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G. I. Eating Habits "Carry Over"

There is no questioning the fact that the effects of Army training on service men will be far reaching, not only with G. I. Joes and Jills, but in most instances the families will also feel the results. One outstanding instance is with foods.

While Americans are acclaimed by the best fed people in the World many lean toward shabby diets. The men, for example, consider meat, potatoes and a piece of pie an adequate meal and, regardless of science, most would be content with this dinner menu six nights out of seven—and we wouldn't have complained much during the war!

However, Army diets stressed the importance of nutritionally balanced meals for physical fitness, and vegetables and fruits were given their share of attention along with the meat and potatoes. As a result wives and mothers will no longer have to wear the nose fork to eat their spinach, and no longer will luscious salads be considered feminine foods.

Food companies will take notice, too, of the changed eating habits of veterans. As an example, Best Food manufacturers of Real Mayonnaise are taking the men into consideration when their kitchens originate and test various salads for family consumption.

Yes, the male population is going to have a lot to say about foods from here on out. Not that women haven't always cooked especially for them, but their improved eating habits—their broadened likes—will certainly be a joy to the cooking department.

I DIDN'T QUIT . . . I DIDN'T GET FIRED

But I LOST MY JOB

"I'm not looking for my old line my more. Although I have been with them 18 years I am no good to them if I can't drive—and I have had my license suspended under the new Safety Responsibility Law."

"There is no excuse for it either, because if I had spent a few dollars for an automobile liability policy I would have saved a lot of money and kept my license and my job."

Don't make the mistake of going motoring under the new safety law without adequate insurance. Your right to drive is in danger. Talk it over with your agent or write us today and we will come and explain it to you.

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From Our Schools Come New Leaders



Agriculture looks forward with confidence to tomorrow because its youth is being trained properly today.

Our United States public school system has taught scientific agriculture to millions of boys and girls in the vocational agriculture courses of nearly 10,000 rural high schools. Here students learn the improvement and proper use of the soil which is our basic wealth; how to produce ten tons of pork in less than six months; the care and repair of farm machinery; and many other vital things.

Such studies create an interest in research and this is important—for scientific research is vital in agriculture and other industries. Science has been back of the development of modern farm machinery; of cows that produce 15,000 pounds of milk; hybrid corn; breeds of beef cattle, hogs and sheep capable of converting feed into meat and fiber economically and speedily. Research in the science of agriculture is a major national resource which has contributed largely to the high standard of American living.

MEAT BUYING CUSTOMS

Businessmen like beef from heavy steers, St. Louisans prefer beef from light ones. It is of interest to livestock producers and meat packers that taste, money-to-spend, seasons, beliefs and habits all affect meat buying customs in different parts of the United States. Our new 16 mm. moving picture sound film, animated and in color, "MEAT BUYING CUSTOMS," explains these differences. Interesting for lodge, grange, school or church shows, and farm and livestock meetings. You pay only transportation, one way. Write to Department 120, Swift & Company, Union Stock Yards, Chicago 9, Illinois.





THE EDITOR'S COLUMN

Several times in this space, I have invited producers of agricultural products to come and see us. As a result of this, we have had quite a number of visitors. Conversations with these visitors have been very interesting and helpful to us and have brought out many of the ideas which producers have regarding the livestock and meat industry.

Some recent conversations indicated that quite a number of producers think that there are less than a hundred meat packers in the United States, in fact some thought there were as few as ten. This idea seems to come from the fact that many of them ship their livestock to only one market and are familiar only with the number of meat packing plants at that market. I am sure that it will interest all of you to know that there are more than 2,000 meat packers in the United States. In addition, there are upwards of 12,000 other commercial slaughterers.

The only way these 30,000 competitors and people can make money in their business is to sell meat. And to sell meat they must buy livestock. So all over the country—from Portland, Oregon, to Portland, Maine, from the Rio Grande to the Canadian border—these competing livestock buyers are bidding against each other for the essential material of their business—the cattle, calves, hogs, and sheep produced by American farmers and ranchers. The buyers who get that livestock are the ones who bid the highest prices in their particular areas.

E. H. Simson

Agricultural Research Department

A RECORD TO BEAT

Who will be America's Star Farmer of 1948? He'll have to be good to beat the record of Gordon Eichhorst of Marion County, Ohio, who won this top award of the Future Farmers of America at their 1940 National Convention last fall. A high school freshman in 1929 with one sow, two steers and 36 sheep, Gordon now has 80 hogs, 90 sheep, 1,500 chickens, land and equipment for a total net worth of more than $6,500. He farms his own land, in partner with his dad on 160 acres, and rents from his neighbors 95 acres more on which he raises corn, alfalfa, small grains and clover.



Cash Prizes for BEST LETTERS

on "Methods Employed by Meat Packers in Marketing Meats, Poultry, Eggs, Butter, and Cheese." Not more than 500 words.

1st prize, $10—2nd, $50—3rd, $25—next ten, $10 each—next thirty, $5 each.

Duplicate prizes in case of ties. We are offering these prizes because we believe that livestock producers have a "business interest" in our marketing methods . . . and because we believe that your views will be of value to us. To help you write your student letters we'll be glad to send you the information we have on the subject. Write to F. M. Simpson, Department 120, Swift & Company, Chicago 9, Illinois.

This contest starts now, ends May 1, 1948. It is open to all.

Swift & Company

UNION STOCK YARDS

CHICAGO 9, ILLINOIS

David's Regional Recipe for

BAKED SPARERIBS with DRESSING

Pat six servings, use 4 pounds pork spareribs. Cook 1 teaspoon salt, 6 cups soft bread crumbs, ½ cup diced celery, 1 cup chopped onion, and 1 cup water. Put out 1 inch thick in greased shallow pan. Wipe spareribs. Salt. Place over bread dressing. Bake in moderate oven (350° F.) about 2 hours.

FEEDING PHOSPHORUS CONTROLS "CREEPS"



The most extensively cattle-grazed area in Texas is in the Gulf Coast region. Cows in this area, however, are subject to "creeps," a diet deficiency ailment which results in heavy economic loss yearly because of lowered calf crop and pounds of calf produced per cow. Accordingly, cattlemen are charged with interest experiments began in 1937 under a cooperative arrangement among Robert J. Kleberg, Jr., President and Manager, King Ranch, and the U. S. D. A., and Texas A. & M. King Ranch provided facilities for this study.

First step was analysis of range grasses, which indicated a lack of phosphorus, a mineral essential to normal growth and development. This led to a pasture experiment, using several similar and adjoining pastures. A control group had no mineral supplement, a second group had free access to bone meal in self-feeders, a third group received ¼ pound phosphate in a water system controlled to supply this ration of phosphorus per cow daily.

Phosphorus supplement, both as bone meal and in the water, showed gratifying results when each group receiving it produced a higher percentage of calves averaging heavier weights at weaning time than those produced by the control group which received no extra phosphorus. For two calf crops, lactating cows fed phosphorus supplement produced 14 better calves and averaged approximately 100 pounds per head heavier at time calves were weaned than the control group of cows.

Findings of these experiments should prove of dollars-and-cents value to ranchmen, especially in areas where vegetation is deficient in phosphorus.

Soda Bill Says:



. . . that a man who is prejudiced is usually merely misinformed.

. . . that it's smart to live as though you expected to die tomorrow—and to farm as though you expected to live forever.

• • NUTRITION IS OUR BUSINESS—AND YOURS • •

Right Eating Adds Life to Your Years—and Years to Your Life