



Officers of the Southern 4-H Soil & Water Conservation Club. Left to Right — Gary Dean, News Reporter; Robert Hess, Game Leader; Paul Scheuing, Vice President; Lloyd Weld, President; Darlene

Hoover, Secretary-Treasurer and LeRoy Welk, Game Leader. These officers were elected at their organizational meeting held on January 22nd at Vincent Hoover's home in New Providence.

● County 4-H

(Continued from Page 1)

R3, (trophy) Grubb Supply Co, Elizabethtown.

County Champion showman at Harrisburg — Lynn Heistand, Manheim R4, (trophy) Grubb Supply Co., Elizabethtown

LAMB CLUB

Champion pen — Ted Hess, Leola R1, (trophy) Heistand Feed Mill, Salunga

Reserve champion pen — Becky Bushong, Columbia R2, (trophy) Wenger's Mill, Rheems

Single lamb champion — Tom Hess, Leola R1, (trophy) Miller

& Bushong, Rohrerstown

Project score — Averil Royer, Oregon Pike, 960 pts; Linda Ober, Petersburg Rd, 950 pts. both received a trophy from Miller & Bushong, Rohrerstown

Best fitter & showman — Ronald Meck, Reinholds R1, (trophy) J. E. Galen Hardware Co, Lincoln

Modern Goals Set For National Meat Board

"Modern is what we are and modern is what we will be," declared Acting Secretary-General Manager David H. Stroud at the National Live Stock and Meat Board's Semi-Annual meeting in Chicago, Jan. 15.

In presenting his management report before the Board's Directorate and Promotion Divisions, Stroud said "We are going to change people's minds and buying habits. With the application of modern marketing and promotion techniques to the problems our products face in the consumer marketplace, we can and will determine our success or our failure."

"We intend to succeed," he stated. He said the Board's program reflects the thinking of the people in "this giant industry with divergent interests, who, through the Board of Directors and the representative Councils and Committees, are able to join together in solving common problems."

Noting a growing income picture for the Board's program, Stroud stressed that "there's no reason to permit a single

● County FFA

(Continued from Page 1)

Smucker, Meritt Snader Lampeter-Strasburg, Clair Esbenshade.

Manheim, Russell Adamue Jr., Barry Gerber, Richard F. Gruber, Nelson Haldeman Hofer, Lester Heistand, Gerald Nissley

Penn Manor, Clair Erb, Adam K. Fisher Jr., Larry P. Harnish, Claude D. Miller Jr., Nelson Eugene Newcomer

Pequea Valley, Wayne Yost Solanco, Lee S. Kinsey, Lewis Kleider, Kenneth Mellinger, James L. Ulrich.

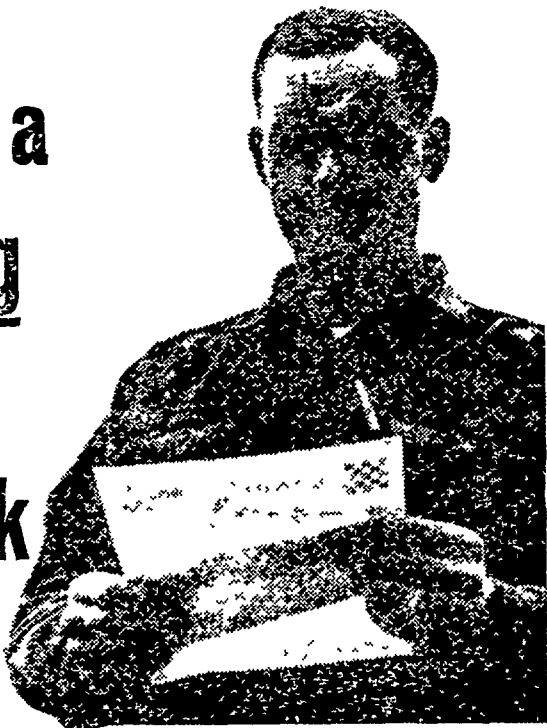
Warwick, Jesse Lee Balmer, Dean R. Bollinger, Leon Brian Buch, Stephen G. Darlington III, Henry H. Hershey.

growth opportunity to slip by so long as the industry is increasing its investment for that purpose.

He said an intensive program of "soul-searching" is underway at the Board's headquarters.

"We're looking at every leaflet, every piece of film, every idea, every bit of routine work," Stroud stated. "to better understand the methods we've used to reach our goals; and also to better understand those other tools of modern marketing we HAVEN'T yet employed in attempts to come in first in the competitive consumer marketplace."

**Want a
Big
Milk
Check
?**



Let Purina help you get it!!!

Milk prices influence the size of your milk check. So does the amount of milk you sell. The Purina Dairy Program promises to help dairymen get lots of milk to sell.

