

In Salesmanship Men Prefer Men, Dealers Advised

"We continue to forget the spiritual side of man, and a salesman should be a salesMAN" This is the philosophy Jeff Coates, director of sales training at New Holland Machine Co, expressed in a speech before the Lancaster County Farm Equipment Dealers association Rhoads Spanish Tavern Quarryville, was the site of the meeting that brought a dinner crowd of 55 Friday night

Among influences in selling, Mr. Coates told, are the belief we live in a moral universe, that the laws of God do not cease with the laws of Nature, that there is a God who has created the universe and governs it.

"There's a fallacy in being liked and not respected; there's a fallacy in price cutting," the sales director warned, and "the farmer does a better job of buying sometimes than we do in selling. The farm equipment industry is concerned about price cutting, and the profit margin remains slim. The manufacturer is no stronger than the financial strength of his dealers."

Mr. Coates graduated in the top five per cent of his class at the University of Arkansas, served as a Major under General Patton, and has been manager of sales personnel at the United States Steel Co, until joining New Holland.

County President Roy A Brubaker, Latitz RD 3, was master of ceremonies. He emphasized the importance of the retail service dealer, and urged efforts be concentrated on the winter farm equipment overhaul, when the serviceman is not on field calls, when there is not the crop season rush or emergency calls, and when he can utilize his shop and mechanics more efficiently.

Progress of the collection program and the proposed discount for payments by the tenth of each month, were reported by Mr Brubaker. He also announced the Christmas banquet, tentatively set for Dec 15 at Ely Hostetter's Banquet Hall in Mount Joy, and called attention to the Pennsylvania State Farm Equipment Dealers convention in Pittsburgh Nov. 9, 10 and 11.

Charles Passmore, Lancaster, assistant state association secretary, reported on the national convention in Miami. J. Rankin Wiley, Quarryville host, urged all members to get out and vote



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BRIEF GLORY—Eitel Mere II, Grand Champion Steer of the American Royal Livestock and Horse Show, Kansas City, Mo., is bid goodby by owner Kenneth Eitel, left. The Black Angus was auctioned to wholesaler Eddie Williams, right. Jud Putsch, center will feature Eitel Mere on his restaurant menu, once the champ is transformed into steaks and roasts. At \$622 a pound, the animal brought a juicy \$6686.50.

Hunters, 50,000 Strong, Will Shoot in State Duck Season

Last year's record indicates 50,000 or more sportsmen will invade likely water areas in and bounding Pennsylvania in pursuit of waterfowl during the so-called "duck season" of 1955. Some hunters will crouch in blinds or man specially built, concealed boats in wait for the birds to come to their decoys. Others, lacking the camouflage ideh-out or expensive gear, will slip along stream banks and around marshes, on the alert for jump shooting opportunities. A few will hide in brush or fields at strategic points on flight lanes, for pass shooting.

The Game Commission points out that a large population of ducks in Canada does not necessarily indicate the extent to which the bird will provide sport for shooting in this state. Diverse conditions — such as clear weather and low water in the streams and marshes — will cause many birds that would have stopped to continue in flight.

Duck Hunter's Prayer
The duck hunter's prayer is for rough weather, low ceiling and plenty of water. Under such conditions larger numbers of migrant ducks "sit down" on our streams and ponds during their fall flight. Until waterfowl to the north start to move southward under the urge of cold weather, ducks reared in Pennsylvania and on nearby waters will bear the brunt of the early shooting in this state.

Service and Ducks Unlimited
The U. S. Fish and Wildlife report the waterfowl breeding season this year, compared to 1954, was as good or better, over all fowl are already enroute from the early birds of the migrant summer homes to warmer climes. In the interest of the sport and conservation wildlife authorities caution duck hunters not to shoot unless birds are within shotgun range, thus avoiding crippling

losses that waste a tremendous amount of fowl a retriever at side will bring to bag many an injured bird that would otherwise die unbound.

