

attention
all farmers
who grow
corn:

SEE THE GEIGY FARM SEMINARS ON TV

...a series of four 30-minute informative panel discussions on advanced farming techniques in the Corn Belt.

A different topic will be discussed each week — a different panel will participate for each program. Panel members are selected for their experience and special knowledge or accomplishments within the Seminar topics of minimum tillage, management, soil and weed control. Participating will be county agents, agricultural research and extension personnel, professional farm management and credit specialists, and leading farmers representing different types of farming operations.

Geigy Creators of chemicals for modern agriculture

★ **FIRST GEIGY FARM SEMINAR**

Minimum Tillage

★ **THIRD GEIGY FARM SEMINAR**

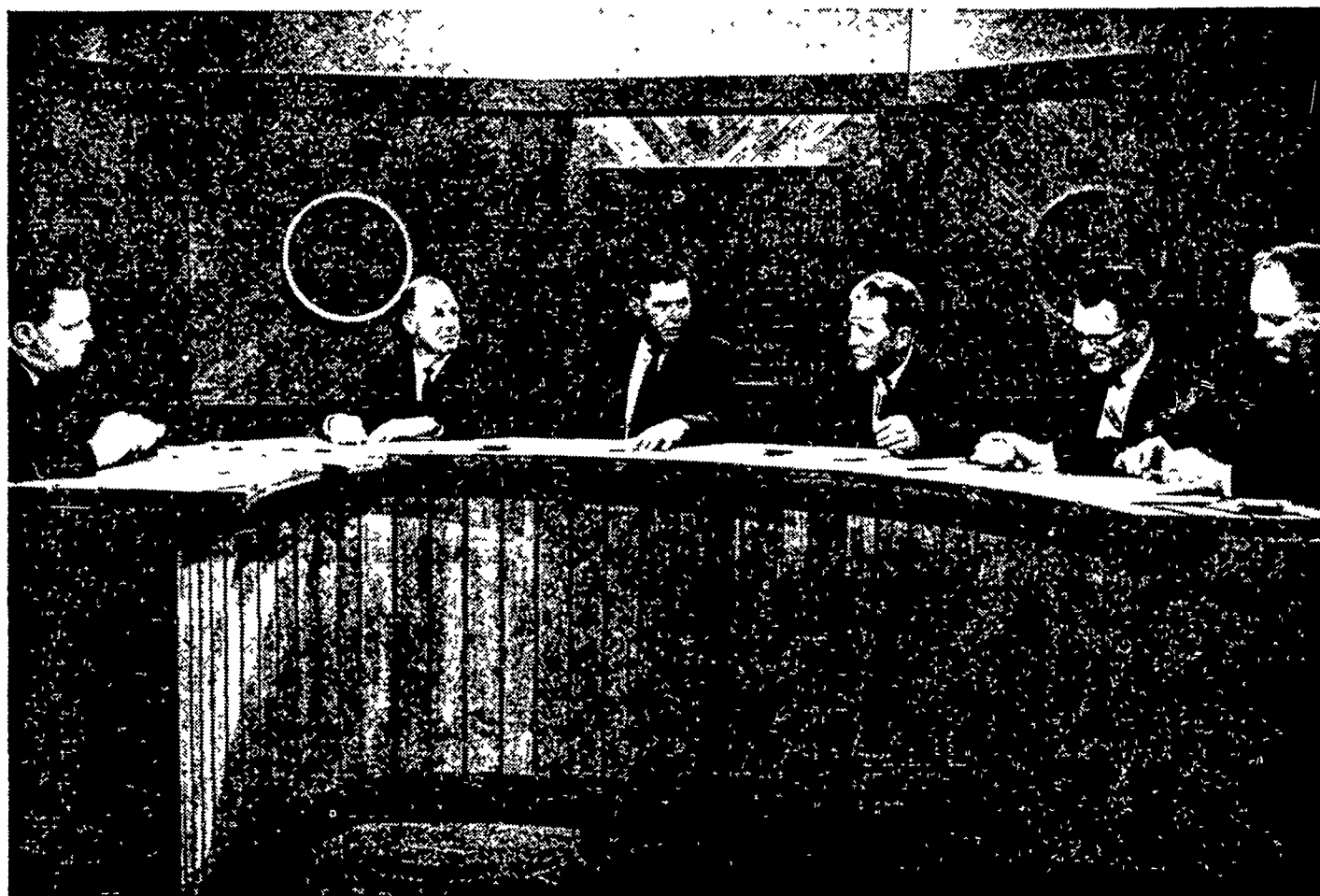
Soil

★ **SECOND GEIGY FARM SEMINAR**

Management

★ **FOURTH GEIGY FARM SEMINAR**

Weed Control



Panel for Geigy Farm Seminar on the subject of Weed Control. Reading from left to right: Moderator, John F. Lewis, Dr. Stanford Fertig, Professor of Agronomy at Cornell University; Farmers—Robert Muihead, Jr., Walter Nelson, Michael Behr; and County Agent Bert Olson.

Seminar to run every week for four weeks...

Same time and channel

The series will start on most stations with a telecast of the first Seminar sometime during the first week in February. The second Seminar will be presented the following week at the same time and on the same channel; and the third and fourth Seminars in similar sequence. Every farmer will want to see and hear this challenging and provocative series of educational programs dedicated to more efficient farming techniques.

TUNE IN Seminar 1 MINIMUM TILLAGE

CITY	STATION	CHANNEL	Time, Day and Date
Harrisburg, Pa.	WTPA-TV	27	1:30-2:00 PM Sat., Feb. 9
Lancaster, Pa.	WGAL-TV	8	7:00-7:30 AM Sat., Feb. 9