

Lancaster Farming

VOL. 15 NO. 37

Lancaster Farming, Saturday, August 8, 1970

\$2.00 Per Year



A lucky young lady, Miss Joyce E. Groff, holds the calf she won at Lancaster County Guernsey Breeders Field Day on Thursday. The calf is a pure bred Guernsey donated to the Association by Elam Mull, host for the field day. Joyce is a member of a 4-H Holstein Club and resides with her parents, Mr. and Mrs. Robert Groff on Camargo Road, Quarry, Pa. RD3.

Guernsey Field Day

Joyce E. Groff, daughter of Field Day sponsored by the Lancaster County Guernsey Breeders Association, won a Guernsey calf at the annual Breeders Association Field Day held on the Elam Mull farm near Mechanics Grove on Thursday.

Pa. Junior Hereford Assn. Sets Field Day at Oxford RD1 Aug. 15

The Pennsylvania Junior Hereford Association Field Day will be held from 9:30 a.m. till 4 p.m. Saturday, August 15 at the Dutchman Hereford Co., Oxford RD1.

Gene Spangler, Dutchman Co. manager, said activities will get underway at 9:30 with registration for judging under the direction of Max Smith, Lancaster County agricultural agent.

There will be three or four judging classes and judging will be done in teams, by individuals and guests.

Bill Hodge, president of the American Junior Hereford Association, will speak to the group.

Gene Wiese, Manning, Iowa, president of the American Hereford Association, is slated to be present.

The Pennsylvania Hereford Queen Contest will be held.

The Dutchman Co. will provide lunch.

Spangler said the Dutchman breeding farm is located about four miles from Oxford and can be reached by coming north on Pine Street from Oxford. Pine Street becomes Bell Road, which runs directly past the farm. The farm is east of Route 472.

Joyce is member of the 4-H Holstein Club. The Guernsey calf was donated by Elam Mull and was sired by Bonanza King. The calf is registered as Mar-Mulldale Bonanza Juliet.

The other highlight of the affair was the judging competition. Winners were named in the men's, women's and children's divisions.

In the men's division, Ellis Denlinger, Gordonville RD1, took first with a score of 250.

Other placings included Larry Bienenman, Strasburg RD1, 233 4; Jesse Balmer, Lititz RD4, 233 3; Frank Heishey, 442 Willow Rd., 233 2; B. Snavely Garber, Lancaster RD6, 233 1.

Taking first in the women's competition was Eileen Moore, Cochranville RD1, 241 7. Other

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Poultrymen Promote Eggs With Mats



Local and state egg men got together this week on an issue of mutual interest—promotion of the sale of eggs.

Homer Bicksler, (left) executive director of the Pennsylvania Poultry Federation, and J. Harold Esbenshade, chairman of the publicity committee of the Lancaster County Poultry Association, pose with two of the various designs of place mats being distributed by the thousands in local restaurants.

The place mats show eggs and promote their sale—at the strategic time when a person is ready to eat.

One restaurant owner, an Association member, reported that while using the top place mat in the photo "people came in in the middle of the afternoon and asked for bacon and eggs." The colored mat shows two eggs and two slices of bacon being served to a boy.

The bottom mat is designed primarily for tourist-oriented establishments. It features a picture of an egg in its shell

and promotes "Pennsylvania Eggs" in large letters. The mat also is bordered with "hex signs" and explains their ancient origin. The nutritional value of the egg is also discussed.

At Thursday night's Association meeting, Bicksler brought 10,000 of these latter place mats for distribution by one restaurant owner with a large volume of business who wants to replace his existing mats with the attractive four-color egg promotion mats.

The restaurant owner agreed to pay the same price for the egg mats that he now pays for his own mats, it was reported. Association members and Bicksler discussed how to make up the small difference between what the restaurant operator is willing to pay and what the mats cost.

Discussion was also held on how to lower the cost of the egg mats. It was indicated that by ordering printing of about 200,000 of the mats at a time

the price probably could be lowered to the point that there would be little or no difference between the cost and the return.

The possibility of getting other restaurants to use the mats in order to justify such large orders was discussed. Bicksler also indicated that the program could become statewide, enabling other counties to contribute to the volume distribution.

While the one restaurant has gone full-time with the mats, many restaurants have been taking the mats on a one-week trial basis. Some Association members indicated this would provide experience for a possibly expanded promotion program early next year.

Bicksler thanked the local effort "wonderful. You're to be congratulated."

He also said that the poultry industry has become highly efficient in production, but the product must be sold before the industry can be successful.

Holstein Assn. Slates Two Barn Meetings

The Lancaster County Holstein Association has sent a letter to its members urging attendance at two barn meetings in mid-August.

Heads of both of the farms will be discussed during the day and Association members and their friends are urged to "hear and see" explanation of Holstein type.

The first meeting will be held at 7:30 p.m. Tuesday, August 11 at the Arthur Wenger Farm, Manheim RD2, with John Gross as demonstrator.

From Manheim Square, the motorist can reach the Wenger farm by travelling west on

Mount Joy Road, turn right on Hossler Road, go to Eihart Road, turn left at the cemetery and it is the only farm on this road. The farm is about two miles northwest of Manheim.

The second meeting at 7:30 p.m. Tuesday, August 18 will be conducted on the Loren Zimmerman Farm, East Earl RD1 with William Kent as demonstrator.

The Zimmerman farm is one mile west of Goodville along Route 23.

The Association committee in charge of the barn meetings includes Clain Heishey, John Harsh and Albert Fley.

4-H Baby Beef Club Tour Held

The annual 4-H Baby Beef Club tour Wednesday of county farms where steers are raised attracted 210 youngsters and parents traveling in 51 cars, according to Max Smith, Lancaster County agricultural agent.

The idea of the tour, he explained, is to let club members see what some operations look like, show them how to feed and care for the animals and give new members, particularly, an idea of what they are in for when they choose to raise a steer.

A fitting and showing demonstration was given at the farm of Walter Nissley, Mount Joy RD1, one of several farms visited.

Farm Calendar

Saturday, August 8
6 p.m.—Farm Women Society 25 picnic, Safe Harbor Park Community Grounds.

Sunday, August 9
2:30 p.m.—Grassland FFA Chapter-Garden Spot FFA Chapter joint picnic Al Redcay farm, New Holland

Monday, August 10
Pennsylvania State 4-H Days, Penn State, August 10, 11, 12

7 p.m.—Farm Women Society 29, tour of the Masonic Home, Elizabethtown

1-4 p.m.—Garden Spot Community 4-H Club, meet at the Smoketown Elementary School for tour of Wheatland

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