

## Western Pa. Dairymen Allowed 2% Shrinkage

Milk handlers in the Eastern Ohio-Western Pennsylvania Federal milk order market will continue to have a 2 per cent shrinkage allowance on bulk cream (Class III) transferred off the market, the U.S. Department of Agriculture has announced.

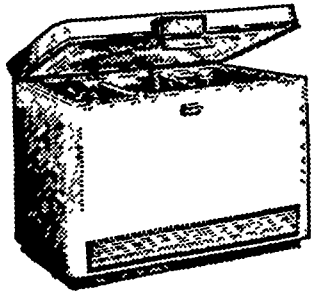
USDA's Consumer and Marketing Service said a suspension order has been in effect for May through October to temporarily increase this shrinkage allowance from 0.5 to 2 per cent. The suspension has been extended through April 1972. This will allow time to hold a

public hearing to consider the issue of milk shrinkages, and to take appropriate action.

Notice of the proposed continuation of the suspension was published in the Federal Register October 22, and no one has opposed it, C&MS officials said.

### Big Bell

Largest bell in the western hemisphere is the Bourdon bell, weighing 18 1/4 tons, in the Rockefeller carillon, Riverside Church, New York City.



## REVCO

THE CUSTOM CHEST FREEZER THAT SAVES YOU MONEY.

### WALTER BINKLEY & SON

R.D. 4, Lititz, Pa.

Phone 626-4705



Joy Eileen Nickerle, the 1971-72 Pennsylvania Poultry Queen, smiles with approval as Robert Shelly, president of the Pennsylvania Poultry Federation, left, presents a \$1,500 check to Howard Helmer, Eastern Representative of the

Poultry and Egg National Board. The money from the Federation is earmarked for use as a part of an egg industry supported advertising campaign pointing out to the medical profession the tremendous value of eggs in their patients' diets.

## Pa. Poultry Federation Helps Educate Doctors on Cholesterol

The Pennsylvania Poultry Federation, Pennsylvania's "United Voice of the Poultry Industry," has joined with egg producers across the country in an industry-wide response to the cholesterol issue.

The Federation has presented to the Poultry and Egg National Board, the industry's national organization, a check for \$1,500, earmarked for the 30-60 Cholesterol Club program.

With cholesterol "scares" taking a continuing toll on egg consumption throughout the country, the 30-60 Club was formed to combat the dispensing of misinformation at a primary source, the medical profession.

The name "30-60" refers to the amount of money in thousands of dollars needed to conduct an effective advertising campaign aimed at medical people through the "Journal of the American Medical Association" for 6 to 12 months periods respectively.

The ads are designed to remind Medical Association members that their own Council on Food and Nutrition has declared that there is not sufficient information available on cholesterol to warrant a change in the American diet. At the same time, the ads point out the tremendous nutritional value of eggs to all people of all ages in all walks of life.

Dr. L. A. Wilhelm, president of the Poultry and Egg National Board, said, "The participation of the Pennsylvania Poultry Federation in the 30-60 Club will serve as a significant catalyst in getting the program fulfilled." He thanked all members of the Federation and praised their active regard for their industry.

The Pennsylvania Poultry Federation is comprised of concerned broiler and egg producers and allied industry in the state Poultry and egg people who are not already members should contact the Federation office at 3807 Paxton Street, Harrisburg, Pennsylvania 17111.

### Business Loses, Too

Cancer costs American business and industry valuable executives at the peak of their efficiency and trained workers at the height of their productivity. The American Cancer Society urges annual health checkups for everyone.

# Ortho's FREE Nitrogen Replacement Offer takes the worry out of fall fertilization!

Last year, growers all across the corn belt took us up on our "Green 'n Easy" fall plowdown program. Response was so enthusiastic, we are making the offer again this year.

### What is "Green 'n Easy"?

Under an Ortho "Green 'n Easy" program for corn, you simply plowdown Ortho Unipel 20-10-10 this fall in the amounts you determine from exclusive Ortho yield goal formulas — and you'll be through with all of your pre-plant plowdown of N-P-K.

Follow it up next spring with an at-planting application of Ortho Unipel Starter Special. You can apply it as a "dry pop-up" with the seed at 50 lbs/A and save time and material handling, while assuring a vigorous start for your corn crop.

### What are the chances of nitrogen loss?

Extensive research conducted by corn experts in every corn-growing state has demonstrated time and again that where losses of fall-applied nitrogen have occurred in fields suitable for fall plowdown (that is, other than sandy soils, steep slopes, land that floods, or organic soils), the maximum loss has been less than 20%.

### Ortho stands behind its program

If your young growing corn in the fields where you have followed the Ortho "Green 'n Easy" program, shows nitrogen deficiency next spring, we'll correct the deficiency by giving you — free — enough nitrogen to equal 20% of that which you applied this fall.

### Why is Ortho so confident? . . . Unipels!

Ortho Unipels are unlike any other fertilizer on the market today. Unipel pellets are both chemically and physically uniform. No chance for segregation or separation of ingredients because every pellet has the same size, shape, and density and every pellet contains the precise ratio of N-P-K guaranteed. And the phosphate is fixation resistant. So, once across the field does it with Unipels!

### You can't lose!

Protect your fall fertilizing investment this year with a "Green 'n Easy" fall plowdown program from your participating Ortho dealer. Visit with him soon and learn if your fields qualify.

**ORTHO**  
Chevron Chemical Company

**P. L. ROHRER & BRO., INC.**  
Smoketown  
Ph. 397-3539