West of intersection of Routes 74 and 174.

35 Registered & Grade Holsteins

30 DAY HEALTH TESTS
PREGNANCY EXAMINED
O. S. RECORDS

22 Cows in milk, some fresh or close; others in various stages; 2 Bred Heifers; 3 Open Yearlings.

1 Service age bull; 1 Bull near service age.

6 Heifers from 1 year down.

Herd is mostly sired by and bred to Atlantic Breeders Co-op.

DAIRY EQUIPMENT

Esco 350 gal. S.S. milk tank; DeLaval No. 73 vacuum pump; No. 25 DeLaval vacuum pump; 2 DeLaval magnetic milker units; milker unit to run off tractor; 30 gal. Loy Boy glasslined water heater; S.S. double tubs; S.S. wash bowl; double tubs; S.S. strainers and buckets; 12 milk cans - 3 with drop handles.

Pipe and stallcocks for 24 cows; Sunbeam clippers; 14 water bowls; cow chains; silage cart; Acorn gutter cleaner; feed boxes; etc.

FEED

CORN SILAGE — ALFALFA

MIXED HAY — STRAW

LUNCH

CATALOGS

John B. Hosler, Owner

R.D.6, CARLISLE, PA 17013

Phone 258-3501

DEAN SHULL, Auct.

WM. OTTO, Clerk

FRED NAUGLE, Pedigrees

SPRINGLEA Registered Holsteins COMPLETE DISPERSAL TUES., MARCH 18, 1975

AT 11:00 A.M.

Located 16 miles east of Lancaster, RD1 Kinzers, Pa. Take Rt. 340 East to Spring Garden, 4 mi. east of Intercourse. Turn left on Snake Lane, first farm on left. From Morgantown interchange of turnpike take Rt. 10 south to Rt. 340, west to Spring Garden.

80 REGISTERED HOLSTEINS - Atlantic Bred

Tested for interstate shipment, examined for pregnancy and mastitis, in all stages of lactation.

Selling: 21 daughters of Hilltop Apollo Ivanhoe; 10 daughters of Penstate Ivanhoe Star; 9 daughters of Harrisburg Gay Ideal; 7 daughters of Penn-Octo Kenny.

Service sires: Gay Rocket, Ivanhoe Star, Apollo.

Featuring Queameade Tangie Ivanhoe

10-05 365d 2X 24,078 4.3 percent 1046

7-01 326d 2X 21,712 4.3 percent 939

6-01 319d 2X 18,297 4.4 percent 807

Her 14 decedents, rich in Ivanhoe blood include 2 daughters by Hector with records to 799 and 974 of fat. Also two daughters of Ivanhoe Star, one with 2 yr. record of 12,962 and 536.

Outstanding Apollo daughters selling:

Springlea Apollo Moe - Twin - 84

5-05 326d 2X 18452 4.6 percent 841

Springlea Maiden Apollo - VG 85

6-04 338d 2X 18784 4.0 percent 748

Springlea Apollo Lucille - Twin

Springlea Apollo Lucenda - Twin

Both with good two yr. old records and bred to Lowrest Marvex

Springlea Apollo Brenda - VG 86

5-05 365d 2X 25196 3.6 percent 90 908

Sells with daughters by Harrisburg Gay Ideal

Springlea Apollo Jane - VG 85

5-02 352d 2X 18,878, 3.4 percent 636

Springlea Apollo Judi - VG 86

2-0 329d 2X 13,645 4.2 percent 571

Springlea Apollo Cleo - VG 88

1-11 353d 2X 14,584 4.3 percent 636

Also a VG 86 Daughter of Apollo with 23,610 at two years.

Fresh in December - milking over 100 lb.

This herd has been one of the top producing herds in Lancaster County with the current rolling herd average of 640 fat and 15,600 milk.

Herd Average: 1974 - 15,684 M 637 F; 1973 - 14,571 M 623 F; 1972 - 16,080 M 673 F (Top in County); 1971 - 15,363 M 656 F; 1970 - 14,697 M 612 F.

Be sure to reserve Tuesday, March 18 and attend this dispersal of an outstanding herd for type and production.

Terms by:

JOHN S. and RHODA YOST

Phone: 717-768-8993

Auctioneer:

Ivan R. Yost - 215-593-5326

Pedigrees:

Robert H. Kauffman - 717-367-3550

Assisted by Martin Auctioneers

Heated Tent — Lunch Provided