

Promotion Vital

Continued from Page 10

... food policy so the number of unthinking voters will vote them in! Chain stores advertise beef. They say they will sell at a certain price. They don't promote the quality. They don't tell how good it is for

us. They might advertise beef, but they sure don't promote it.

Advertising and sales promotion are but two facets of merchandising. Much more than this is envisioned when this program is implemented. To mention a few:

- Better packaging and

handling of beef since industry methods have changed little in 100 years.

- Research in the human nutrition field, as more is known about poultry and swine nutrition than human.

- Scientific, not emotional, investigation into the cancer and cholesterol controversies as far as beef is concerned.

- Material for diet and nutritional education in the schools.

- Better cattle and beef statistics, as USDA figures are notoriously unreliable and manipulative.

- Public relation campaigns to counter future consumer beef boycotts that are sure to come when prices rise, as rise they must if we are to stay in business.

This program gives cattle producers a chance to get a hold of their own industry

and affairs and to run them for their better benefit.

Another correspondent moans about the voting procedures. The present voting procedures are not those originally advocated by the Beef Development Task Force. They were arrived at through negotiation and compromise with USDA and ASCS. It was this or nothing and three years of hard work would have gone down the drain with the opportunity for such a program probably never arising again.

Another of your letter writers sent me a copy of a brochure on the Beef Referendum put out by the National Farmers' Union (NFU). Their literature was true to form, full of half-truths, outright falsehoods and not even clever innuendoes.

I don't think that intelligent cattle producers in touch with today's economic realities can vote any other way than "yes" in the Beef Referendum July 5 through 15.

Sometime ago a letter writer from Iowa in another ag publication stated that farmers and cattlemen are being ground down by the millstones of increased costs, controlled markets and many other things. We all know this, but he added "...you will have to find a way out from between the millstones....If you don't you are doomed to a future of peasantry, and you had

better give up the idea of saving the old family farm and save the children instead by sending them into the city."

Maybe so, but there are a whole lot of us who believe very strongly that The Beef Market Development Plan will go a long way in preventing what that Iowan fears.

Vote "yes" in the Beef Referendum July 5 through 15.

Sincerely,
John W. Stump,
Chairman
Maryland Beef Development Task Force

LANCASTER SILO CO. Inc.


2008 Horseshoe Road
2436 Creek Hill Road
LANCASTER, PA. 17601

**RITCHIE
ATTLE & HOG
WATERERS**



FROM OUR STOCK

**SILAGE OR GRAIN
WEIGHER**



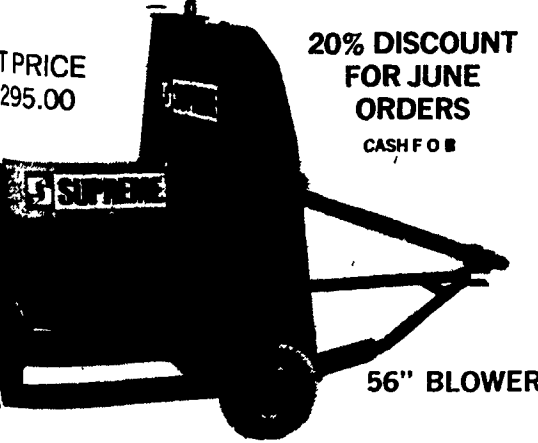
Models to weigh silage, grain or other feedstuffs in continuous flow. No electricity required... easy to move from one location to another. Also a full line of protein meters, bin flow switches and other automation accessories.

**STARLINE ROLLER MILLS
FOR SHELL CORN & SMALL GRAIN**



See a crumbled, fluffy that's more digestible, appetizing, preferred by peck over ground or hand grain... hard any grain, reduce of moisture

**20% DISCOUNT
FOR JUNE
ORDERS
CASH F O B**



56" BLOWER

WIDE, LOW HOPPER WITH SHAKER PAN
Complete with P.T.O.

