

SAMPLE COPIES FREE

Copies of LANCASTER FARMING are not always easy to find — they are not sold on newsstands — and perhaps some of your friends may not be acquainted with our weekly service.

We'll be glad to send, without charge, several copies of LANCASTER FARMING to your friends or business associates. Just write their names and addresses below — (You'll be doing both them and us a favor!)

To _____

Street Address & R. D. _____

City _____ State _____

To _____

Street Address & R. D. _____

City _____ State _____

(You are not limited to two names. Use separate sheet for additional names.)

Your Name _____

Address _____

CHECK here if you prefer to send a Year's (52 issues) GIFT subscription for \$2 each to your friends listed above. If so \$_____ enclosed, or

Bill me later.

(Each will receive a colorful gift announcement card.) Please mail this form to:

LANCASTER FARMING

CIRCULATION DEPT.

P. O. BOX 266
LITITZ, PENNA.

By L. H. BULL

Secretary of Agriculture

Farm marketing is changing and expanding. The full potential in the sale and distribution of farm products and processed foods has scarcely any limit. The nation's population continues to expand, and the many millions of people in the Northeast will be making greater and greater demands upon Pennsylvania's food sources and resources.

Efficiency Stressed

Thanks to modern technology and the willingness of our producers to apply it, we will continue in strong position to help feed the growing masses. Some of our main problems arise in the fields of food processing and distribution. Particularly, we need more efficient methods and also many more skilled people for marketing these foodstuffs properly.

During the first half of this century the major emphasis in agriculture was on production. With the advent of new farm science, increased mechanization and even automation the farm pendulum swung from scarcity to abundance. Emphasis now is on the marketing of farm products.

Modern food distribution and marketing systems require many kinds of skilled personnel in the whole field of agribusiness—the farm and farm-related businesses that handle food products enroute from the producer to the consumers' table.

Food Top Items

Food is the nation's biggest business. In fact forty-three per cent of all employed persons in both state and nation figure in these agribusiness operations, either part or full time. This large work force constantly needs new recruits as replacements and for expansion.

In recent years young people have been urged to study electronics, engineering and other sciences appropriate to the space age. All of these are important, no one will deny. At the same time we haven't found a substitute for food, and in importance it still stands at the top of the list.

Agribusiness offers challenges and opportunities comparable to those in any other field of endeavor. Farmers and processors are keeping pace with the times. Output per farm worker is steadily increasing. Processors are converting produce from the farm into a wide variety of food items, including new products that appear almost daily.

Procedures Changing

Marketing patterns are changing. For years farm crops traveled by a traditional route through terminal markets, processors, wholesalers, retailers to consumers. This no longer applies. Producers and processors now frequently sell direct at retail and to large outlets, such as institutions and hotels.

The quest is on constantly for still other new marketing approaches that will gain and retain desirable outlets. Many different systems have been tried in the handling of farm products, especially for the disposal of those temporarily in excess supply. National programs have met with varying success or failure. Price supports have been tried, also controlled production.

In Pennsylvania we're starting a new approach by organizing marketing advisory councils. These units, serving in advisory capacity to the State Department of Agriculture, will be made up of outstanding producers and processors. The first of these, the Apple Marketing Advisory Council, already is at work. Others are being formed. We are confident that they will show the way to new potentials in our whole farm marketing program.

WHAT WILL THEY THINK OF NEXT?

It was reported from Moscow that Premier Khrushchev recently told collective farm leaders that the USSR may set up a corps of western-style county agents to travel the countryside advising farmers. Khrushchev also said his government would start organizing large scale chicken farms on the US model.

Here's the "NEW LOOK" that identifies high yielding fields of PIONEER CORN.



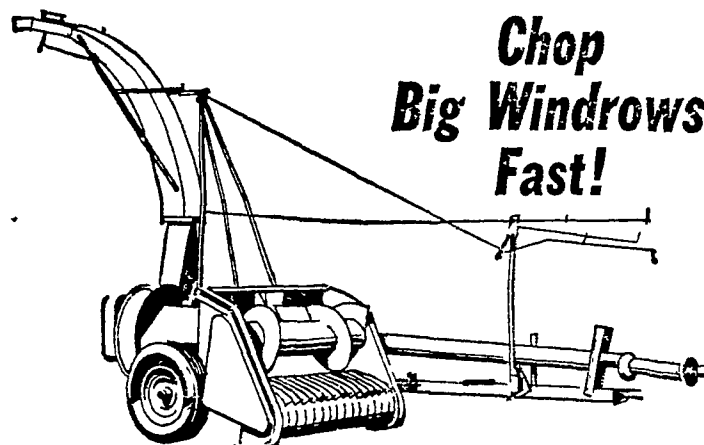
Yes, a fresh, "New Look" now identifies high yielding fields of PIONEER CORN on well traveled highways from coast-to-coast. This year, for the first time, each of the five Pioneer Companies will use permanent highway signs with this "New Look" so that motorists might more easily identify fields of Pioneer Corn regardless of where they're traveling.

The new Pioneer Trademark (shown above the company name on permanent highway signs) is appropriate for all Pioneer seed lines. The lower part (looking like an inverted figure eight) can be read as 'infinity'—symbolizing infinite or endless research that goes into better Pioneer varieties. Or it can be two seeds—or the division of a cell, basis of all plant growth. Springing from this part of the trademark is an abstract plant—it can be corn, sorghum, or even alfalfa.

We hope you notice and become better acquainted with Pioneer's "New Look"—the look that identifies quality products that are merchandised by one of America's leading seed producers.

PIONEER CORN COMPANY, INC.

221 NORTH MAIN STREET • TIPTON, INDIANA 46072



FORD FORAGE HARVESTER

- Sweeps Clean—floating pickup gets all the hay. Five-foot auger feeds uniformly.
- Heavy-duty cylinder, 4 spiral knives, short crop travel. Low power demands!
- Easy to Maintain and operate. Sealed-for-life bearings reduce greasing... simple adjustments... tractor-seat controls... easy-to-position delivery duct.
- More for Your Money. Built-in knife sharpener... 5-position tongue... 3-position main axle... choice of pto or engine drive.

ALSO: WITH DIRECT CUT AND ROW CROP HEADS. CHANGE IN MINUTES!

Chop Your Crop On Our Easy Terms

FORD

Sauder Bros.
New Holland
Phone 354-8721

Allen H. Matz
Denver
267-5602

Elizabethtown
Farmers Supply, Inc.

Elizabethtown
Phone 367-1341

Grimm's Ford
Tractor & Farm
Service

Park Ave., Quarryville
Ph. 786-2597