

# HATCHING EGG PRODUCERS!

Here are some results from four leghorn breeder flock owners on our EARLY BIRD program which came to our attention.

The data are complete thru February 1963:

Number of Flocks	4
Total Number of Birds	10,507
Average number of months in lay	6
Flock Depletion to date	2.4%
Average Number Cockerels per 100 pullets	8
Feed per dozen eggs to date	4.07 lbs.
% Production to date on hen housed basis	74.9%
Projected eggs per hen housed for 12 month period	246.5
Average % of hatchability to date	92.1



## Good Management and the EARLY BIRD Breeder Program are the keys

to BEST results at LOWEST cost for hatching egg producers of both light and heavy breeds.

May we serve you?

Contact your nearest Miller & Bushong Service Representative or call us direct, Lancaster 392-2145.



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## Milk Production Above Last Year

### ● Farmers Must (Continued from Page 1)

Milk cows on Pennsylvania farms produced an estimated 666 million pounds of milk in March, 5 percent more than was produced a year earlier according to the Pennsylvania Crop Reporting Service.

March production showed a slightly greater than normal seasonal increase from February, due principally to the favorable weather the last half of March.

The increase in total milk production was due entirely to higher production per cow as average number of milk cows on farms during March was 865,000, same as a month earlier and 12,000 below March 1962. Production per cow during March averaged 770 lbs. This was the highest of record for the month and 7 percent greater than in March a year ago. On a daily basis production per cow averaged 24.8 lbs.

Pennsylvania farmers continued to feed grain and concentrates at record amounts per cow. The average feeding rate reported was 11.0 pounds per cow per day. This compared with 10.8 pounds in February and 10.4 pounds in March a year ago. This was not only a record high for the month but for any month.

The value of ration fed to milk cows remained unchanged from February and at \$3.45 per cwt, was 3 percent above March 1962. At the same time wholesale milk prices received by dairymen continue to decline with the average price for March estimated at \$4.50 20 cents below last year and 35 cents below average. With the decline in milk prices and ration values holding steady the milk-feed price ratio dropped to 1.30 — the lowest March ratio since 1955.

United States milk production in March was 10,907 million pounds. Production was about 1 percent less than a year earlier but 15 percent more than the 1957-61 average for the month.

March was the fourth consecutive month with milk production below a year earlier.

sales potential of other commodities in order to do it.

He cited the National Sheep and Lamb association which has a campaign to increase the consumption of lamb. Every time they convince a consumer to eat a meal of lamb, the beef producers lose a sale, and vice-versa. The producers of corn and soybean oil, in promoting the sale of their product sometimes take away potential sales of milk products.

Owen said one of the most pressing needs today is to educate the consumer to realize that food is not expensive in relation to the other things she buys.

Housewives are conditioned to think of all the items in her shopping cart at the supermarket as food when in reality a large portion of the items are cleaning supplies, paper products, cosmetics, notions, pharmaceuticals, clothing, hardware, and even minor electrical appliances.

Owen told of an incident when a women shopper said, "We could live pretty good if we didn't have to eat." After looking at the array of non food items in her shopping cart, he explained that he sold broilers for 28 cents a pound and eggs for 50 cents a dozen in 1939 "What else can you buy today for less than you paid in 1939?" he asked. "When all the other commodities you buy come under the prewar price, I will agree that food prices are too high," he said.

Farmers can tell their story to the consumer in three ways. Publicity is relatively easy to get and costs very little, but you can not control it. Advertising is an excellent method, and you can control the content of advertising, but you have to be prepared to pay for it.

It is the responsibility of every farmer to tell his own story to the consumer at every opportunity, Owen said. Farmers as a group tend not to be very public-relations conscious. As a result, a great mass of misinformation about farming has collected in the minds of the city consumer. We must all help re-educate the users of farm products and dispell some of the mistaken ideas in the minds of city dwellers.

As an example of how free publicity can sometimes do more harm than good, Owen cited the case of the weed-spray-on-cranberries scare of a few years ago, the reported link between egg and milk fats and heart disease, and the more recent reports of radioactivity in milk. It has since been proven that all three of these incidents were grossly exaggerated, but the damage was already done. The incidents certainly brought the products into the public eye, but not in a manner the farmer would have liked.

Wayne Freeman, state YFA vice president from Region four brought greetings from the state association.

He warned the young farmers to be on guard against cutbacks in agriculture education personnel. He said the Cumberland-Perry Area Supervisor, George Smith, who died recently has not been replaced, and perhaps will not be replaced. He said the Green Park Young Farmers Association (Perry County), of which he is a member may have to turn to politics in order to have the supervisory post filled. (The YFA is organized as an educational organization and does not normally engage in political activity.)

Vincent Becker, Lititz R1, president of the Manheim YFA was toastmaster.



They say,

"Talk is cheap!"

Our Hens

Haven't said a word in years!

But Lay?

OH! MY GOODNESS!!

"HONEGGER  
LAYERS"

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