

Major canning equipment manufacturer reports increased production

MUNCIE, In. — Ball Corporation, Muncie, Indiana, a major producer of home canning supplies, said today that during the 1976 home canning season it plans to produce and place in distribution channels at least 65 percent more replacement caps and lids for home canning jars than were shipped during the 1975 season.

"This is a realistic but cautious projection," William C. Hannah, Group Vice President, Glass Containers, said, "and does

not include zinc caps and rubber rings." "Two new production lines, each capable of producing an excess of 1,200 lids a minute, are in the start-up phase," he said. "Should these new lines reach maximum production levels earlier than anticipated, we will be able to significantly better our present cautious estimate," he said. "The Ball cap and lid plants in Muncie, Indiana, and El Monte, California," Mr. Hannah added, "will continue to operate three shifts a day, seven days a week, as they have almost continuously since January 2, 1975."

"Even now, in the middle of February," W. Stanley Stuart, Jr., Vice President, Consumer Products said, "Ball is receiving many requests for information about the availability of replacement caps and lids as well as a substantial number of letters from home canners, complaining that they are unable to purchase lids now even though the home canning season is months away." "Many of these

letters," Stuart said, "are coming from canners in the northern tier of states." "It is impossible," he said, "to satisfy even a small portion of the total home canning season demand this early in the year."

"Ball," Mr. Stuart said, "will allocate its home canning products in an equitable manner to its customers based on shipments to those customers in 1974 and 1975. An average of shipments, by item, in those years will be used in determining the percent of the total available 1976 production each customer will receive. The allocations have been developed on a quarterly basis and will reflect historic shipment patterns which are related to the growing harvest season."

"Many of the inquiries Ball received," Mr. Stuart said, "are from canners who want to buy directly from the Company. Our products are distributed through wholesalers or chain purchasing organizations that, in turn, ship to retail stores," he said. "This method of

distribution is the best manner by which we can serve all geographic areas of the country and is the least expensive method for the consumer. If we had to set up a mail order department, with hundreds of people to pack jars, caps and lids for mailing, and pay the postage for getting the products to the consumer, the home canner's cost for these supplies would increase intolerably," he said.

"Ball will continue," Mr. Stuart said, "to provide complete units—jars with caps—to those canners who need and want them. However, during the 1976 season, Ball expects to produce and ship to its customers seven times as many replacement caps and lids as complete jar-cap units."

According to Jack K. Carmichael, Governmental Affairs Manager, many requests are being received from governors, members of Congress, state legislators and other governmental officials asking for information concerning the number of caps and lids and jars which have been or will be shipped to the retailers in their respective states or districts. "There isn't any way in which we can accurately provide such information," Mr. Carmichael said, "because our sales territories reflect marketing considerations rather than geographic or political boundaries. Supplies reaching the retailers

in any one state, congressional or state legislative district frequently come from distributors outside that political entity as well as from distributors domiciled in that state or district. Also, supplies shipped to a distributor in a particular political entity may well reach retailers outside that state or district." "Any information on shipments in response to such requests," Carmichael said, "could very well be misleading."

"There is no accurate way this early in the year to determine the overall demand for home canning supplies," Mr. Stuart said. "We do estimate that there will be about 35 million home vegetable gardens in 1976, up from 32½ million last year. A recent survey suggests that 41 percent of American households plan to do some home canning in 1976, up from 37 percent a year ago.

However, previous surveys have shown that not all households planning to can actually fulfill their intentions." "Demand for home canning supplies is affected by several factors," Stuart explained. Floods, frost or drought damaging crops reduces canning activity in one area while favorable growing conditions increase the amount of home canning activity in another. "These factors are watched very closely," he

Penn State schedules hog program

The basics of swine management will be covered in a three-day conference, March 15, 16, and 17 at Penn State University.

The program has been designed primarily for those who are relatively new to, or inexperienced in swine production. Some of the topics to be discussed are: Planning the Swine Enterprise, Visual Evaluation and Selection, Swine Buildings and Equipment, Waste Management, Swine Diseases, Genetics and Swine Breeding, and Farm Records.

Speakers for this three-day conference will include staff from Penn State as well as successful swine producers from throughout the state. For additional information and a copy of the program and registration form, write to Agricultural Conference Coordinator, 410 J. O. Keller Building, University Park, Pa. 16802.

said, "and with the cooperation of our distributors any home canning supplies not needed in one area of the country can be diverted promptly to other areas."

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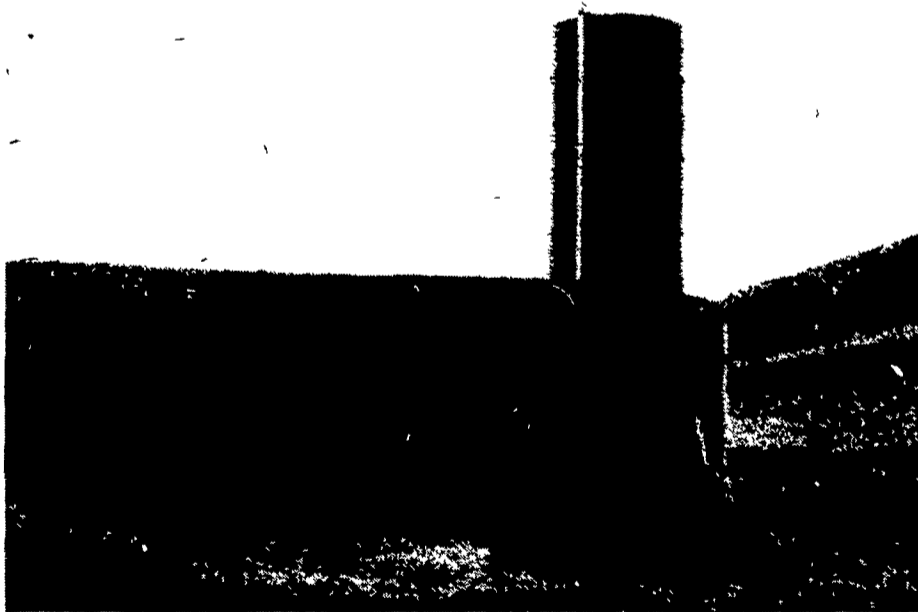
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