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PUBLIC SALE

OF ANTIQUES AND PERSONAL PROPERTY

SAT., NOVEMBER 6, 1971

11:30 a.m. Sharp

916 Village Road, Lampeter, Pa., along Rt. #741, Lanc. Co.

Antiques include — Oak Bedroom suite (very good); old rockers; hall rack; clawfoot table; old trunks and chests; high chair; library table; book case; small end tables; bench; iron bed; arm chair; wall mirrors.

5 gal. jugs; crocks; glass basket; water set; cologne bottles; goblets; individual salts; old dishes (Nippon, Bavaria); Albums; old S.S. cards; dolls; books; linens; table cloths.

Frigidaire Refrigerator; Maytag Wringer washer; tubs; dinette set; 2 piece B.R. suite (Bookcase head board) bed & bureau (New); 3 (good) mattresses; metal base cabinet; step stool; utility cart; radio record combination (console); floor and table lamps; kneehole desk and chair; 2 elect. fans; pressure canner.

Rugs, (3) 9'x12'; (1) 9'x16'; (1) 12'x14'; throw rugs, (Good)

Lawn and garden tools include: Gemco 22" mower; (2) garden tractors; (2) hand mowers; hooky plow; single harrow; grindstone; coal shoot; iron hog trough; 2 wooden rakes; 32' extension ladder; 20' single ladder; step ladder; (good) wooden wheelbarrow; ½ bu. measure; picnic bench; used lumber; other small tools; items too numerous to mention.

Sale by,

JOHN O. NEFF

Aucts. Carl Diller ph. 464-2233
J. Everett Kreider ph. 284-4517

Lunch Available

Promotion of Eggs as Commodity Is Urged

"An egg is an egg is an egg is an egg," says Alexander Gorduek, poultry specialist and author of the Matrix of Marketing, "and we must accept this fact, for an egg is a commodity and must be promoted as a commodity."

Gorduek, addressing an audience gathered for the Northeastern Poultry Producers Council (NEPPCO) 40th anniversary convention recently, said once eggs have been accepted as a commodity the proper job of promoting them can be done on behalf of the entire industry.

Calling for strong industry support of PENB's activities, he said things are best done through organizations such as PENB, but "we must realize that the promotion of any agricultural commodity is a team effort."

Carefully explaining and defining the relationship of production and marketing of a product, idea or service on its way to the customer, the speaker emphasized the importance of merchandising activities in today's supermarket where there is little opportunity for direct contact with customers.

"Because they do not un-

derstand the importance of merchandising activities, egg producers often fail in their attempts to market their own private brands."

Gorduek had especially strong words for the marketing activities of broiler producers, charging that it is impossible to get a really fresh tasting chicken with any consistency in Northeastern supermarkets.

He said better supervision of the product on its complete journey to the customer is necessary to prevent the development of off-flavors caused by poor handling practices

Poultry Manure Described as Potential Asset

An egg producer may have to be born optimist to find "advantages" in his troublesome by-product — poultry manure — but

an outstanding expert in the field of animal waste utilization calls the material a potential "asset" "It has great potential for

growing corn, has value as a dried fertilizer and (could serve in the U.S.) as a very good feed additive for ruminant animals," says Charles E. Ostrander, an associate professor in poultry science at Cornell University.

Ostrander, who has become a virtual specialist in finding solutions to the waste disposal problem, shared the platform with a dozen other poultry industry experts at the 40th anniversary exposition of the Northeastern Poultry Producers Council (NEPPCO) at the Concord Hotel recently

"The northeast is a very deficit corn producing area," Ostrander told his audience. There are many examples where no commercial fertilizer is used, except for a starter, where over 100 bushels per acre of corn is produced. It would require about seven tons per acre to supply the requirements for a 100-bushel per acre corn crop

"For the most efficient use, this material should be plowed under or soil-injected immediately. Nitrogen losses may be great if exposed to the atmosphere for long periods of time

"As a rule of thumb," he added, "it has been suggested that it is not advisable to apply more than 20 tons of 'neat' material per acre"

Ostrander outlined the advantages of drying the manure for use as a fertilizer. Drying reduces the volume and also the odor of the final product, he noted. Reducing the moisture content to 60 per cent drops the weight by one-half, he said.

"Air-drying can be accomplished in several ways," he reported. "In the south and southwest air-drying can be accomplished in open houses by coning. By keeping bird concentration down, no water overflow and good air circulation, good coning takes place most of the year.

"Drop boards in a modified stair-step operation provide considerable drying. Circulation of air in deep pits accomplishes considerable drying."

With the use of dehydrators, he said cost varies but generally ranges between \$20 and \$30 per ton of dried material. He added that odors from dehydration continue to be a problem but that "with good afterburners odors can be reduced. But this raises the cost unless one can recycle this heat."

Ostrander admitted that "marketing needs much development. At present the only market is for fertilizer."

"Should FDA ease up on its regulations to allow this very valuable product to be incorporated as a feed ingredient (for ruminants), as it is in England, hundreds of thousands of tons could well be used."

SPECIAL FALL FEEDER SALE 500 HEAD 500 ANGUS - HEREFORD - CROSSBRED

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SATURDAY, OCTOBER 30, 1971

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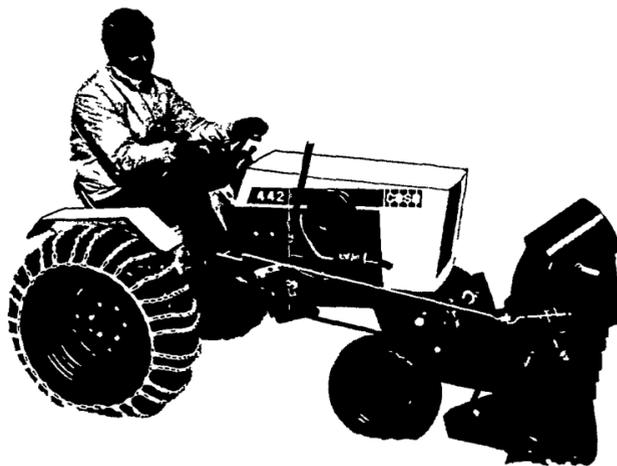
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