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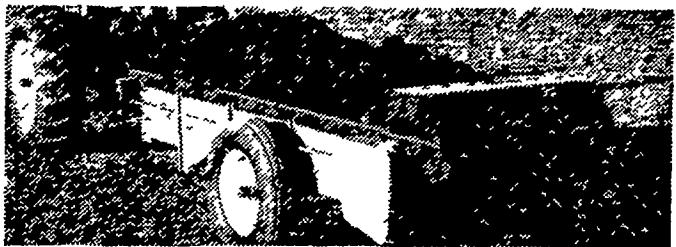
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## WHY DO MORE FARMERS BUY THESE SPREADERS THAN ANY OTHER MAKE?



Because Avco New Idea spreaders are built to last longer and have higher value at trade-in time. Rugged structural steel hitch and enclosed drive mechanism let you spread load after trouble-free load. Extra strong conveyor assures non-stop operation. Choose from 9 PTO models up to 206 bushels big. Written full year warranty on each one. These are only a few of the reasons to buy Avco New Idea. Stop in and let us give you the whole story.



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## Retail Farm Markets To Be Certified

A program has been launched to certify Pennsylvania retail farm markets which can meet certain required standards. State Agriculture Secretary Leland H. Bull announced today.

The certification program, conceived by the State Retail Farm Market Council, will be carried out by a newly-organized Pennsylvania Retail Farm Market Association.

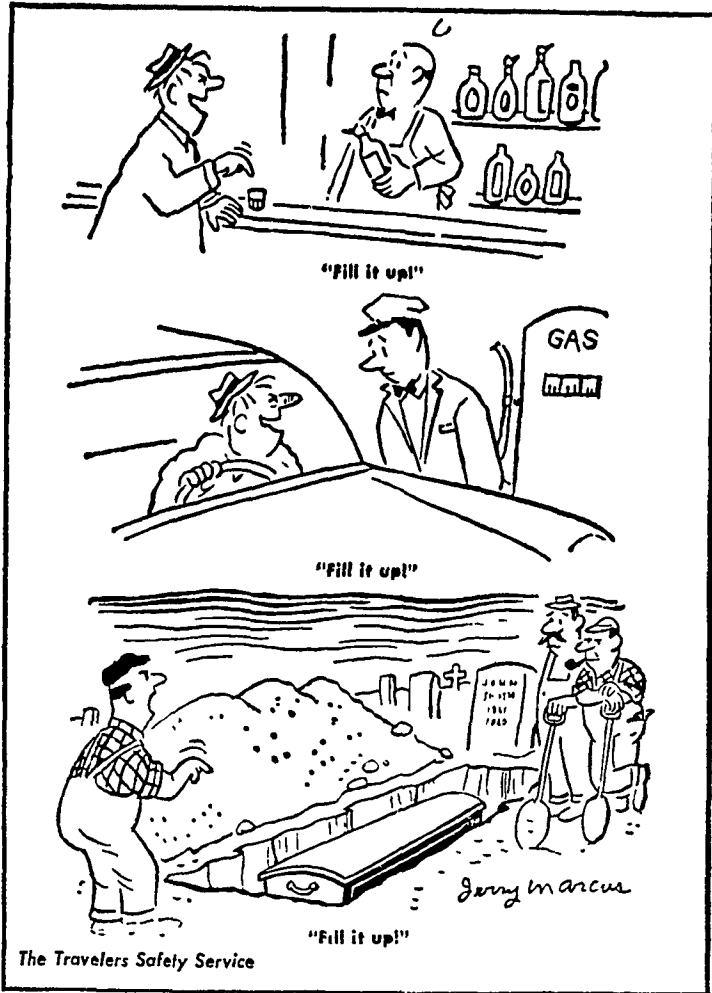
"The purpose of the certification program is to further strengthen the growing appeal to the consumer of retail farm markets owned and operated by agricultural producers," Secretary Bull said.

A mail survey conducted by the State Retail Farm Market Council showed that a large number of Pennsylvania farmers operating retail markets favor a certification program, according to Rudy Mohr, operator of Mohr's Orchards, Fogelsville, and chairman of the Council. Similar programs are operating in other states, he said.

"To be eligible for certification, markets will have to meet certain conditions in the manner in which they operate," Mohr said. "There will be both rules of conduct and a code of ethics. For instance, approved markets will be required to truthfully list variety and grade of fresh produce. They will train sales personnel to be conversant with the types of produce offered and how the housewife can prepare and serve them."

## Attitudes & Platitudes

Jerry Marcus



Alcohol and gasoline never did, and never will, mix.

## Managerial Skill, Savvy Replace Farmer's Green Thumb Technique

Fifty years ago, a successful farmer's most important attribute was his green thumb. But today it's more apt to be his managerial ingenuity—his savvy balancing the use of technical know-how with the use of credit and other resources and services at his command.

Like entrepreneurs in non-farm businesses, the farmer receives components from many sources and puts them together in such a way that the products of his farm are as much a result of mass production techniques

Hauer, also of Fredericksburg; and Secretary, E. J. Lawless, Jr., Harrisburg.

as is, say, the latest model car turned out in Detroit.

From the landowner, the farmer rents more land.

From various suppliers, he buys feed, seed, fertilizer, and pesticides.

From the machinery dealer, he buys or leases equipment.

And from the banker he borrows the money he needs to operate.

As a result, more and more farm returns leave the farm in much the same way that a large proportion of the net returns of other industries flow to outside suppliers of goods and services.

Specialization in the use of components supplied by others has also fostered a separation of farming operations into those essentially land-based, such as crops, and those which are land intensive, such as livestock and livestock products.

Except for range livestock and cow-calf operations, most livestock activities no longer need lots of land.

More important to such enterprises as broiler and egg production, beef feedlots, pig parlors, and specialized dairy operations are large amounts of capital and skilled management.

These operations, therefore, are losing their farming image and becoming less and less distinguishable from nonfarm activities. Without the land constraint there will be greater potential for firm growth. Thus, production of these commodities is most likely to be concentrated in large-scale production units.

And the farmer of the future may well find that on the farm—as has already happened in industry—organized intelligence and managerial ingenuity are replacing ownership as the prime source of power.

### ● Farm Calendar

(Continued from Page 1)

- Day, Farm and Home Center
- 8:00 p.m. — Estate Planning meeting, Farm and Home Center
- Thursday, Jan. 29
- 12 noon — Mt. Joy Farmers' Co-operative Assn. meets, Hostetters Banquet Hall.

## Penna. Egg Marketing Assn. Officers Elected

Officers for 1970 were elected at a recent meeting of the Pennsylvania Egg Marketing Association. They are: President, Frank Troester, Doylestown; Vice-President, John Wenger, Rheems; Treasurer, R. W. Sauder, Lititz; Secretary, E. J. Lawless, Jr., Harrisburg; and the following Directors, Robert Shelly, Worcester, and Ben Burkholder, New Holland.

1970 officers elected for the Pennsylvania Poultry Processors Association are: President, A. Eugene Bailey, Fredericksburg; Vice-President, Paul Swope, Fredericksburg; Treasurer, George

# Hoffman FARM SEEDS

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