

Wild Cherry Trees

The presence of wild cherry trees in a pasture does not mean that it is dangerous to graze livestock in that area; however, it does mean that owners should be informed that wilting, wilted, or dead wild cherry leaves are poisonous to livestock. The green leaves are not toxic. Following a storm or if any of the wild cherry trees are cut, the branches and all of the leaves should be removed

Rats Cause Extensive Damage In Pa.

Rats cause \$10 million in damages annually in Pennsylvania. Nationwide, the rodent is the cause of billions in damages.

A rat eats an estimated \$2 worth of food a year. He contaminates ten times as much as he eats.

The rat is an arsonist. He starts fires in houses and barns by gnawing the insulation on electric wiring. He aids spontaneous combustion by gathering oily rags and other flammable materials for his nest. His incisor teeth, which grow

immediately, livestock will be attracted to these wilted leaves and will eat them in place of other good forage; don't take the chance of them not eating the leaves because there is plenty of grass, this may mean the loss of several or all animals. Also, livestock producers who are trimming some of their evergreen trees such as yews, junipers, and arborvitae should not throw the limbs in pasture or exercise areas, the cattle will eat these needles and they can be toxic.

about five inches a year, must be kept sharp as well as worn down. He accomplishes this by gnawing through wood, concrete, brick and even metal — anything which bars him from food.

He practiced germ warfare long before the U.S. or Russia ever heard of it. He carries infected lice, fleas, mites and ticks. He causes the spread of more than 35 diseases including tularaemia, leptospirosis and bubonic plague.

He pollutes water and food. He spreads infectious jaundice, salmonella food poisoning and tapeworm infections. He's been known to bite babies having traces of food on them.

In the animal kingdom he has few equals when it comes to lust for killing. In a poultry house, he will slaughter chickens wholesale, attack broilers — even adult hens. He will bite young livestock.

Sounds attractive, doesn't he? A female rat breeds when three months old. She comes into heat a day after bearing young and about every five days thereafter if not fertilized. Her litter ranges from six to ten.

It is estimated that a pair of rats — providing all their offspring stay alive and breed regularly — can have 350 million progeny in three years. How's that for a population explosion?

An expert on rats estimates you have 100 to 500 rats on your farm if you see rats now and then at night. If you see them every night and now and then in daytime, you have 500 to 1,000 rats. When you see many at night and several every day, your rat population is between 1,000 and 5,000.

You can kill thousands of rats and still have thousands left. You can't claim victory unless you see no sign of rats day or night for weeks.

Even then your victory over man's ancient enemy may be only temporary. A male rat may wander in and a female may follow.

Egg Merchandising

Goren on bridge, and Post on etiquette are recognized authorities. The egg business desperately needs a recognized book on retail merchandising, commented Neil Castner, Lynden Farms, Seattle, Wash., recently.

Recently Lynden Farms has an established an outstanding record in egg merchandising over a period of years.

Lynden's Modern Egg Marketing Program defines their market, considers population and projected population changes per capita egg consumption and targets their desired share of the market.

The consumer and the retailer both expect top quality. And nearby eggs are preferred, observed Castner. Given this quality, an adequate product flow and a sound continuing promotional program coupled with a selling job well done and you can work your plan.

Lynden selling arrangements to major users are made on a long-term basis. No longer are major sales made on a daily price quotation. Lynden Farms specializes in assisting the retailer — and having a positive effect on his dollar egg sales in relation to total dollar grocery sales.

One primary useful tool is cooperative advertising allowances. In this fashion the egg merchandiser is buying space in the grocer's ad. This gets the brand of eggs recognized and is a good motivator for securing promotions.

The hardest decision to make is to finance your own strongly advertised consumer accepted label. Especially, in an era of ever-increasing emphasis by the retailer on his private label.

This is a long-term decision and requires money. Results are hard to measure — but media

advertising can provide a franchise for you in the market place.

Lynden Farms works with the retailer, other egg handler, home economists, federal and state agencies and the Poultry and Egg National Board on national, regional and local promotions. This is a necessary adjunct to the limited use of television, radio, newspaper and magazines.

Castner mentioned five gimmicks or techniques used in promoting the Lynden Farms brand.

— Retailer award system, using points based on volume and offering brand name merchandise rewards.

— An annual label saving contest aimed at children with Schwinn bicycles as top prizes. (Can you imagine 2800 labels?)

— The bulk egg display — pick your own and take them home (with a few feathers for atmosphere).

— Point-of-sale pieces adapted to the store.

— Bus signs — on the side of busses.

Castner said that all of this costs money — about 10c per case in addition to the 1c per case. Lynden Farms has invested in Poultry and Egg National Board ever since the program was initiated.



