

Messicks in farm machinery business 25 years

By KENDACE BORRY RHEEMS — It has been 25 years since Merville Messick has gone into the farm machinery business and this year as part of their continuing growth he and his sons, Robert and Kenneth, who now form a family partnership, have moved their business to a new location. The new Messick Farm Equipment is now located at the Rheems exit off Rt. 283, between Mount Joy and Elizabethtown.

The store which officially opened January 1, 1978, fills a need to expand that the Messicks thought was necessary. They picked the spot off Rt. 283 because they liked the location, its easy access, and its closeness to their customers. The facilities contain 8400 sq. ft. in the shop area and 6000 sq. ft. in the sales area.

February actually marks the 25th year that Messick has been in business. A farm boy, he claimed that he got started in the farm machinery business after being asked if he'd be interested in trying his luck. He's been selling farm equipment ever since.

Looking at the changes in farm machinery in the past

quarter of a century, Messick believes farm operations have changed, in fact have had to change to survive because of the demands placed on farmers to produce more. "Consumers today are demanding more from the farmer than ever before," he noted. "Farm machinery has had to keep up with that change. Larger equipment is being bought, and our business has to be able to service the farmer faster and better in order to serve his needs."

Messick noted that the majority of his customers would probably fall into the category of dairy, poultry, or beef cattle farmers, with forage crops being the major crop grown. The most popular items he sells are tractors and minimum tillage equipment.

Today, according to the number of tractors being sold, most farmers seem to prefer an "average sized" tractor for their farm needs. Messick seemed to think a tractor that pulls five-to-six plows suits the Lancaster County area best.

The new business center Mewsick now has can offer a complete line of service to



Merville Messick, owner of the business, is celebrating his 25th year in the farm equipment business.

Broilers up

HARRISBURG — Pennsylvania poultry production during the week ending January 14 was up nine per cent from 1977, according to the Pennsylvania Crop Reporting Service.

Broiler chick placements during the week totaled 1,862,000. The placements were about the same as the previous week. Average placements in the commonwealth during the past ten weeks were eight per cent above a year earlier.

In the 21 key poultry producing states, placements during the week were 68,010,000, one per cent above the previous week and eight per cent more than the same week in 1977.

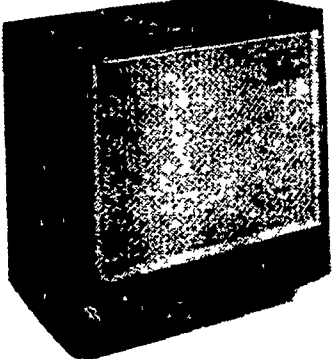
Average placements during the past ten weeks in the 21 states were six per cent above a year ago.

Broiler-fryers slaughtered in Pennsylvania under Federal Inspection during the week ending January 4, 1978 totaled 1,470,000.



Seen off Rt. 283, the new Messick Farm Equipment offers a complete line of farm services to the area.

FISHER WOOD BURNING STOVES



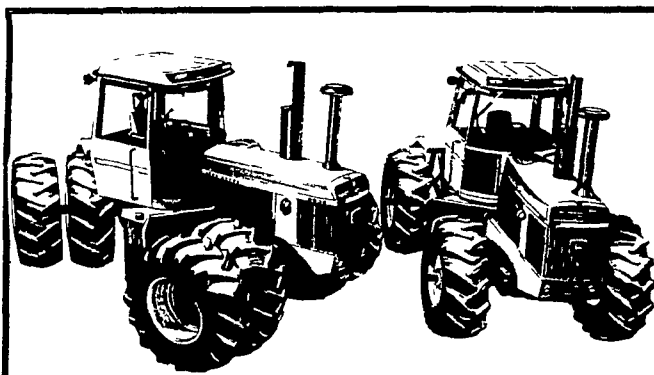
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the farmer, Messick explained. A dealer for Sperry New Holland an International Harvester, as well as True Value hardware, he and his sons have tried to make the facility more of a one stop store for their customers. Each of his mechanics, he noted, is factory trained, and spends at least four weeks in training per year.

Another special service which the Messicks offer is a new item called the "Pro-Ag" seminar. For this, a farmer attends a special seminar, where his farm information, such as cropping data — acres,

crops, equipment, labor, etc., is put on paper and fed into a computer to determine the effect different farm decisions will make on the profit margin of the farm business. This service will begin to be offered in March and already four farmers have signed up to use it.

As part of their celebration of opening the new store and celebrating their silver anniversary in business, Messick Farm Equipment is having a grand opening open house from February 15 to 18. Everyone is invited to attend and see the new store, and light refreshments will be served.

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