

Farmers Rate Farm Publications High As Information Source

Farmers rely heavily on farm publications, equipment shows, and advertising to learn about new farm machinery. But their own and their neighbor's experiences are more influential when they get ready to buy.

These major findings on

farmers' sources of information come from a Massey-Ferguson survey conducted by Doane Agricultural Service.

In obtaining information about new equipment, 83 percent of all farmers said they rely on farm publications. Farm equip-

ment shows (68 percent) and farm machinery advertising (62 percent) rank second and third as information sources. Other sources of information: dealer personal contact, 55 percent; direct mail, 54 percent; dealer open house, 51 percent; manufacturers'

publications, 48 percent; product literature, 39 percent; dealer meetings, 32 percent; TV, 13 percent; radio, 13 percent.

When asked about information sources used in making purchase decisions, 94 percent of all farmers in the study indicated past experience with a brand as the most important information source.

Second were neighbors' experiences; 75 percent of all farmers indicated they depended on the experiences of their neighbors in deciding what to buy. Other information sources used by farmers in buying decisions: farm equipment dealers, 59

percent; demonstrations on farms, 39 percent; machine articles in farm publications, 39 percent; farm equipment shows, 38 percent; Nebraska Tractor Tests, 20 percent; Extension personnel, 8 percent; and consultants, 6 percent.

Larger farm operators (\$40,000 and over annual gross income) depend more on farm equipment dealers, farm demonstrations, equipment shows, and the Nebraska Tractor Tests than smaller operators in deciding what to buy. On the other hand, neighbor farmers are more important to Class II (\$20,000-39,999) and

Class I (\$10,000-19,999) farmers. The lower income group relies less on dealers, demonstrations, shows, and the Nebraska tests than do either of the higher income groups.

Doane polled 5,200 members of its Countrywide Farm Panel, and 3,617 usable replies were received. They represented commercial farmers in all sections of the United States grossing \$10,000 or more annual income.

Consumers' Corner

CRIB SAFETY

Use the new baby crib safety regulations set up by the Consumer Product Safety Commission to rejuvenate an old crib. These can give you a guide for changes in safety.

First, check the overall condition of the crib. Missing slats and broken parts should be replaced and loose bolts tightened. And, if you decide to refinish the crib, use only non-toxic paint or other finish. A baby can suffocate by wedging its head between the mattress and crib. So be sure the mattress fits the crib frame snugly. If you can fit more than two fingers between the mattress and crib, then the mattress is too small.

Some infants have been seriously injured and even strangled by getting caught between the slats. Here's where a bumper pad helps. But be sure the bumper runs around the whole crib, and that it has at least six straps that tie or snap it securely into place.

As your child grows, check the mattress height. As soon as he can pull up into a standing position, put the mattress in its lowest position to keep him from toppling over the rail. In fact, when the height of the side rail is less than three-fourths the height of the child, it's time to stop using the crib.

Crib safety is important in "used" cribs — as well as new ones. So make the new safety regulations a check-up guide for the baby crib you already have.

Manager Amos Myers says:

"Rate the performance of FNB's new Penn Hill office. It may win you this 19-inch, color television set!"

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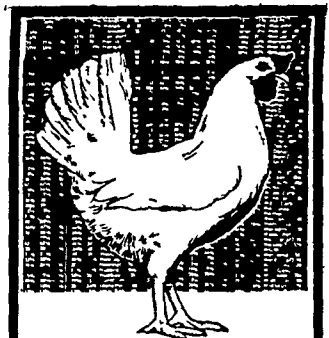
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After completing this form clip and mail-or bring-to Farmers National Bank of Quarryville, Penn Hill office Rts 272 & 222 Wakefield Pa

* Only fully completed entries will be eligible for the prize drawing. Entrants must be customers of the Penn Hill office or FNB's main office in Quarryville and must be 18 years old or above. Entries are limited to one per person. Deadline for completed form to reach the bank is Oct. 4 at 4 p.m.



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