

'Communication is key' says Agri-Women speaker

HARRISBURG - "We have lost the ball in the agricultural agenda. That is why Penn's Agri-Women must be born today!"

The speaker was Gail McPherson, opening the first state convention of Penn's

Agri-Women, a coalition dedicated to improving communications between the farm and non-farm sectors of Pennsylvania. Mrs. McPherson, fruit and grain farm wife and 1977 spokesman of the year award winner, set the tone of the day-long session with a rousing presentation, "The



Gail McPherson

must become the farm connection."

Elaborating on the professional approach to modern farm involvement, Gail McPherson believes that "facing farm life professionally can make things happen for you, instead of to you."

"They're going to kill you out of concern," she noted. "They' include bureaucrats, environmentalists, regulations writers, cheap food advocates, and segments of our society demanding a return to a peasant-like agrarian society."

Case for the Professional Farm Wife."

"Communications is the key," insists the York County farm wife spokesman. "We must overcome our anger and our frustrations and find common areas of agreement. We

Citing all the jobs at which a farmer must be proficient, she conceded that farming is a "learned" profession, acquired through long hours and hard work by the most important minority in the world.

Mrs. McPherson delved into current statistics on farm numbers, breaking them down into more realistic blocks.

"Two and a half million out of the total three and one half million farmers in this country gross \$2500 or less yearly - that's not very professional," she continued. "And half of that remaining million gross less

than \$40,000, often offsetting their farm earnings with other jobs."

"There are actually only about 235,000 farmers who sell over the \$40,000 gross mark in farm products. That's only one-hundredth of the population who feed the other 200 million people."

Inviting the women to begin considering themselves professionals, Mrs. McPherson reminded them that they'll still be doing things like milking cows, gathering eggs, holding meals, hauling grain and tending fruit and vegetable markets.

However, she encouraged them to fully use every talent they possess to promote their way of life.

"Consumers know little about the ag side of the story - and that's your fault," reminded the promotional enthusiast. Elaborating on drawing farm life into all talent uses, Mrs. McPherson suggested that farm wives

who have teaching backgrounds could help by producing ag displays and working with children in telling the ag story. Creative

talents can be turned into agriculture advertising, news writing, promotional lay-outs, even designing coloring books. Those working with the public, such as beauticians and receptionists, can make available farm information and publications for browsing.

"Just the simple setting up of an efficient farm office can lend a professional approach to your farm operation," she believes. "Any farm women can attain a level of professionalism within her life."

"Take that little bit of spare time you save with modern appliances and turn it into a public relations effort to tell the story only you know best of all," was the challenge Mrs. McPherson left with her audience.

MAR LEE FARMS
"HERDSMAN CHOICE"
CALF SALE
Saturday, Nov. 5, 1977
Starting at 7 P.M. EST

70 TOP SHOW STEERS
ALL BREEDS & CROSSES

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Frederick, Maryland
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Gravel Hill Road
Woodsboro, MD 21798
301-898-7274

JEFF MILLER
Gravel Hill Road
Woodsboro, MD 21798
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FOURTEENTH ANNUAL
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FARM SHOW BUILDING, HARRISBURG, PA
SATURDAY, NOVEMBER 5, 1977

Starting At 7:00 P.M.
25 BRED YEARLING EWES
16 OPEN EWE LAMBS

Catalogs from:
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MAR LEE FARM
"Herdsmen Choice"
CALF SALE
SAT., NOV. 5, 1977
Starting at 7 P.M.
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70 Top Show Steers
All Breeds & Crosses
Frederick Fairgrounds
Frederick, Maryland

Lee E. Miller, DVM Jeff Miller
Gravel Hill Rd Gravel Hill Rd
Woodsboro, Md Woodsboro, Md
21798 21798
301-898-7274 301-845-4109

PUBLIC SALE
FARM MACHINERY, HOUSEHOLD GOODS, ANTIQUES
SATURDAY, NOVEMBER 5, 1977
9:00 A.M.

Located on the premises at Route 3, Hummelstown, Lower Paxton Township, Dauphin County. To locate property go west on 322 past Hershey to traffic light on top of Hummelstown hill and bear right and continue to first road right and turn north onto Nye's Road and continue appx. 2 miles and after crossing second steel bridge turn right onto Willoughby Road and continue to first farm on right.

JOHN DEERE 2010 gas utility tractor
with 1678 hours.

JOHN DEERE 40 tricycle with cult. and 3 pt. hitch
NEW IDEA 323 1 row corn picker
(used for only 24 acres)

Zimmerman 32' bale elevator; Lely 3 pt. PTO spreader with lime attach.; Harvey belt hammermill; 2 bottom JD 14" 3 pt. plow; JD #5 mower; NH 66 PTO baler; Cobey rubber tire 18' wagon with corn sides; Cobey 16' flatbed wagon; New Idea 3 bar side delivery rake; Knowles 15' grain elevator; Oliver peg harrow; land roller; 4 sect. harrow; dump rake; New Idea #17 manure spreader; Ford 3 pt. dirt scoop; JD 3 pt. 2 row corn planter (real nice); 2 horse walking plows; horse cultivator; 11 hoe Ontario grain drill; scorer; and PTO tractor wood saw.

INTERNATIONAL CADET 1650 hydrostatic tractor
with 50" mower and wheel weights.

Pr. 14.9 - 28 /13-28 tires on rims used for duals (like new); 18', 20', and 40' wooden ladders; rubber tire lawn cart; rubber tire wheelbarrow; 50' endless belt; platform scale; Frank Bentz butcher stove; 2 iron kettles; stuffer; hay knives; and an asst. of misc. barn items.

HOMELITE XL 123 20" chain saw

High dry sink (rough); marble top washstand and dresser; oak rockers; double door solid end low dry sink; chest of drawers; 2 blanket chests; 2 washstands; oak dresser; balance scale; 2 trunks; canning jars; kerosene lamp; apple peeler; lots of crocks; scrapple pans and other antiques.

36"x18"x24" Log Burner stove (never used); 2 pc. living room suite; 5 pc. breakfast set; upholstered sofa; 4 pc. table set; G.E. BW TV; Lazy Boy recliner rocker; redwood picnic table; lawn chairs; double bed; Hotpoint wringer washer; lots of bedding and blankets; asst. of china and glassware and lots of items to numerous to be mentioned.

Conditions by,
WOODROW NOLL

Harry H. Bachman - Auctioneer
Landis and Keck - Clerks

Lunch by Paxton Church of the Brethren
Sale Order: Small barn items, 10:00 farm machinery, household goods and antiques. Everything in good condition - plan to attend this sale.

ACA NORTHEAST REGION

SELLING 69 LOTS

Full blood Chianina bull
Full blood Chianina embryo
Percentage Chianina pairs
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1977 percentage Chianina show heifer prospects
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All steers are halter broken and eligible to be registered for for \$5000 offered by ACA.

FRIDAY - 6.30 P M
NOVEMBER 4, 1977
At Lauxmont Farms
Wrightsville, Pennsylvania

AUCTIONEER:
Mike Jones

SALE HEADQUARTERS:
Quality Inn
Route 30 west of Lancaster, PA
at Centerville Road Exit
(717) 898-2431

For further information contact
J. E. GLASS
President of ACA Northeast Region
230 Harrison Avenue
Glenside Pennsylvania 19038
(215) 887-0409
or
EDWARD BIRTIC, Sale Chairman
Box 216, RFD 2
Hampstead, Maryland 21074