

**New Records Set By Dairy Herds**  
 HARRISBURG — Two records were set on Pennsylvania dairy farms in September. Milk production per cow was an all-time September high, 660 pounds, while cow numbers were the lowest in 26 years, according to the Pennsylvania Crop Reporting Service. Production per cow, following an almost constant trend during the last quarter of a century, was 18 pounds higher than last September, 74 pounds above the 1957-61 average, and 254 pounds higher than September, 1938. In the nation, September milk production per cow averaged 581 pounds, up 2 per cent from a year earlier. Total milk production in September of 560,000,000 pounds was up 3,000,000 pounds over last September.

**National Meat Board Official To Demonstrate At Stockyards**

Livestock growers and feeders and other people engaged in the various phases of livestock and meat industry in this area will get first-hand reports on October 25 regarding activities being conducted for them to expand and strengthen the market for livestock and meat products.

vities being carried on through the Board's program of meat research, education, information and promotion.

Mr. Elling will discuss the methods and techniques utilized by the Board in building a favorable image for meat through radio and television,

"An in-person demonstration and presentation has been scheduled by the Lancaster Livestock Market in cooperation with the National Live Stock and Meat Board during Farmer's Field Day at the Lancaster Stock Yards, next Friday morning.

Meat Board participants are Monte Flett, director, Department of Merchandising; and R. B. Elling, director of Industry Relations both of Chicago.

Robert Heilbron, president of the Lancaster Live Stock Exchange, said the purpose of the meeting is to acquaint key people in the livestock and meat industry and related fields with the extensive nationwide acti-

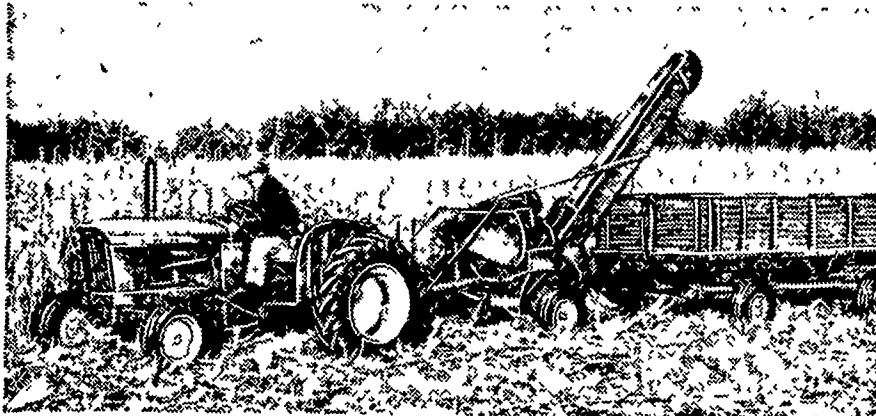


R. B. ELLING

newspapers and magazines, educational exhibits, personalized educational programs and other activities.

Mr. Flett will actually conduct one of the Board's famous meat cutting demonstrations by deftly converting a side of beef into wholesale and retail cuts. In the process he will discuss the Board's cooperative efforts with meat retailers and restaurant groups in developing effective meat merchandising techniques. He will show how modern meat cutting and merchandising methods result in greater utilization of the various meat cuts.

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**Apple Crop Is 10% Smaller**

HARRISBURG — The Keystone State's 1963 apple crop, estimated at 8,500,000 bushels, is 10 per cent smaller than last year, and 2 per cent below the 1957-61 average according to the Pennsylvania Crop Reporting Service.

A late spring frost and dry weather during the growing season was responsible for the reduced crop, the PCRS said. Growers report apples have excellent color.

The peach crop of 2,000,000 bushels was the smallest since 1947, according to the PCRS. Fruit generally has good flavor.

Prospects for the 1963 grape crop have improved, and production of 28,000 tons is forecast. It would be 19 per cent less than last year and 7 per cent below the 1957-61 average.

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