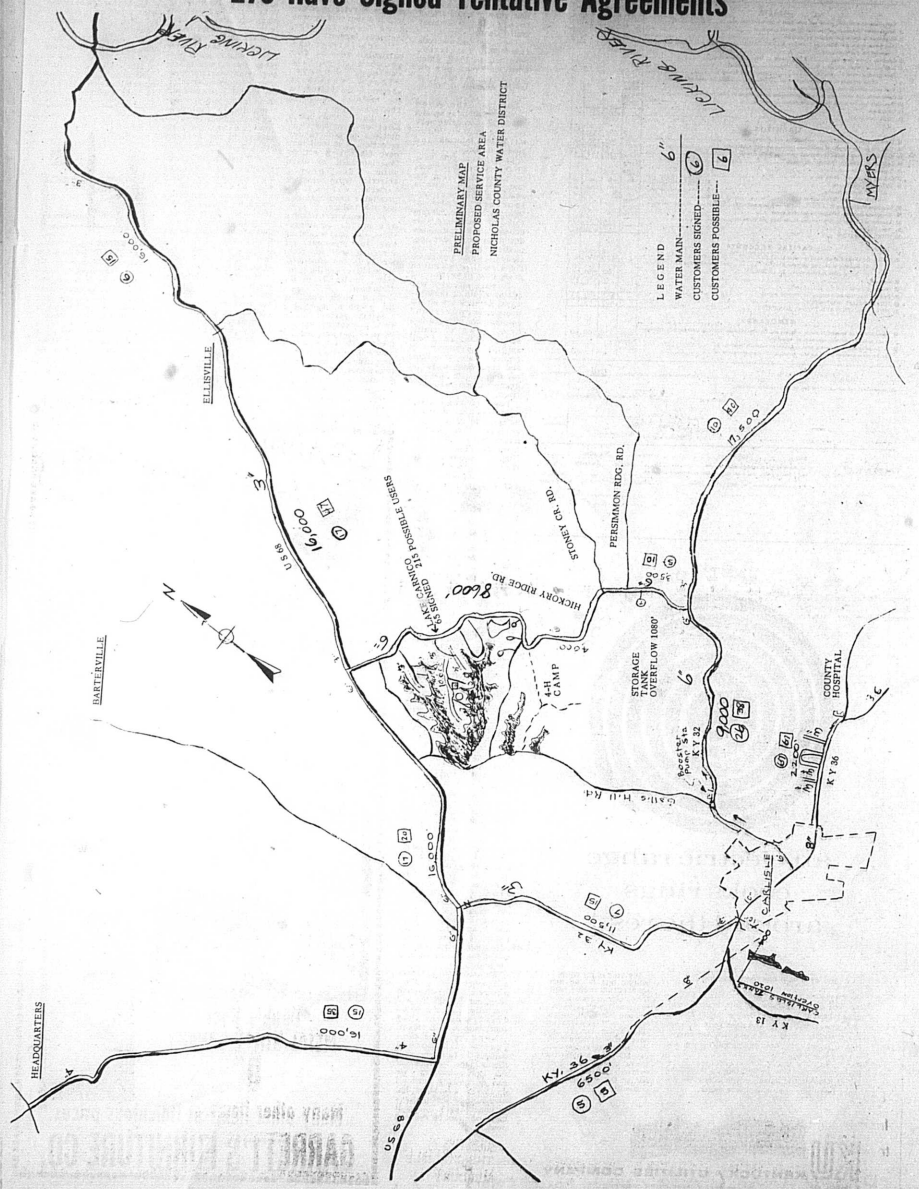
JUST 75 CUSTOMERS NEEDED TO MAKE THE WATER FLOW!

275 Have Signed Tentative Agreements



The Jaycee sponsored basketball team the Demons are (left to right) Front row: G O'Bannon, D. Bealert, G. Trussell, D. Berry. Second row: L. Trussell, R. Hatton, K. Gaunce, R. Clay. Not present was G. George.

USDA HELPED

Continued From 3

and grapefruit juice powders; and a protein-rich rice flour that could be used in baby foods and in special diets for all ages.

Shrinkproof, washable wool garments; instant sweetpotato flakes; canned sliced bacon, partially fried; and frozen concentrated apple juice all developed in earlier ARS research—were on retail markets in 1964. Dried cottage cheese whey, made by the foam-spray drying method, went into commercial production for food industry use in such foods as bakery goods, salad dressings and sherbets.

Family food plans for nutritionally balanced meals were up-dated at four different cost levels—economy, low cost, moderate cost, and liberal. These plans can be used to help homemakers choose the right foods in right amounts at prices they can afford. USDA also issued a budgeting guide to help get newlyweds off to a good start in managing their finances.

Simplified guides were developed to help families plan adequate low-cost housing, too. These guides stress space for arrangement of dining, laundry, bath, and linen-storage areas. USDA also issued a newly-revised handbook giving information on the composition and nutritive value of 2,483 food items. This standard reference uses latest knowledge on nutrients and includes information on many foods that was not available for previous editions. Other new USDA publications included a comprehensive guide to home laundering and recommendations on disinfectants to reduce spread of disease through fabrics during laundering.

Research also was directed at the needs of older people. A survey indicted that older folks need to select their food with greater care to get necessary vitamins, minerals, and protein without to many calories. USDA scientists also designed apartments to meet needs of older people. Making use of knowledge gained from research on rural housing, the designs emphasize ease of moving about in the apartment to reduce danger of falls.

Many new uses for agricultural products were developed by USDA in 1964. New potential processes included an inexpensive chemical treatment of cotton fabric to improve its resistance to weather and rot and a method of using cereal grains as raw materials to produce citric and fumaric acids, flavoring agents for food and soft drinks.

Since marketing efficiency makes it possible for the consumer to get better products at lower prices, ARS does research to hold down costs, extend the period during which products can be marketed, prolong shelf life, and reduce spoilage and damage to food and other farm products.

Among the results of 1964 ARS marketing research were: new methods of extending the market life of sweet cherries and Delicious apples were controlled — atmosphere storage; improved handling methods for dairy products and lettuce; new treatments to prevent decay of bell peppers, peaches, nectarines, grapes, and sweet potatoes; and recommendations on packaging materials for frozen chicken.

For further information on the many new developments resulting from USDA research, check with your county Extension home demonstration agent.

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