

# Machinery exposition

(Continued from Page 10) the small attendance, but he's interested nonetheless in giving it another try next year. "There was low attendance, but those who came offered very good potential," said Ray Shenk, a Dari-Kool, Bou-Matic dealer from Littiz. "There has been plenty of time to talk," said Godwin.

"One man told me that he hadn't been to the Farm Show in seven years because of the crowds and stale air, but he came to this show and enjoyed it," Godwin said.

Realtor Richard Brandt had a booth at the Machinery Expo because he wanted a chance to participate in the mainstream of Pennsylvania agriculture and chat with farmers. He can't get into the January Farm Show, so the new show was just the ticket for him. "This gives us a chance to see things at more of a relaxed pace," he began, echoing the comment of nearly everyone there that the crowds were thin. He liked it that way, stating that people don't have time to talk at the Farm Show.

"A lot of the farmers I talked to said they really enjoyed it," Brandt continued. As for the dealers who were represented at the show, Brandt observed that there was considerable grumbling at first because of the low attendance. But when they got to their motel rooms in the evening and analyzed the situation, they found they had found real good prospects.

"Definitely!" said William Shirk without a moment's hesitation when he was

asked whether the Expo was worthwhile. He noted that he had at least twice as many inquiries about his sythetic lubricants than he anticipated. He thought the small crowds were helpful because people had time to stop and talk.

A Centre County farmer and Patz dealer, Bill Lucas, thought the show was "great."

"It was mostly farmers here and that's who we want to talk to," he said in a convincing tone. Like all of the other exhibitors that



Richard Brandt, realtor, appreciated the Machinery Exposition because it went about at a more relaxed pace than the big Farm Show in January. "We had a chance to talk - people are too busy to talk at the Farm Show," he said.

interviewed by Lancaster Farming, he said he wanted to come back.

George Heath and Dick Pennett, also Patz Company representatives, agreed with Lucas. They said they would have liked to have seen more visitors, but were pleased with those who did come because they came to inspect, inquire, and talk.

John Hefty, a distributor of grain handling systems from Watsonstown, figured the Expo should get off the ground in a couple of years with the proper amount of advertising. Although he believes this first try will represent a financial loss for him, he felt the attendance was good considering it was so poorly publicized. "The crowd for this first year was about what I expected ... and if we got this much without advertising, it's pretty good," he said. "We'll be here again next year," he assured. "Some farmers prefer a show during this time of year," he concluded.

Three men from Royster Fertilizer Company agreed that the Expo was a good thing. "We feel that we talked to as many people here as we would have at the Farm Show," said Don Lohr. "Less people, but the kind who were interested ... a higher percentage of ag oriented people," added Harold Brecht. "A little more promotion and advertising and this show could grow into a big thing in the next two, three, or five years," offered Dave Borsoi. "We like the 3-day show. Anybody that wants to come can come. The weather is better in March than it is in January. We have prospects

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Patz Company representatives were in agreement that the Pennsylvania Farm Equipment Exposition was a good thing. Said Bill Lucas, left, "I think it was a great show - it was mostly farmers here and that's who we want to talk to." With him are Dick Bennett and George Heath.



Attendance to the Pennsylvania Farm Machinery Exposition was about what John Hefty and son John Jr. expected. Despite disappointment from an investment point of view, they believe the show has potential and they'll want to come back next year.

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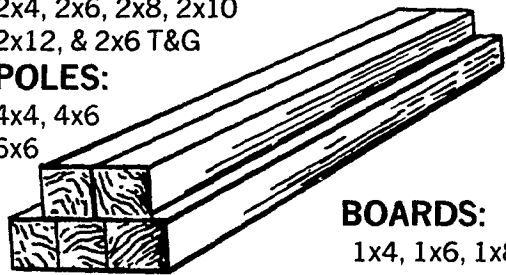
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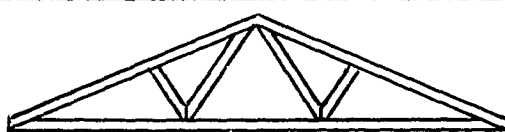
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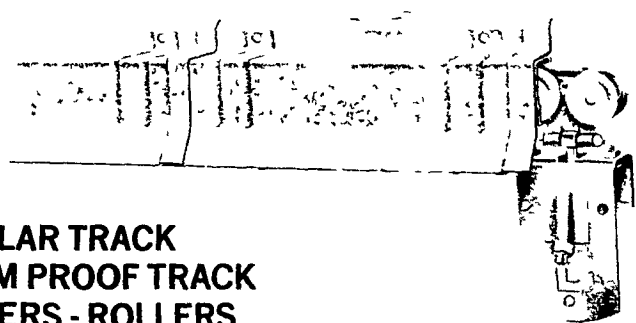
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