

Labor Saving Machinery Can Cause Burden if Improperly Planned

There's a lot of talk about labor saving materials handling equipment for farms, says Chester County Agent Robert A. Powers. But, he adds, these machines should always be used in the proper place at the proper time or they may create a bigger burden than they remove.

If you have been contemplating the purchase of such equipment, Powers says it will pay to ask yourself the following questions:

1. What are the possibilities of rearranging and making more effective use of present buildings and equipment?

2. How much labor will the equipment save? What is its value? Can you effectively use the labor saved?

3. Will the cost of owning and operating the new equipment be more or less than the value of the labor saved? How much?

4. How many more bushels of grain or how many more cows or chickens can this new equipment permit you to handle?

5. Will the profit on these additional units pay for the new machines?

6. Will your present buildings and land support these additional

units? After you have satisfactorily answered these questions and decide to mechanize your barn chores, Powers suggests making these machines give you materials flow, rather than unit load handling.

Study the situation carefully. List the tasks to be done in sequence. Make sketches of buildings and the equipment in them. Make flow diagrams of how the material will enter the barn lot. Show each step it will take throughout the operation.

Red Meat Production Down Four Percent — From January through July of 1957, production of red meat in this country totaled 14,773 million pounds down four per cent from the 15,311 million pounds produced during the first seven months of 1956. Compared with last year, beef production was down one per cent, veal down one per cent, pork, down eight per cent; lamb and mutton, down one per cent, and lard production, at 1,397 million pounds, was down eight per cent from the January-July period of 1956.

PENB Starting Finance Drive For Coming Year

To permit a step up in its present consumer-information services and a rapid introduction of promotion programs tailored to the poultry industry's future, the Poultry and Egg National Board is conducting an aggressive finance campaign among individuals and firms that invested in PENB in 1956 but have not yet done so in 1957.

PENB is gearing its activities to the marketing needs of the industry, with health and education programs playing a basic role along with its highly effective consumer publicity services. Lloyd H. Geil, PENB general manager pointed out in announcing the intensified campaign.

These services will have a broad impact on the poultry industry's markets today and tomorrow, Geil stated in a letter which opened the campaign, and then declared:

"Today greater emphasis is being placed on the marketing of poultry products. To keep pace with the important new concept, your PENB is expanding its promotional program to register more forcefully on the minds of consumers the need for using more eggs, more chickens, and more turkeys in their daily meals.

"Our new program of action is aimed at the 43 million youngsters in schools and the 17 million teenagers. Of course, adults are also our target. We believe it is vitally important to plant at an early age sound food habits which include adequate portions of poultry products. This assures a better market for poultry products when new homes and new families are established. In addition, in our forward looking promotional program we are taking positive steps to stabilize the thinking on dietary fat and its possible relationship to heart disease."

Geil stressed that PENB has the enthusiastic cooperation of 7,500 food publicists on newspapers, magazines, radio and TV in featuring information furnished by PENB for the purpose of increasing sales of eggs and poultry meat.

"These people have learned over the years to place their confidence in your organization — the Poultry and Egg National Board — as a source for reliable information on the many taste-appealing ways consumers can use all poultry products," he wrote.

He then drove home the point that "your organization has earned this respect as a result of the support you and thousands of others have given PENB in the past," and urged the continuation of this support to an even greater extent.

In an open letter to the poultry industry, Herbert Beyers, PENB president, stressed that the promotion programs of PENB are taking on added vigor and new forms under Geil's leadership.

"The impact of this new educational approach on the market will be felt steadily in the days, months and years ahead," he said. "The 'climate' is constantly being built for greater sales of eggs and poultry meat.

"This is not a time for anyone interested in the advancement of the poultry industry to stand still! Competition in other food fields is 'on the move'. We must hold the markets we have won, intensify our efforts to broaden them, and move boldly into new areas where gains can be made.

"Your prompt investment in the hard-hitting and far-visioned promotion programs of your Poultry and Egg National Board will help the industry to advance farther than ever before."

Masonic Homes Farms Ayrshire Makes Record

Masonic Homes Charming Peggy, a four-year-old registered Ayrshire in the herd of Masonic Homes Farms of Elizabethtown, has recently completed a record on official Herd Test of 12,928 pounds of milk and 538 pounds of butterfat made in 305 days or less, milked twice daily.

Series of Field Meetings for State Workers Planned

A series of training and orientation conferences for field personnel was announced Monday by State Secretary of Agriculture William L. Henning. First sessions were scheduled at Bloomsburg, Nov. 6 and 7.

Henning said upwards of 50 employees will attend each program designed to inform field personnel on newest Department functions and policies.

Meetings will be held in Butler, Nov. 26-27 and at Reading in December, Secretary Henning reported. The training and orientation programs were first held last year "with marked success," Henning said.

The Bloomsburg, Butler and Reading conferences are a follow-up of management programs held recently in Harrisburg for Departmental executives from all sections of the State.

Included on the scheduled programs will be directors of all four Department bureaus, Foods and

Parity Drops 2 Points; Same as Ratio Year Ago

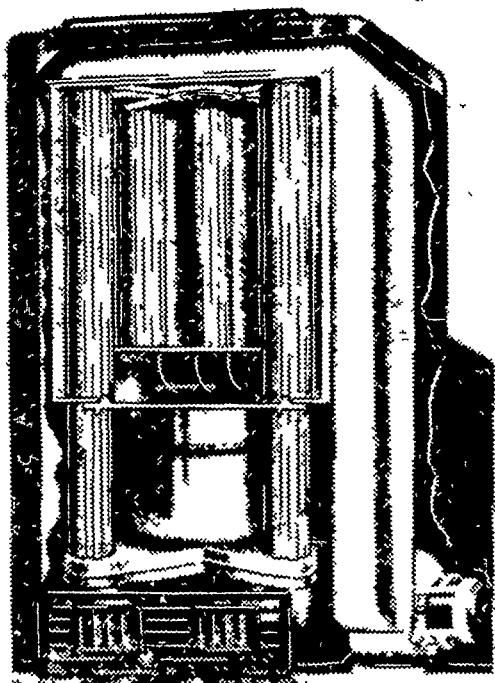
During the month ended in mid-October the index of prices received by farmers dropped five points, according to the Crop Reporting Board. Primarily responsible for the decline were lower prices for most meat animals, oranges, corn and cotton which were only partially offset by higher prices for dairy products and eggs.

During the same period, the index of prices paid by farmers for commodities, services, interest, taxes and farm wage rates stayed the same as in mid-September but three per cent higher than a year earlier.

Thus, with the index of prices received off moderately, and the index of prices paid the same, the parity ratio dropped to 81, two points under mid-September and the same as for Oct. 15, 1956.

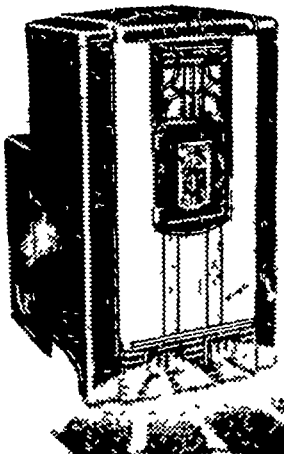
Chemistry, Animal Industry, Plant Industry and Markets Department policies will be outlined by Deputy Secretary L. H. Bull. Henning will be in charge of the two day programs.

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