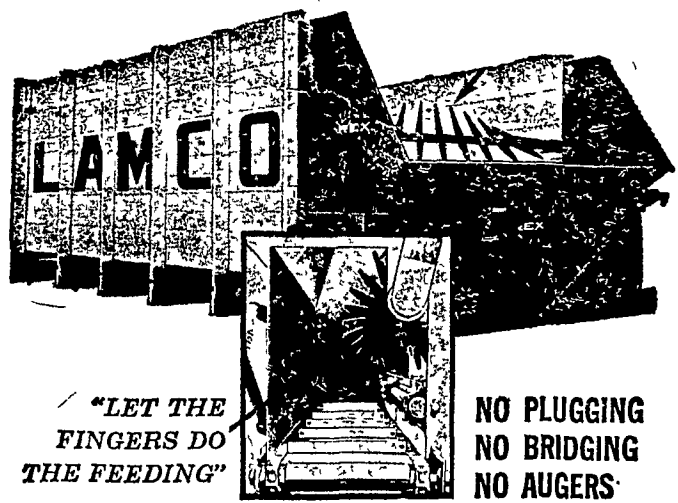
Call Us... FOR FAST ON-THE-FARM SERVICE

SWEIGART FIRESTONE

329 W. High St., Manheim, Pa. Phone 665-2258

HERE ARE 6 WAYS WE COULD SKIMP ON THE FAMOUS LAMCO FORAGE BOX

- 1 Use a Jerky Ratchet instead of SMOOTH WORM DRIVE
- 2 Replace our Safe Heavy Duty Outfeed Apron with a dangerous auger.
- 3 Use common beater in place of our Spiral beater which peels off the material. No Bunching — No Plugging



"LET THE FINGERS DO THE FEEDING"

NO PLUGGING NO BRIDGING NO AUGERS

- 4 - Skimp on a Plain open Jaw transmission in place of our Protectively enclosed unit.
- 5 - Replace our Positive expensive worm drive with open gears on our Lower Beater Drive
- 6 - Use ordinary soft wood for our main Stringer and Cross pieces instead of Strong Oak.

BUT...

We won't skimp — We know how valuable Farmers' time is in the Harvest.

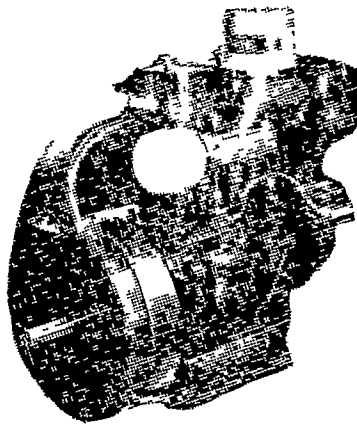
Lamco is Safe — Smooth and Trouble free

14 Foot Standard Box F.O.B. \$995.00

KINZER EQUIP. CO.

Your Equipment Center in Lancaster County Box 23, Kinzer, Pa. Phone 442-4186

"Petter Power Pays" WORLD LEADERS IN DIESEL ENGINE DESIGN



1 1/2 to 45 H.P. Continuous Rating

1, 2, 3 & 4 CYLINDER ENGINES AVAILABLE

NO MIDDLE MAN

We buy direct from the factory — Full range of engines in stock backed by the best after sales service — Make us prove it.

Petter offers a wide range of Diesel Power Units suitable for a variety of portable equipment and stationary applications.

For Prompt and Efficient Service Call

YOUR AUTHORIZED PETTER DISTRIBUTOR

GEHMAN BROS.

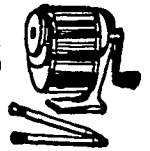
Gas and Diesel Engines Sales and Service

1 Mile North of Terre Hill on Route 997 East Earl, R. D. 1 Pa. Phone 215 445-6272

WE ARE AS CLOSE AS YOUR TELEPHONE

Correspondence

Courses



BUY HOUSEPLANTS IN MID-SUMMER

Make houseplant purchases in mid-summer. Plants adjust readily to new surroundings when an indoors is rich and humid as when windows and doors are open in warm weather.

Plants ordered by mail in summer are shipped without danger of freezing in winter's low temperatures or overheating if placed too near radiators in mail stations. Plants received in summer can be placed outdoors to get fresh air, sun and abundant moisture.

According to a Pennsylvania State University correspondence course on houseplants, a key to success with them is to select species suitable to environment in your home. Not only indoor conditions (dry air, lack of light, high heat, etc.) in general must be considered, but also the specific climate in a particular spot. Know the environment, then select your plants.

With foliage plants, look for cultural perfection when buying. Choose plants with good foliage or large well-shaped leaves. Select symmetrical plants those well formed on all sides. Pass up those with insect or disease damage or leaf burn.

Plants grown for their flowers should be healthy and have flower buds in various stages of development.

Study the Penn State correspondence course to learn more about houseplants. Send your name and address with \$4.65 to Houseplants, Box 5000, University Park, Pennsylvania 16802. Make checks to The Pennsylvania State University. There are no other charges and a complete course copy comes to you by mail.

The illegibility of the signature increases in proportion to the size of the name printed on the stationery.