

Success

[Continued from Page 22]
customer depends on you," she amiably explains. So, in keeping with this philosophy, the Hersheys

supply 24-hour emergency service, seven days a week with six servicemen ready to go out any time of the day or night.

"On weekends, it's nothing unusual to have servicemen out working," she notes with a grin. Being a farm wife she

knows that on a farm most emergencies seem to happen on weekends when it's sometimes hard to get help.

The Hersheys themselves run a 50,000 bird poultry operation, which is a great asset for them. They also have a farrowing house in partnership with Harold Barley, Millersville, in which they have 150 sows.

"We like to try out new products in our own house," she says, "so, you could say we have a type of experimental house." This helps the Hersheys in two ways. First of all, they can judge the effectiveness of what they sell, and they can

gain a knowledge of the product that exceeds what they can find out through reading.

"For instance, we put different sized cages in our house," she says, "so, now we can see the differences of nine birds in a cage versus four in a cage."

With the rapid rate of change going on in the poultry equipment business, this type of first-hand knowledge can become invaluable.

"I think that the poultry industry is one of the fastest changing of all the livestock equipment areas," says Mrs. Hershey.

To keep up with this change, the Hersheys recently began handling a new line of poultry equipment - Staalkat of America.

Staalkat is egg processing equipment. One item in the line is an egg packer that packs 30 egg flats at the rate of 50 cases an hour. This is the packer the Hersheys have on their farm, and they have found that it will pack the eggs from their 50,000 chickens in three hours.

The Staalkat line at Hershey Equipment employs four people who sell

this product over the entire United States and Canada.

"We started this business only a year ago, and in the past three months it has grown fantastically," Mrs. Hershey says with a sparkle in her eye. The staff consists of one salesman, one service manager, and two technicians.

Another facet of the business which was just added in the past month is one in which the company

[Continued on Page 34]

DEPEND ON DEKALB



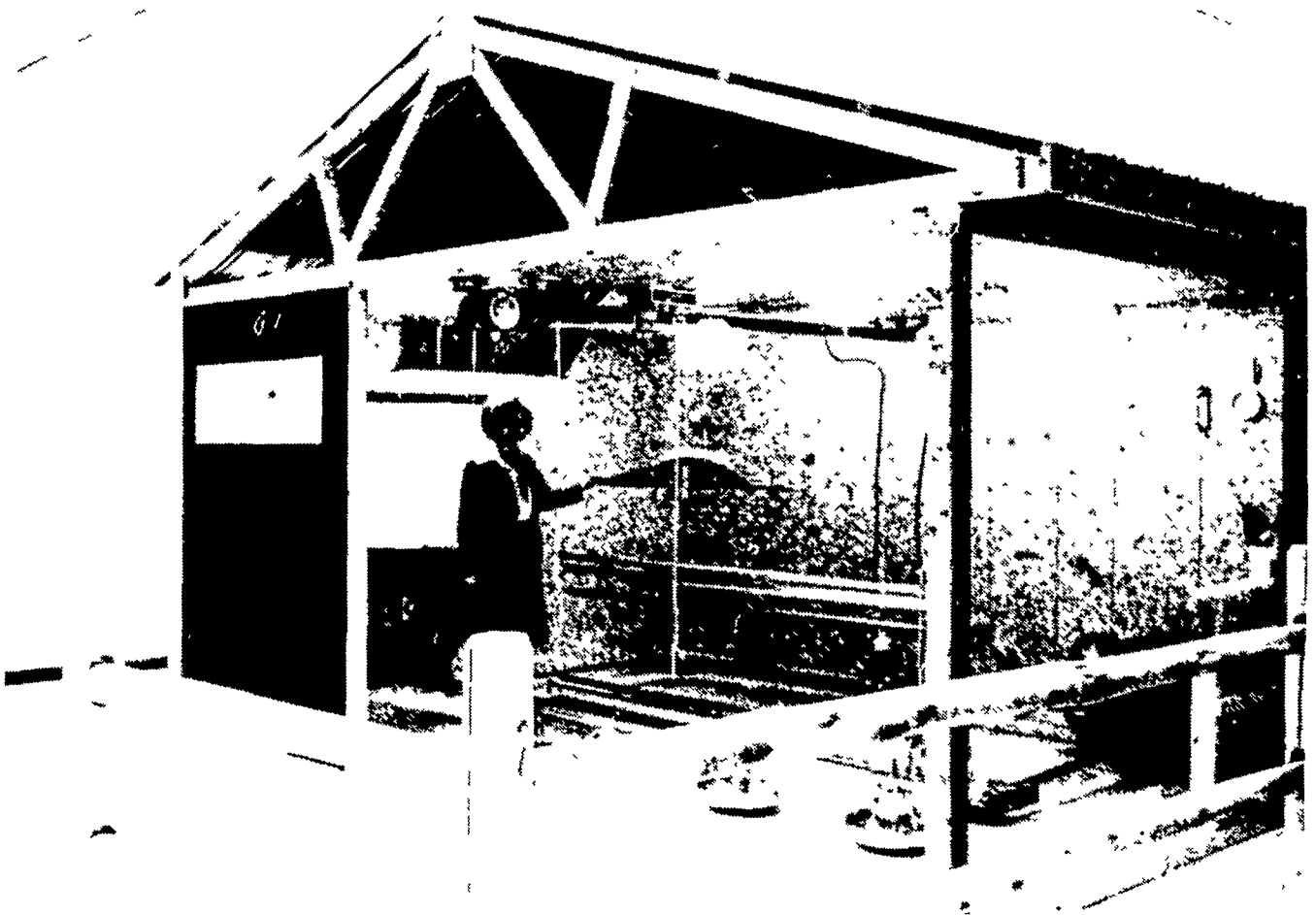
The high performance hybrids for this area

