

## P.L. Rohrer firm has praise for new seed corn variety

SMOKETOWN — A new line of seedcorn introduced to this area by P.L. Rohrer & Bros., Inc., has been extremely well received by local growers, according to Willis Rohrer, president of the Smoketown seed firm.

"We've been involved in seedcorn distribution since 1940, but seldom have we seen such interest and enthusiasm as has been created by the new HP seedcorn, said Rohrer, adding that these hybrids were introduced only this year "more or less on a trial basis."

"This is some of the best looking corn we have ever seen," said Ralph Garber referring to demonstration plantings made at several locations. As sales coordinator at Rohrer's, Garber has been responsible for

getting HP hybrid demonstration plots established at the following locations: Raymond Good farm, Litz; Leroy Esbenshade farm, Manheim; Mark Hitz farm, Lebanon; Henry Balmer farm, Lampeter, and Ivan Kauffman farm, Honey-Brook.

There are farmers stopping by nearly every day to look over these plots, according to Garber. "Nearly everyone we've talked to has been very impressed by the vigorous growth and healthy appearance of the corn."

The Rohrer's have distributed corn hybrids for DeKalb since 1940 and in recent years became associated with North American Plant Breeders (NAPB) as distributors for other types of seeds. NAPB reportedly is one of the country's most prestigious

breeders of forages, notably Apollo alfalfa. This was the first commercial variety offering high levels of resistance to Phytophthora disease, also known as "wet foot" condition in alfalfa. Still newer in Vanguard, a variety bred to overcome another important alfalfa disease, anthracnose. Frequently referred to as "Summer decline", anthracnose, like Phytophthora, is said to have caused significant losses in Pennsylvania.

"We weren't interested in the corn at first, as we already represented a major seedcorn line. But two of our people, visiting NAPB facilities in the Midwest on other business, came back very enthused about this growing phase of the plant breeder's operations," Willis Rohrer recalled.

In the Big Valley area, not far from State College, a corn demonstration plot was put in under the sponsorship of one of Rohrer's wholesale clients, Union Mill Soil Service at Belleville. Ray

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### Broilers up

HARRISBURG -- Placements of broiler chicks in the commonwealth during the week ending August 12 were 23 per cent above the corresponding week a year earlier, according to the Pennsylvania Crop Reporting Service.

Placements totaled 2,037,000, three per cent above the previous week. Average placements of broiler chicks in Pennsylvania during the past nine weeks were 15 per cent above a year earlier.

In the 21 key poultry producing states placements were 63,166,000, two per cent below the previous week but seven per cent more than the same week a year earlier.




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

The number of broiler-fryers slaughtered in Pennsylvania under federal inspection during the week ending August 2, was 1,772,000, with an average weight of 3.93 pounds.

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thereafter, Peter's older brother, John, joined the business, which became incorporated in 1949.

The firm's distribution is concentrated in Lancaster and adjoining counties, although orders are filled for customers as far away as New Jersey. One of the firm's six sales representatives is located in Maryland. In addition to the forage seeds, soybeans, and hybrid corn, other types of seeds handled by Rohrer's include cereals, such as wheat, barley, and oats, and also lawn grasses.

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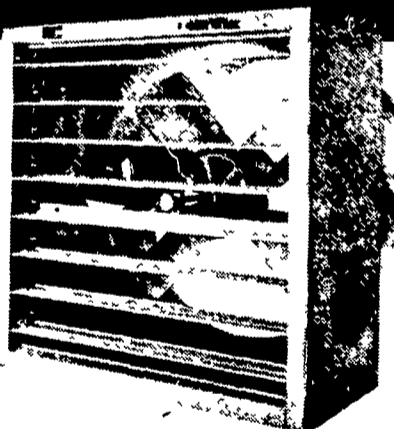
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