Now, with milk prices on the rise, it's just good common sense to feed your cows the Purina Dairy Chow that best fits your herd and your roughage. More milk from the same cows can make your milk check grow bigger and bigger. Keeps down the overhead expense of adding more cows.

Feed Purina Dairy Chows... Complete or concentrates. They are backed by Purina Research and proven by leading dairymen in this area. Ask us for details of the Purina Dairy Program. It's designed to help produce big milk checks.

West Willow Farmers Assn., Inc.
Ph: 464-3431
West Willow

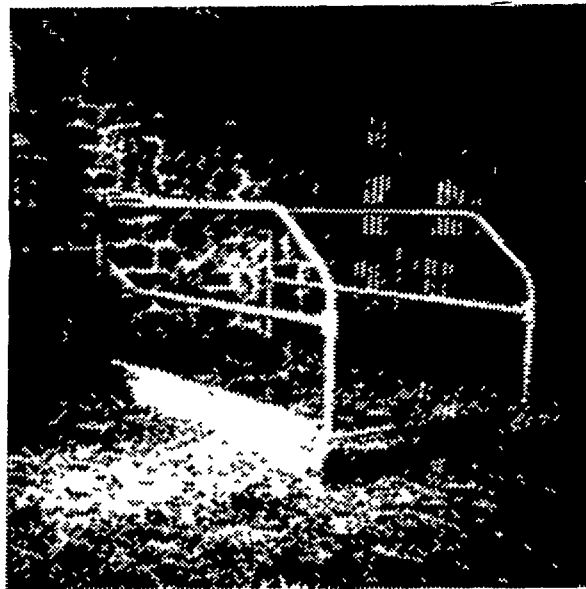
John B. Kurtz
Ph: 354-9251
R. D. 3, Ephrata

Ira B. Landis
Ph: 569-0531
779 Valley Road, Lancaster

Wenger's Feed Mill, Inc.
Ph: 367-1195
Rheems

John J. Hess, II, Inc.
Ph: 442-4632
Paradise

James High & Sons
Ph: 354-0301
Gordonville



Free Stalls or Tie Stalls
For extra cow comfort use Cow Mats

Contact Us For Quality and Prices

SHOW-EASE STALL CO.

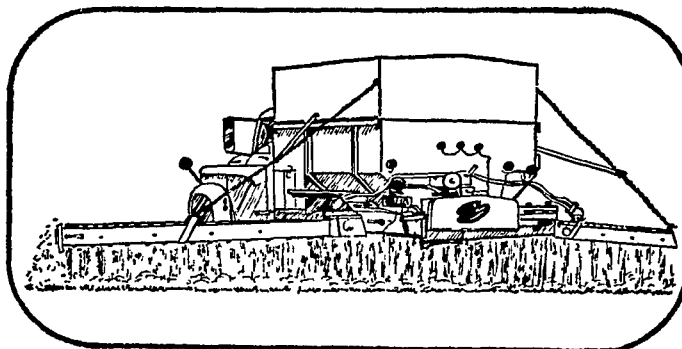
523 Willow Rd., Lancaster

Ph: 392-3668

"Yours for Better Dairying"

John E. Kreider

**APPLY LIME
ON FROZEN
GROUND**



Don't hesitate to apply lime, even if the ground is frozen. The freezing and thawing action of winter helps disseminate the lime, assuring you a properly balanced soil, ready for spring plowing. And remember, liming pays in extra bushels and tons of crops and forage.

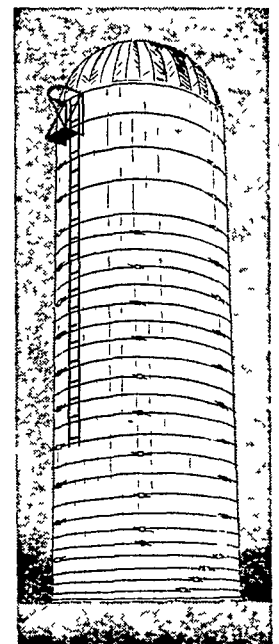
MARTIN'S LIMESTONE

Blue Ball, Pa. 354-2112

Gap, Pa. 442-4148

**SILO FOR THIS
CORN CROP?**

**Check us for Price
& Erection Date.**



**BRANDON
SILOS**

To afford the unequalled Brandon 10-year guarantee for today's larger diameter silos, the Brandon Silo Corporation has engineered a new larger and heavier "Sine-Wave" corrugated stave. The new Brandon corrugated stave is the most perfect and durable silo stave that is possible to make.

Lasting beauty incurred in the new "Sine-Wave" corrugated stave by the incorporating of a special blend cement. It is unnecessary to "White-Coat" the silo for appearance. Your new Brandon silo will be distinguished and permanent.

**SEE
L. H. BRUBAKER
TODAY**

For Prices on this
Outstanding SILO

350 Strasburg Pike
LANCASTER

R. D. 3, LITITZ

PHONE
397-5179 687-6002 626-7766