

Breeders Told

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time the increase in consumer buying power," he said.

"And if we are going to get better prices we will get them in marketing. Government can not do it for us," the farm leader said. "To make co-operative marketing work you need an iron clad contract; quality standards and professional management.

Other things Fallon said were needed in marketing were money for research and advertising, and development of new farm consumer products. These we are going to have to develop ourselves. "We can't

outlaw substitute products," he said. "We need our own product development if we are to get the market."

World Food

On the world food situation Fallon said that by the year 2000 the world population will be between six and seven-and-a-half billion people. "We do face a challenge to feed the world," he said. "If we hadn't given food to India many would have already starved."

The farm leader listed three ways farm organizations have a responsibility to help other people of the world: 1) help them grow their own food;

2) help them with birth control (on this controversial subject Fallon said, "To me this is an absolute must especially in some of the other countries."); 3) supply food in emergency ("I hope we can get paid for it," he said.).

In concluding his forceful address entitled, "The Business View Of Agriculture," Fallon said, "If improvement in farm living standards is going to come, it is going to come from the farmers themselves. You men will have to do it," he said.

Advice is a poor substitute for a good example.

Lefever Bros.

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and Joan B. Book, 11 South Hershey Avenue, Bareville, placed second. The King herd of 14 Registered & Grade Holstein cows averaged 1,698 lbs. of milk, 61 lbs. of butterfat with a 3.6% test. The Book herd with 31.3 Registered & Grade Holstein cows averaged 1,498 lbs. of milk, 61 lbs. of butterfat with a 4.1% test.

The man who says what he thinks is courageous and friendly.

Sweet Corn And Tomato Harvest At Field Day

Vegetables of interest to commercial growers and home gardeners will be featured September 12 during a Vegetable Crops Field Day at the Horticultural Research Farm of The Pennsylvania State University on State Route 45 about five miles west of Pine Grove Mills.

Featured will be a machine to harvest sweet corn for the fresh vegetable market. The machine will harvest two rows of sweet corn at a time and will be demonstrated on four or five sweet corn varieties. Lines of sweet corn with higher than average sugar content and superior nutritional quality will also be shown.

The Field Day will be underway from 10 a.m. until 3:30 p.m., announces Professor C. J. Noll, program chairman. Eleven kinds of vegetables will be featured including bush beans, broccoli, cabbage, cauliflower, cucumbers, egg plants, melons, peppers, squash, sweet corn, and tomatoes. College of Agriculture personnel will be on hand to discuss the results of their work.

Experiments related to machine harvesting of tomatoes will be featured. Georgia-produced tomato plants, treated with Alar to provide even ripening and clipped to produce once-over harvest, will be included. Other features will show the use of anhydrous ammonia in growing vegetables, the effect of virus on mineral nutrition of peppers, and lines of tomatoes grown for machine harvesting.

Weed control with herbicides will be demonstrated. A complete listing of all research trials will be available at the Field Day. Luncheon will be available.

Hollis Hatfield Goes To AFBF

Hollis A. Hatfield, administrative secretary of the Pennsylvania Farmers' Association since 1960, has announced his resignation, according to President G. A. Biggs. Mr. Hatfield has taken a position with the American Farm Bureau Federation in Chicago as a member of the research staff.

"Mr. Hatfield has been an effective and capable leader for PFA," President Biggs said. "All farmers in Pennsylvania will miss him, but at the same time wish him well in his new position with AFBF." The PFA is affiliated with the American Farm Bureau Federation, which has offices in Washington, D.C. and Chicago.

The Pennsylvania Farmers' Association has seen tremendous growth under the leadership of Mr. Hatfield. membership has gone from 7,000 to nearly 13,000, the number of cooperators in the Farm Management Business Analysis Service has increased from 85 to almost 1,000; and many new services have been initiated.

Hatfield came to PFA in January, 1958, as director of research and legislation. Later he was promoted to the position of administrative secretary, and continued to work with the legislative program on the state level. His ability in the public affairs field has contributed greatly to the success of the PFA legislative program.

People who class themselves as big wheels are generally cracked cogs to everyone else.

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