

**Four-Point**

(From page 7)

to promotion Dept would set aside of the quarter-million for special emergency Major use would be swift counter-measures to promote products have their normal marketing pattern upset by the extremes or other

remaining \$210,000 be split into three parts \$70,000 each The first would be available for groups who apply and for matching-fund assistance. The second and third would be for promotion operating under a matching order or agreement. The third \$70,000 would be available for promotion. Certified pro-

third would be split into three categories based on crop value in the state. This, it is stated, would promote categories for all matching-fund monies to assist in product pro-

ducers applying for these funds would need to meet the requirement of more than 50 per cent of the proposed budget of a crop to be for salaries or

for paid advertising space, or for contributions to regional or national promotional organizations in that commodity field. Complete budgets would be required along with other measures to insure value of the contracts to Pennsylvania.

Point Four provides the Bureau of Markets an additional \$300,000, of which \$270,000 is to be used for its promotional activity work. Inspectors would be put in the field to supervise the grading and labeling of Pennsylvania Certified products, under the marketing orders and agreements.

The \$270,000 would provide funds for the manpower, enforcement and administration of Quality-control.

Henning stated, "We intend to promote, but it would be foolish to attempt to promote just anything that grows. We would end up spreading a poor reputation for Pennsylvania products."

That is why the Department will be putting a major share of its effort toward seeing that we have the top-quality, dependable products on the market—these we will promote. This is the keystone of our four-point program.

"The challenge is clearly

up to agriculture itself. If the agricultural organizations do not share our interest in these programs, do not avail themselves of these marketing tools, do not find within their organizations the leadership and resources to participate, we are not going to press our proposals."

We have, as you and I are painfully aware, a serious financial condition in the treasury of the Commonwealth. We can let these funds stay unexpended and put them to good use elsewhere at the end of the biennium.

We do feel, however, that these programs are needed. We feel they will bring returns far greater than the amounts appropriated."

Rainey commented at the close of the meeting, "We helped draw up these legislative proposals because producers asked us to, and because no one has offered anything else in the way of concrete programs."

"It has been brought out that a commission control of commodity programs would bring producer control to these commodities. No one in the department has the slightest objection to this approach, except it has been almost impossible to get such legislation through the

**Leland Nixon Is Pa. Potato Growers Head**

Leland Nixon, State College, is new head of the Pennsylvania Co-operative Potato Growers Assn. which maintains offices in Harrisburg.

His father, Dr. Ernest Leland Nixon, "Mr. Potato of Pennsylvania," is an uncle of the vice president Dr. Nixon is a founder and for many years has served as adviser for the association.

The younger Nixon is an agronomy graduate of the College of Agriculture at the Pennsylvania State University.

We believe this Four-Point program has a chance of getting through and doing the job."

ty, class of 1950.

He operates a large farm near State College, annually growing more than 100 acres of potatoes. He has been first vice president of the association for the past five years.

Nixon succeeds Ivan Miller Corry, Erie County, president of the potato growers for the past five years. Robert Harwood, Wattsburg, Erie county, was advanced from second to first vice president; Carl Wotring, Schnecksville, Lehigh county, moved up from third to second vice president; Harold Rice, Jersey Shore, Lycoming county, newly elected director, was named third vice president.

Re-elected for one-year terms were Leon Epler, Northumberland, secretary; George W. Tallman, Tower City, Schuylkill County treasurer; Owen L. Barkley, Camp Hill general manager

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Athell Banks, MARS HILL, MAINE

"... prefer working with DITHANE M-22."

DITHANE M-22 helped us grow a good clean crop of potatoes last season. Weather conditions during 1958 were very favorable for blight and it was present in the area, but DITHANE M-22 kept our vines healthy until harvest. We would also prefer to use DITHANE M-22 to other maneb products. It is convenient to handle and ready.

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Ernest R. Ringer, R.D. #1, ALLENTOWN, PA.

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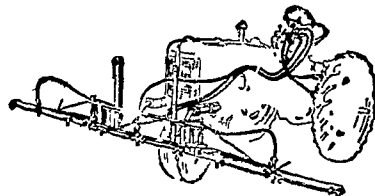
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