The Game Commission reminds hunters' information on duck and goose leg bands is important in program. Persons who bag a leg-banded waterfowl management band are urged to inform the Commission as to the band number and the time and place of the kill. Operator-operators averaged \$3700 family labor income, about \$400 higher than the tenants.

Large farms made more money than small farms when the price level was rising, but on the downswing they made less — and actually lost money during the depression years while the small farms came out about even. There are more fixed costs on large than on small farms, and this explains most of the difference in incomes when there is a drop in prices of farm products.

Tenants Gain 131%
During the study period, tenants had a 131 per cent increase in total capital investments compared to 53 per cent for owner-operators. Most of this increase was in livestock and machinery, and of course tenants had no investment in real estate. In 1946-50, tenants had an average investment of almost \$13,000. This shows that even the beginning tenant today needs a sizeable investment to get started. But for every dollar invested, tenants earned more money than did the owner-operators. A man with limited capital who wants to start farming can earn a good income by renting a productive farm. More details can be found in Progress Report No. 111, "Changes in the Financial Side of Farming, Lancaster County, Pennsylvania, 1921 to 1950."

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SWINE ERYSIPELAS

A combination isolation and vaccination program offers the best control for swine erysipelas, one of the most serious diseases in the United States, according to a suggestion for farmers issued today by the American Foundation for Animal Health.

The Foundation recommends isolation of all newly purchased swine for a period of three weeks, during which time they should be observed closely for signs of the disease.

May Appear Healthy

Erysipelas is similar to many other diseases in that it is spread by carriers — that is — animals that appear to be healthy but actually are infected. Farmers who do not raise their own pigs should buy feeder animals and breeding stock only from herds which are known to be disease free, the Foundation says. Gilts and sows should be prop-

erly vaccinated before breeding time in areas where erysipelas has occurred earlier. Little pigs should be vaccinated at six to eight weeks of age.

Symptoms Listed

Antiserum injections and selective antibiotics offer some help in swine infected with erysipelas, providing such treatment is done early in the course of the disease.

Symptoms of the acute form of erysipelas are similar to hog cholera. Animals go off feed, run high fevers and often die within a few hours.

The Foundation points out that the disease organisms that cause erysipelas can live in the ground for years. Infected lots should be worked often so the sun and air can help get rid of the germs. Herds should be moved to clean ground and pasture after an infection.

State Seed Bans Four Noxious Weeds

Fewer "bad" weeds should be showing up in the future in home lawns and in certain farm crops due to action taken by Dr. William L. Hennig, Pennsylvania Secretary of Agriculture.

He issued a proclamation (adding four more to the list of "noxious weeds," the seeds of which are forbidden except in very small quantities in agricultural, lawn and garden seeds offered for sale in Pennsylvania.

The four added weed seeds are

Buckhorn plantain, which may appear in clover and lawn grass seeds, bedstraw, which kills out birdsfoot trefoil, a forage crop, corncockle, the black seeds that may appear in wheat, barley and oats, also wild mustard, which shows up mostly in oats.

Up to this time, five noxious weed seeds have been listed by the department — dodder, horse nettle, wild garlic, wild onion and perennial sowthistle. Restrictions will continue on each of these, plus the four recently added. All nine weeds are held objectionable by interfering with growth of desirable plants.

Consumers Do Not Know Beef Grades

COLUMBIA, Mo. — Do people know what grade of beef they are buying when they select their rib roast and rib steaks and what the characteristics of the different grades are? Apparently, they do not according to a preliminary survey made by the agricultural economics and animal husbandry departments at the University of Missouri.

Data for the study was collected from a sample of 92 consumers in Columbia who picked beef cuts or rib steaks roasts from a display.

The majority of consumers taking part in the study chose lower grades of rib steaks and rib roasts. Most steak buyers chose commercial grade. For roasts, most consumers tended to pick the three lower grades of roasts over Prime with a slight preference for Commercial over Good and Choice grades.

Amount of fat, color, and marbling were the things most frequently mentioned by the co-operators as the reason for selecting a particular steak. Amounts of fat, color, size of cut, and marbling were mentioned most frequently as the reasons for

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