

# Heuser ignites farm wives to promote agriculture

HARRISBURG - Laura Heuser. The name has become synonymous in farm communications circles with the involvement of farm women in speaking out for agriculture.

The featured afternoon speaker during Tuesday's Penn's Agri-Women convention, Laura verbally marched her audience of farm women out the door and on the road toward total

dedication to public relations and communications work. A dynamic and humorous speaker, Laura Heuser has travelled thousands of miles sharing the need for constant communication and better

understanding between agricultural and non-farm groups. Instrumental in setting up American Agri-Women, she was an early recipient of the Chevron spokesman of the year award and was one of seven determined farm women who marched into labor leader George Meany's office to tell the farm side of the grain embargo. In order to join the Pennsylvania women in their first convention, she shortened her husband's arrangements to take her on a vacation to Europe.

"You can do most housewife stuff with half a brain," accused Mrs. Heuser. "And just what are you doing with the rest of it?"

Detailing the background of the founding of Women for the Survival of Agriculture in Michigan, Laura related how she responded to an ad in the paper calling for attendance at a meeting by anyone interested in seeing agriculture survive. Ninety women came away from that gathering determined to organize. That successful movement spread into several other states, and then blossomed into the



Laura Heuser, nationally known spokesman for agriculture, really got into the swing of things on Tuesday when she addressed the first statewide convention of Penn's Agri-Women in Camp Hill.

founding of American Agri-Women, a national communications coalition.

"We soon discovered we had talents we never knew existed," she marvelled. "Did you know women make terrific politicians - that's a very exciting thing to find out!"

Stressing that communications is a prime ingredient in successful farm understanding, Laura urged her listeners to "write, write, write."

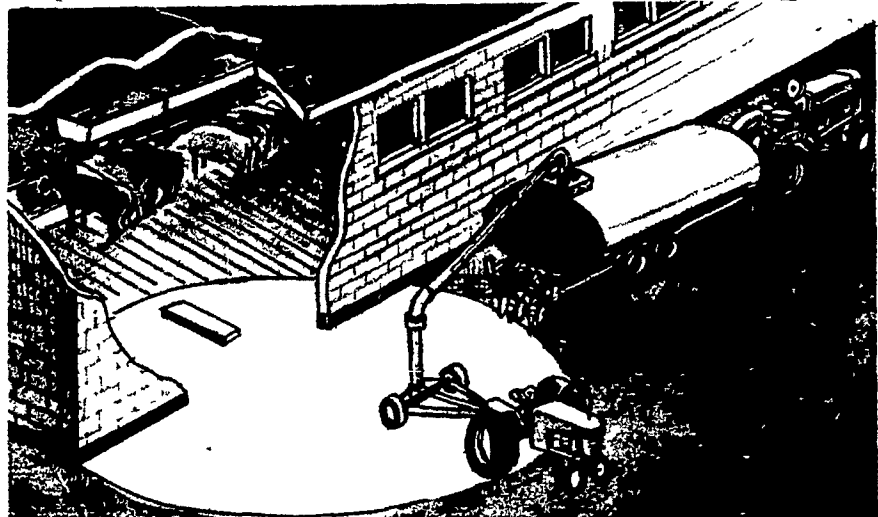
"Make it part of your religion to write!" she stressed. "I don't care if you use toilet paper and an eyebrow pencil, but tell your

side of the story. Tell it to legislators, bureaucrats, editors, television and radio broadcasters and from a soapbox in the supermarket if you have half a chance."

In urging the farm women to contact media people, Mrs. Heuser reminded them to always have enough details and answers ready to make a newsworthy and interesting story.

"Farm women are too frequently like a \$50,000 tractor kept setting in the shed to use for mowing the lawn!" she concluded. "Get that tractor out of the shed and put it to work. It's an investment you must use."

## UNDERGROUND LIQUID MANURE SYSTEMS



- \* Eliminate manure stacks for cleaner and neater appearance
- \* Eliminates breeding places for flies and insects
- \* Eliminates odor with underground manure storage