**SPECIAL PRICES ON ABOVE
ITEMS THRU JUNE**

ED EQUIPMENT

57 1/2 Ribstone Silo with roof, pipe and neck


Larry Hiestand
Office 299-3721
Home 273-7394

Ken Groff — Sales
Office 299-3722
Home 687-6668

**Neither too BIG
or too SMALL...**

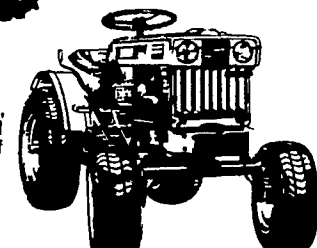
**KUBOTA® The In-Between
TRACTOR**

L225



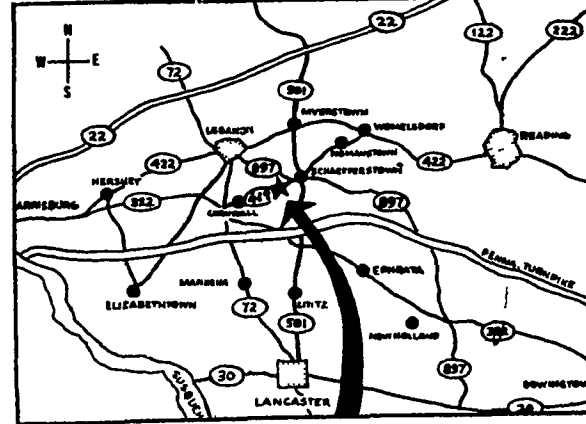
■ New Kubota workhorse can be depended upon to perform efficiently, economically day after day

B600T



■ This tractor is big on work, small on fuel. Liquid cooled, 2-cylinder diesel, 2-wheel drive. Takes a full range of implements

KUBOTA®
85 years of customer satisfaction



**FREE DEMONSTRATION SEE US FOR THAT
EXTRA SPECIAL DEAL**

KELLER BROS. TRACTOR CO.

Buffalo Springs Call (717) 949-6501
10 Miles North of Lititz

Farm Calendar

Continued from Page 10

Sunday, June 26
Red Lion Area Young Farmers Picnic, Ellis Crowl farm, Airville, 12:30 p.m.

Adams County fruit growers' tour to western New York. Depart 10 a.m. from Athletic Building of Upper Adams High School.

Monday, June 27
Lancaster County 4-H practice for physical fitness team, 7 p.m. at the Farm and Home Center.

Penn-Ag Industries Association hosts grain meeting at Sheraton-Conestoga, Lancaster. Seminar 2 to 4 p.m.; meeting follows dinner at 6:30.

Pennsylvania Poultry Federation Youth Day, tour bus leaves Lancaster Farm and Home Center at 8:30, stops again at Agway Warehouse between E-town and Middletown at 9:15.

Tuesday, June 28
Hunterdon County (N.J.) dairy princess pageant. Lancaster County 4-H Demonstration and Public Speaking contest at the Farm and Home Center at 1 p.m.

Wednesday, June 29
Regular monthly Board of Directors meeting of the Berks Co. Conservation District at the Ag Center, Leesport, Pa. at 2 p.m.

Thursday, June 30
York County 4-H Demonstration Days, 9 a.m. to 2 p.m. at the 4-H Center in Bair.

1977 Corn Contest entries due today for Elizabethtown Young Farmers.

Friday, July 1
Deadline for farmers to have submitted plans in accordance with Sedimentation Act.

Deadline for Montgomery County farmers to apply for Act 319 for 1978 tax assessments.



Alfalfa looking

(Continued from Page 24)

seedings as an established stand," Baylor advised when he began to talk about the management of newly established stands. He recommends letting the crop come to full bloom during its first year to eliminate any undue stress factors. That gives the roots a chance to strengthen and develop and will boost yields in future years.

The Penn State agronomist also says that there is no harm done in allowing a field of alfalfa to stand over Winter. "Smothering is not a problem," he asserted. "It's more of a question of whether you need the feed and whether or not rodents will harbor in the field if you don't cut it," Baylor said.

In another part of the field meeting, Nate Buckwalter, representative of a feed additive manufacturer, explained the use of hay preservatives. According to Baylor, this relatively new practice might save a field of hay if weather threatens. The cost of the applicator is \$350 and the propionic acid retails for \$1.30 per pound. The rate of application is two pounds per ton of hay baled. The treatment enables a farmer to bale his hay at a higher moisture level, which often times represents greater protein content since the sun has not drawn the nutrients out of the hay while it's laying in the field.

**ORTHENE TOP
TOBACCO
PROTECTION.**



ORTHENE® Tobacco Insect Spray is probably the surest protection you can give your tobacco. It not only kills a big variety of tobacco pests on contact, it penetrates the foliage to give internal residual control. It's specially effective against the fleabeetle, resistant green peach aphid, tobacco budworm and tobacco hornworm. No special protective equipment required during application. We have ORTHENE now

ORTHO
Chevron Chemical Company

P. L. ROHRER & BRO., INC.

SMOKETOWN, PA PH. 717-299-2571