DEKALB is a registered brand name
"XL" numbers are hybrid designations

P. L. ROHRER & BRO., INC.

SMOKETOWN, PA

PH: 717-299-2571



This display of poultry equipment can be found in the showroom of Hershey Equipment Co, Inc.

PROFIT MARGINS TIGHTENING UP?

HOGS (CME) - 30,000 lbs.; cents per lb.

Feb.	39.00	39.45	38.75	39.17-.30 + .12to.25	44.45	29.75
Apr	35.80	36.20	35.62	36.-35.90 + .03to-.07	42.87	29.05
June	37.80	38.07	37.60	37.85-.95 - .27to.17	43.95	31.50
July	38.15	38.50	38.05	38.20-.25 - .27to.22	44.00	32.60
Aug	36.50	36.87	36.25	36.40 - .15	41.50	31.70
Oct	34.60	34.72	34.40	34.60-.55 - .20to.25	38.20	31.50
Dec	35.80	35.80	35.50	35.57b - .28	37.90	32.75
Feb 78	37.10	37.15	37.00	37.15b - .15	37.30	34.25

Sales 4,282; sales Wed.: 4,447 contracts.

PORK BELLIES (CME) - 36,000 lbs.; cents per lb.

Feb	55.25	55.60	54.50	54.85-.75 - .37to.47	71.20	45.60
Mar	55.20	55.80	54.65	55.1-54.8 - .42to.72	70.95	45.65
May	56.25	56.65	55.60	55.85-.60 - .60to.85	71.00	46.60
July	56.50	57.20	56.15	56.40-.15 - .52to.77	67.10	47.00
Aug	55.00	55.45	54.50	54.70-.50 - .55to.75	60.55	45.80
Feb 78	59.30	59.60	59.30	59.30a - .50	60.80	47.90
Mar	59.25	59.25	58.70	58.70 - .50	60.25	47.50

Est. sales 4,772; sales Wed.: 5,343 contracts.

Many pork producers still have not reached the full productive potential of their hog operation, and thus, limit their hog production capacity and profit capabilities. Go with the established leaders, who have the knowledge, experience, programs and expertise. We would like the opportunity in assisting you in accomplishing your hog production goals.

Longevity - and the Successful Farmer



The success of Jet-Age Swine Breeders is due to a conscientious effort to follow strict management, feeding and sanitation programs.

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