

State-Wide
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the higher producing birds in the flock rather than the average production

Kenneth Goodwin, Head Poultry Science Department, had the subject, **Goals of the Future — Pullet Costs**. He said the chick is the most important factor in any poultry operation and represents 25 percent of the cost of the pullet "You can't afford to have anything less than the best chick you can get," he said Looking to the future, Goodwin said the possibilities are good that progress in breeding to develop disease resistance will continue and reduction in hen size will be developed so less feed is needed to maintain the birds

Floyd Hicks, Extension Poultry Specialist spoke on the subject **Labor and Other Critical Cost Factors**. He said, "Poultrymen must be more aware of the color of the ink to the fraction of the cent By far the most common reason for failure in the poultry industry is the failure to keep adequate records Records must include both cash cost and non-cash costs Such things as equipment, depreciation, electricity, taxes, telephone, and insurance must be figured as well as feed and labor cost.

Hicks said a fair wage must be figured in the cost of the operator The manager is most important and must be research conscious He must know what is happening on a daily basis and what others are doing "The timeliness of a decision is many times more important than the decision," he said.

The final speaker in the morning program was Kermit Birth, Extension Poultry Marketing Specialist, with the subject, **Marketing Cost, Plain or Fancy**.

Both listed seven items to consider in marketing 1, Product—what you have to sell, 2, Quantity—does it supply the needs, 3, Form—the package, 4, Place—Where you reach the consumer, 5, Light—the image in the minds of the consumer, 6, Time—when the consumer wants the product, and 7, Price—if the price is too low there is no room for profit.

"The net is the most important thing," he said "And that may not be closely related to cost Larger sales do not always mean increased profits Income

New Breed Of Sheep

A news release came to my desk the other day relating to a new breed of sheep that has been introduced into this country from Ireland, they are named Finnish Landrace and are now in quarantine according to health regulations This new breed of sheep will be distributed to several of the federal research stations for crossbreeding work In their native country these ewes generally produce from 2 to 4 lambs per pregnancy it is hopeful they will increase the lambing rate of domestic sheep which is 1 to 2 lambs each time My first reaction is that if this greater multiple birth factor is dominant in crossbreeding some of our shepherds are going to have to develop lamb feeding nurseries because Mother Nature continues to put only two "dinner plates" per ewe

Everybody reads and writes history according to their own prejudices

Farmers Attend Ortho Dinner

A dinner meeting for 80 farmers was held Monday evening by Ortho Chemical Company at the Meadow Hills Dining Hall The featured speaker was Dr. George Hawk, Ortho's Assistant National Agronomist from San Francisco, who spoke on Fertilizer Technology Hawk emphasized the need to use fertilizer at the right time, in the right amounts and applied at the right place

The company agronomist also announced that Willis Rohrer, Smoketown, is one of only 9 dealers in the United States selected to attend the Ortho Golden Dealer Advisory Program to be held Monday and Tuesday of next week in San Francisco Rohrer and George Geissler, the East Central Area Branch Manager are scheduled to leave Sunday to fly non-stop to the West Coast.

depends on the size of the eggs, the quality of the eggs, the price level and the number of surplus eggs"

"We hear a lot about market power," he said. But we hear very little about market power for consumer preference What good is marketing if the consumer does not want your eggs She may be willing to pay more if you have what she wants," Birth said.

Dwight Schwartz, Extension Poultry Veterinarian served as chairman for the all-day meeting

Report Shows
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step up the pace of coverage and reporting The Campaign Steering Committee has expressed the hope that the drive would be closed by March 7.

In the Farm Gifts Division headed by Foinney F Longenecker Rte 3 Lititz, and John Heir, 1564 Millport Road, Lancaster, the reports show the Northeast Area leading in contributions with \$4,801.00 reported The area is under the leadership of Noah W. Wenger and Harry H Gring, with Jack Lee serving as a campaign assistant The high single "District" centers around the Lititz area, with Paul Kline as chairman. The district has reported \$1,885.

Other reports of the Farm Gifts unit shown: Northwest Area, Daniel H Rohrer, Jr., chairman \$4,160.00, with the Manheim District, headed by Mervin Peifer, the high unit on reports of \$1,734, the Southwest area, headed by Amos H. Funk and John W. Sangrey, have reported \$4,764.00, representing an area in which the Millersville-Washington Boro district is high unit reporting \$1,860; and the Southern Area, with Glenn D Myer, chairman, reported \$430.00 to date.

Contributions and pledges of support received in the Farm Gifts canvass represent the largest portion of reports, up to Friday, since the major and special gifts division started soliciting at a later date The latter two divisions are seeking contributions of businesses, industries and selected individuals

duals in the Lancaster City and suburban sections.

Funds being raised, under a two-year program of pledges and cash gifts, will be applied to reducing the indebtedness incurred in building the widely-used new Center. The multi-

purpose facility was erected at a cost of slightly over \$500,000.00, of which amount about \$350,000 has been paid.

There are nearly 9,000 local FFA chapters in the United States

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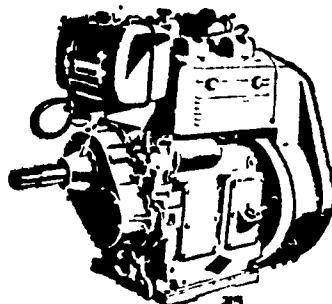
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