Above ground systems also available ASCS APPROVED

**MAR-ALLEN CONCRETE PRODUCTS INC.**

RD1, EPHRATA, PA 17522 PHONE: 717-733-9404

## COMPLETE GRAIN HANDLING EQUIPMENT

**BROCK**

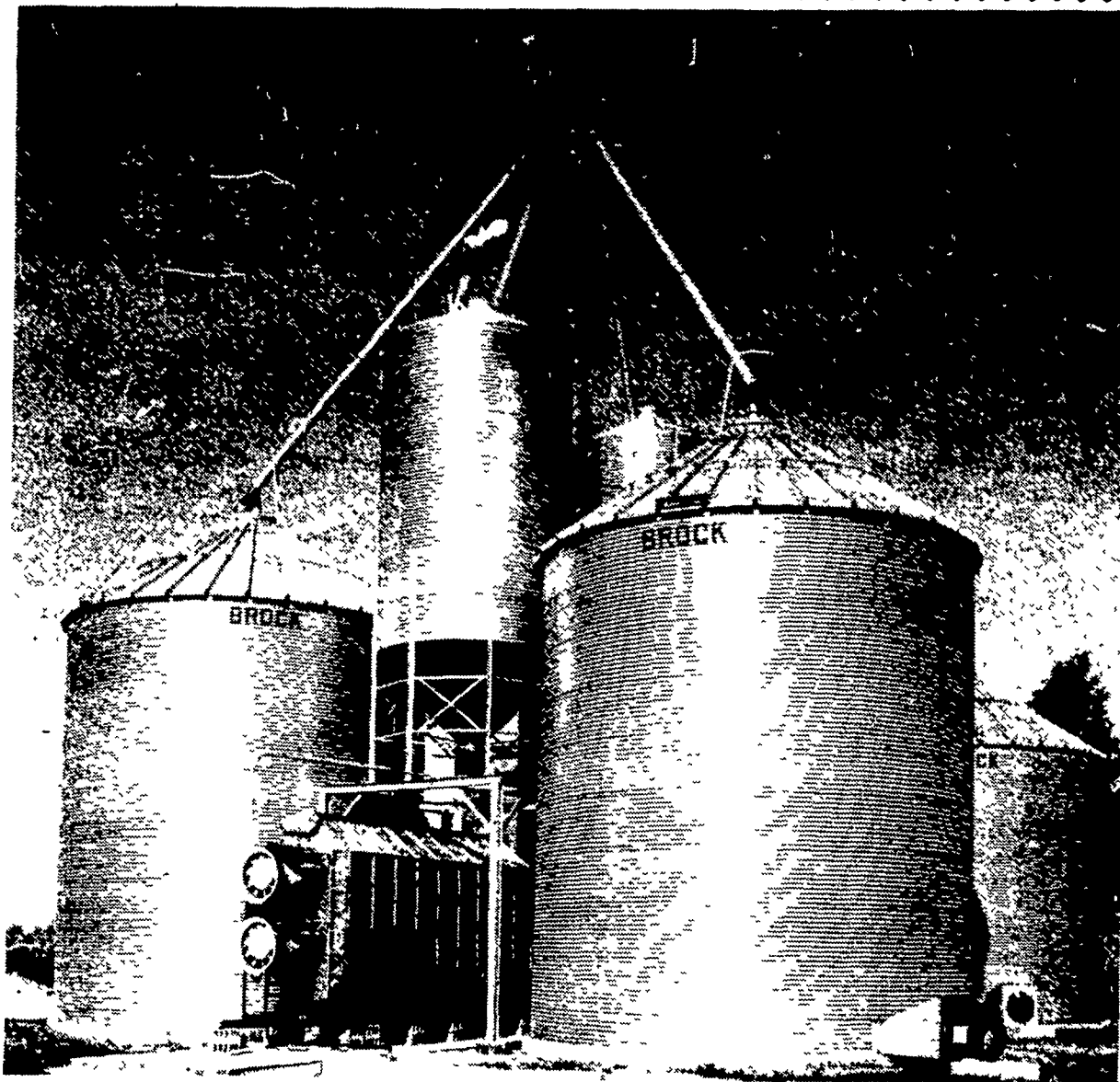
Feed Bins and Grain Bins

**CARDINAL**

Bucket Elevators and Auger Equipment

**FARM FAN**

Grain Dryer, Aeration and In-Bin Drying



GRAIN BINS, DRYERS & AUGERS IN STOCK FOR IMMEDIATE DELIVERY

WE SELL, SERVICE AND INSTALL



**E. M. HERR EQUIPMENT, INC.**

R.D. 3 Sprecher Road

Willow St., Pa.

Lancaster Co.

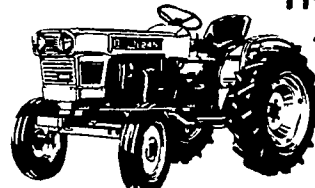
717-464-3321



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

**KUBOTA** The In-Between TRACTOR

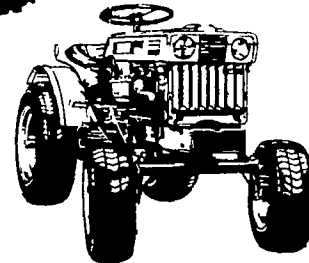
← L225



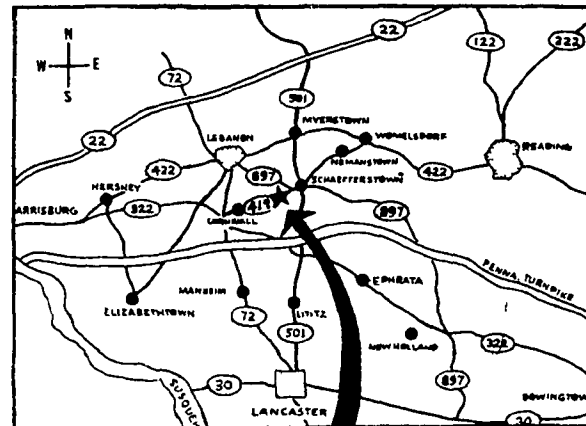
■ New Kubota workhorse can be depended upon to perform efficiently economically day after day

B6000T →

■ 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