

Letters To The Editor

Dear Editor:

I read with interest the story about Atlantic Processing petitioning The Pennsylvania Milk Marketing Board to allow milk prices to seek the level dictated by the free market.

My family has been in the milk business since 1912, first as a farm-to-retail operation and then (since 1936) as two separate businesses: Woodson Farm, a 50 cow registered Holstein herd; and Woodson Dairy, a small property handler of milk. I have no direct financial axe to grind in Woodson Dairy, but I have always felt loyal to the place we ship our milk to, and I naturally see things from the point of view of a competitor of Lehigh Valley.

At any rate, it is refreshing to see Atlantic Processing arguing for a free market. I just wish they would take a consistent attitude toward the pricing of wholesale milk under federal orders.

Several years ago Woodson Dairy was reluctantly drawn into The Federal Milk Marketing Order because Lehigh Valley, among others, said that small property handlers had an unfair competition advantage over them because a large portion of Woodson Dairy's sales were fluid milk. Woodson Dairy was able to pay its shippers a lower price for that fluid milk and still hold the blend price to approximately what the large co-ops were paying. (Never mind the fact

that nearly every other competitive advantage that comes from an economy of scale was held by Lehigh Valley).

In short, hearings were held, Federal Registers published, and Woodson Dairy together with other unwilling dairies, were included in The Federal Order. The net effect of which is to penalize Woodson Dairy for selling to a large proportion of its milk as a fluid.

To our way of thinking, it is simply the tyranny of the majority over the minority and we see little hope that our interests will ever find an ear in the Federal bureaucracy.

As far as Woodson Farm goes, we no longer have any financial reason to prefer shipping to Woodson Dairy. The price we get is dictated by droves from Washington, and it was little direct relation to The Economics of Red Hill, Pa. Instead, it is the end result of a series of calculations of production costs in the upper midwest.

Nothing makes my blood boil more than the frequent letters we get from our market administrator telling us what a splendid break they have achieved on our behalf. Bargaining between Woodson Dairy and Woodson Farm has been replaced by commands from the commission. I should add, too, that the milk business has not been made a big bonanza because of federal tampering with our prices.

The only general ob-

servation I can make about the price of milk under the government's guidance is that it is continually just barely enough to keep us interested. The carrot on the stick is not too big, but we think it may look bigger when we get up close.

Federal orders serve the interests of large co-ops that dispose of a large portion of their milk as a manufactured product. They allow processors to acquire milk for cheese manufacturing at a low price related to that of fluid milk, and then the pool (The "producer settlement fund") forks over the money they might have received for selling fluid milk. Fluid milk then becomes a problem commodity for the large processor, and he winds up selling it for the least possible price just to be rid of it.

There is no other explanation for the ruthless price competition engaged in between Lehigh and Dairylea. They make their profit in manufacturing and only seek minimum margins (or no margins at all) on the fluid product.

The management of Atlantic Processing is therefore vocal about PMMB rules that pertain to their fluid prices, but strangely silent about the Socialist machinery of the federal government.

Small dairies can find a niche as producers of high quality products, and they can overcome competition from the cheap milk competition; but they should not be required to buy milk according to a rigid set of rules and then sell it in a competition that does not care enough about profitability.

Let Atlantic Processing make money any way they see fit, but leave the small independent processors out of an arrangement that seizes their profits for the sake of Atlantic's cash flow.

I would prefer the chaos we suffered in milk pricing from 1912 until our inclusion in The Federal Order over the stability (indistinguishable from the chaos) we now enjoy.

Roderick W. Wood
R2 Pennsburg

SPORTING CHOICE



For 20-mile-a-day comfort, sportsmen choose Red Wing Irish Setters.

*Sizes 6-16

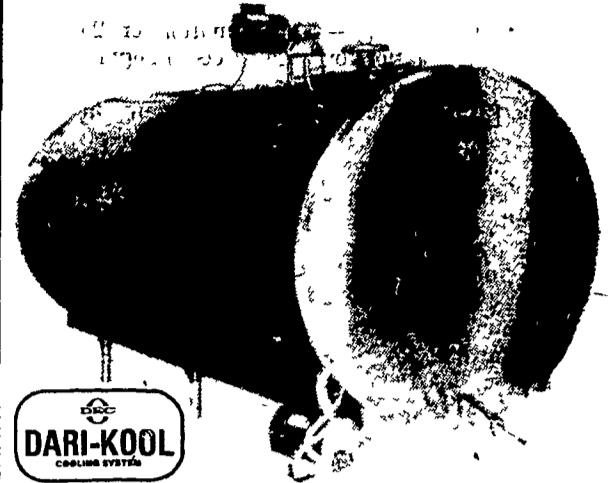
Widths AA-EEEE

*Not all sizes in all widths.



BOOKS
SHOE SERVICE
107 E. STATE ST.
QUARRYVILLE, PA 17566
717-786-2795
CLOSED WEDNESDAYS

TEMP-MATIC BY DARI-KOOL



DARI-KOOL
COOLING SYSTEM

THE NUMBER 1 COOLER!

Featuring:

- Built-in recorder.
- No Problems with Interval times.
- Interval timer agitates milk 4 different times in one hour.
- Built-in warning system - A horn or light warning signal is given when milk temperature raises two degrees or when milk temperature drops to 34 degrees.
- Built-in automatic washer.

NO CONTROLS ON TANK AT ALL, ELIMINATES SERVICE CALLS!

