

## Farm Magazines, Preferred Source Of Information, Study Shows

Pennsylvania farmers devote most of their reading time to newspapers and farm magazines, a survey of dairy farmers in Indiana, Susquehanna, and Wyoming counties indicates.

The survey shows that over 90 percent of the farmers interviewed in Susquehanna and Wyoming counties receive a weekly newspaper, according to Emory J. Brown, professor of rural sociology and agricultural extension, who supervised the survey.

The average number of farm magazines received per family averaged five in all three counties, Brown says. Relatively few farmers subscribe to the higher priced magazines or receive publications dealing with specialized fields. But he finds the number of farmers reading such magazines is increasing.

As for magazine reading habits, most farmers responded, "I scan the magazine and if an article hits my eye, I'll read it." Brown says the average magazine reading time for these dairy farmers is about

### POULTRY SCIENCE

There are many areas of service in the field of poultry science, says Dr. Floyd W. Hicks, extension poultry specialist at The Pennsylvania State University. To mention a few, there are careers as technicians, veterinarians, inspectors, regulators, quality controllers, and statisticians, in addition to requirements for general service work and sales.

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## Royer Cow, Book Herd Top June DHIA Records

Blossomelle Zsa Zsa, a registered Holstein cow owned by Mr. and Mrs. Herbert Royer, 2025 Oregon Pike, completed the highest 305-day lactation in the Red Rose DHIA during the month of June, it was announced this week. She had 25,694 pounds of milk and 1029 pounds of butterfat.

Second high cow during the month was Dinah, a registered Holstein owned by J. Mowery Frey, Jr., 401 Beaver Valley Pike. Her 287-day record showed 20,194 milk and 862 fat.

The Robert F. & Joan B. Book herd, Bareville, finished the month with the highest butterfat average at 66 pound. This herd of 312 registered and grade Holsteins also averaged 1622 of milk.

Runnerup for the month was the 402 head herd of regis-

tered Holsteins owned by Don Eby's herd averaged 1384 milk and S. Eby, Gordonville R1. and 61 butterfat.

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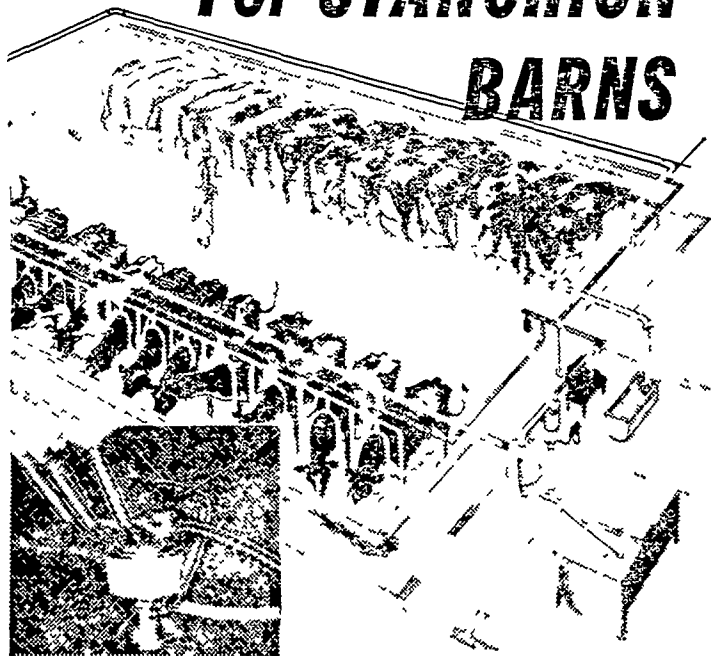
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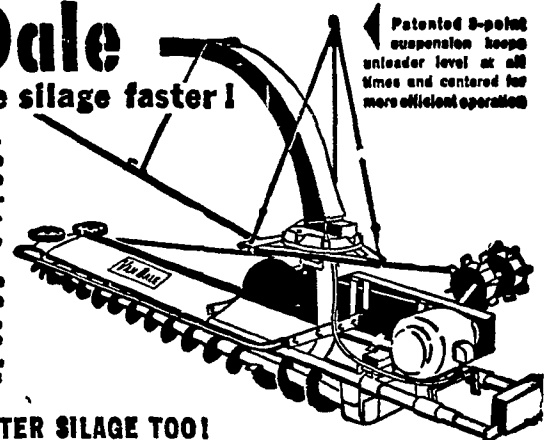
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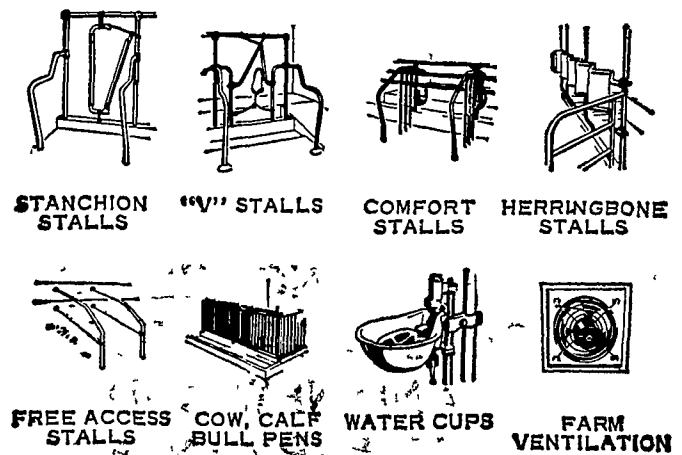
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