USED TANKS

600 Gal. D-2 Girton	735 Gal. Sunset
600 Gal. Jamesway, late model, nice	800 Gal. D2 Girton
665 Gal Zero w/5 h.p. compressor 2 yrs. old - like new	800 Gal. D1 Girton
	1500 Gal. Mueller w/washer
	2000 Gal. Mueller

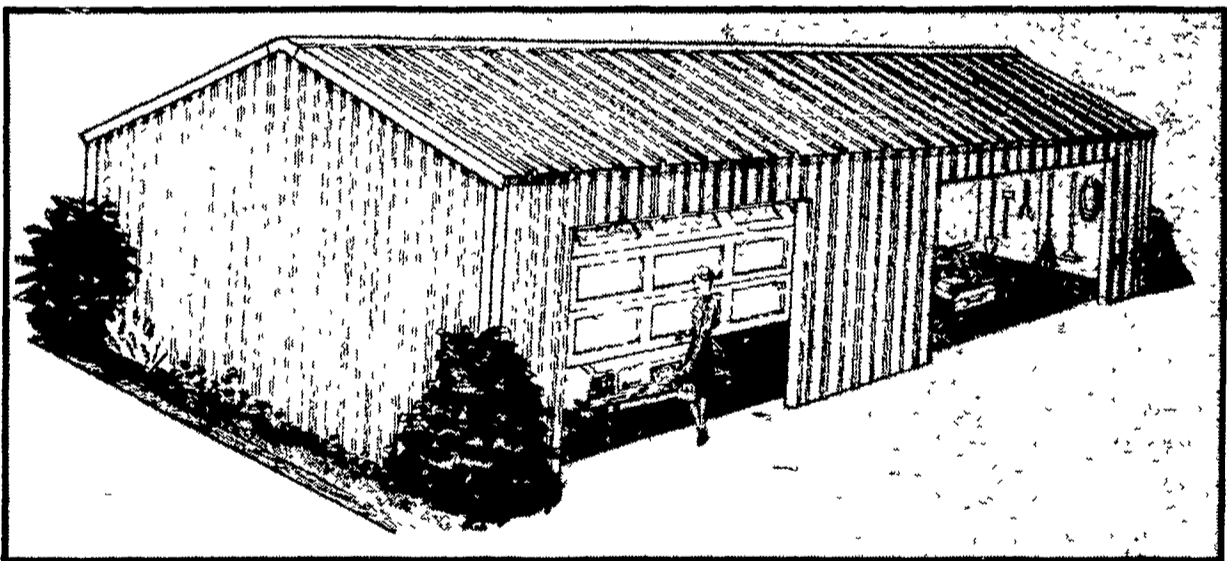
• PLANNING LAYOUTS • SALES • INSTALLATION • SERVICE

SHENK'S FARM SERVICE

501 E. WOODS DRIVE, LITITZ, PA 17543
PH: 717-626-1151

• Bulk Tanks • ThermaeStor
Our Service Trucks Are Radio Dispatched
24 Hr. Service Offered

GARAGE SALE



Introducing

THE ALL NEW SHARON 2-CAR GARAGE building

- EXCEPTIONALLY STRONG
- EASY TO ERECT
- VIRTUALLY MAINTENANCE FREE

21' x 28' x 8' with (2) 9' x 7' Framed OH Openings

- 26 Gauge White enameled Steel Sheeting

- All Bolted Steel Construction

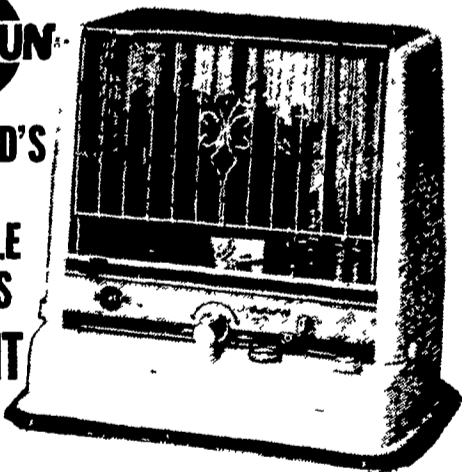
\$2696⁰⁰

F.O.B. Plant

CONTACT **JACK McMULLEN** 717-761-1863
OR WRITE: SHARON METAL BUILDINGS
1500 STATE ST., CAMP HILL, PENNA. 17011

KEROSUN

THE WORLD'S
FINEST
PORTABLE
HEATERS
RADIANT
10



The long-burning champion of the Kero-Sun line. Burns over 30 hours on less than two gallons of fuel. Pushbutton built-in battery powered igniter. Protected in event of tip-over by automatic shutoff. Cooktop. White baked-enamel finish. Clear view fuel gauge. Compact and fully portable. Dimensions: 21"W x 15 1/4"D x 19"H. Radiant and convection heat. Output: 9,400 BTU/hour.

Puts the WARM where you want it!

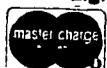
★ IN STOCK; Chimney Brushes, Ceiling Registers, Insulated Chimney and a wide variety of Woodburning Stoves.

TRUCKLOAD JUST ARRIVED

FREE KEROSENE CAN WITH EVERY PURCHASE

Bowman's Stove Shop, Inc.

R.D. 3, Napierville Road Ephrata, PA 17522
Tues., Wed., Sat 9-5
Thurs., Fri 9-9
Follow the signs from the Light at Hinkletown Monday - Appointment Only



717-733-4973
Financing Available

