

Jones discusses advertising with local dairymen

BY SUSAN KAUFFMAN
Staff Correspondent

CHESTNUT LEVEL — The president of Inter-State Milk Producers Cooperative, Lester Jones, told a local district membership gathering the immediate future for dairymen looks good, but a long range view shows reasons for considerable concern.

The New Jersey dairyman, who has served as president of Inter-State since 1972, was introduced to the membership of District 3 by its director, Robert McSparran, as "ambitious, determined and optimistic — a true leader."

Presently operating a 900 acre farm in the garden state with his son, the Joneses manage a herd of 390 Holsteins. In addition to knowing the day to day routines and concerns of a working dairy farm, Lester Jones sees the dairy industry on a national scale as well. For many years he has served on many varied national boards in advisory as well as official capacities.

Among his many contacts with the dairy industry away from the home farm are serving as third vice president of the National Dairy Council, and as a member of the executive committee of the National Milk Producers Federation.

Tracing the efforts in past years to continue a demand in the marketplace for fluid milk, Jones remarked that there is an ever increasing need to support more advertising.

"Five years back when we were paying five cents per hundred weight for advertising to boost demand for fluid milk when national consumption had dropped, we were getting as much advertising as we are now

when we are paying one percent or 12 cents per hundredweight of the pay price for advertising.

"Advertising costs have gone up, too," he said.

"Milk is a Natural" and "Milk's the One" have proved to be very successful generic advertising campaigns," he continued.

Explaining the difference between generic and brand name advertising, Jones said generic advertising in terms of a type of product such as milk in general is attempting to increase the size of the pie in the marketplace while brand name advertising attempts to gain a larger piece of that pie.

In recent consumption surveys, Jones added, the tonnage of low fat, skim and whole milk products have increased slightly with butter increasing seven percent last year and cheese making outstanding progress in the marketplace.

"The Dairy Council is trying to dissipate the unfavorable publicity such as cholesterol and heart disease in connection with dairy products." "Through research this organization proves findings before advertising can get under way," he said.

A major threat to the dairy industry in the future as Inter-State's president sees it is the action proposed by a consumer group called Consumer Nutrition Institute to destroy the classification system which has long been in effect.

Basically, the group wants to reconstitute powder products to fluid at the cost of about \$1 per hundredweight decrease paid to the farmer, as Jones explained it.

The law now states that

milk shall be sold according to use. Dairy interests claim that the movement afoot by the Consumer Institute is illegal.

"Only the dairymen will look after themselves," Jones emphasized. "The department of Agriculture won't, neither will anyone else except the dairymen themselves."

Jones touched briefly on Holly Milk progress stating that in December it was operating at one million pounds a day on the average, a record much better than previously.

"It is on the verge of profitability," he concluded. Common problems on a national level as Jones explained were advertising and marketing.

"Dairying has had a favorable economic situation in recent years. There are serious threats in the future," he said.

"Imitation products and imports are of major concern. We will have to continue to work as a cooperative to handle these problems," he concluded.

A number of guests attended the meeting. Among them were Lancaster County Dairy Princess Lucinda Landis, dairy agent, Glenn Shirk, and five FFA students and their advisor Arba Henry representing the Solanco chapter. Scott Brinton, Randy Graver,



Inter-State Director Robert McSparran, left, presented 25 year awards to Elmer Weber, Merle Ressler who accepted for his father Martin, and David Aument of the Clyde Aument family. Not present at the meeting were 25 year members Earl Hershey and John R. Herr family.

Mark Trimble, Bob Kirk and Allen Anderson were the FFA members.

4-H members who had the five highest placing project books in this district were honored with checks. They were Tom Arrowsmith, Matt Arrowsmith, Mark Hess, Susan Hess and John Emmling.

Also recognized at the luncheon meeting were five families who had twenty-five years memberships in Inter-State.

Given plaques by Don Briener, fieldman, as McSparran announced them were Earl Hershey, Quarryville, R.D. #2; Martin Ressler, Quarryville, R.D. #2; David Aument, Fairfield; Elmer Weber, Wakefield; and John Herr, Holtwood.

Young cooperators, Ed Zug, explained his involvement in the program and the purposes of the program. He also reported

as co-chairman of the dairy tent at the Solanco Fair that the total proceeds from the tent were donated to the fair association. The sum amounted to \$1007.

He reported the tent served 4100 hamburgers, 990 hot dogs and 3400 milkshakes — among other items — at the three day event.

Delegate Aldus Martin briefly reviewed the programs and resolutions at the annual meeting held last November in Lancaster.

Dekalb honors top corn growers

HERSHEY — The top corn growers in Pennsylvania were recognized on Tuesday, January 22, by the DEKALB YIELDMASTERS CLUB at their annual meeting in Hershey.

Five Lancaster County farmers were honored, along with 26 other Pennsylvania corn growers. The Lancaster Countians were Wilmer Conrad, Lutz; Floyd H. Moore, Lancaster; Tom Zartman, Ephrata; Harold Brubaker & Sons, Strasburg; and Earl N. Landis, Manheim.

What is DEKALB'S YIELDMASTERS CLUB? According to Elmer Repschlaeger it is a nationwide contest which is designed, not so much to measure yields, but to exchange ideas on how to improve yields.

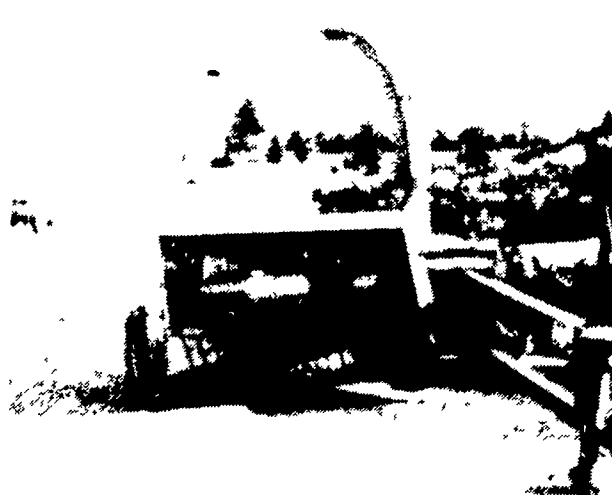
He explained that to enter the contest, a farmer must harvest one acre of their company's corn by machine. The farmer must have a weight ticket to submit to show the actual harvest weight for that acre of corn. And the harvest must be witnessed by an impartial third party.

Any farmer can decide to enter the contest, at any point during the growing season. The only deadline, said Repschlaeger, is the

November 15 report date for all entries.

Other Pennsylvania farmers recognized for their outstanding corn yields were:

Lon Gates, New Enterprise; John Marsteller Sr., Stewartstown; Allenor Holstein Farm, Bedford; Harold Raubenstine, Hanover; Bob Ragland, Stewartstown; Druck Farms, York; Robert Schriver, Hanover; Gerald L. Shoop, Milton; Donald Meckley, Glen Rock; Charles A. Hess, Dallastown; James W. Knaub, Red Lion; Oscar C. Winters, Hanover; Markle & Lauer, Glen Rock; William E. Ferrell & Sons, Eagle; Merle J. King, Cochranville; Glen Engle, Cochranville; Dan Mast, Oley; Irvin G. Engle, Atglen; Lapp Bros., Cochranville; William & Arthur Voorhees, Stewartsville; Charles Lamm, Sinking Spring; Norman Myer, Jr., Coatesville; Lester Bros., Lincoln Univ.; Rambling Rose Farms, Mt. Holly; Thomas Yoder & Douglas Yoder, Elverson; Alvin Lamm, Jr., Sinking Spring.



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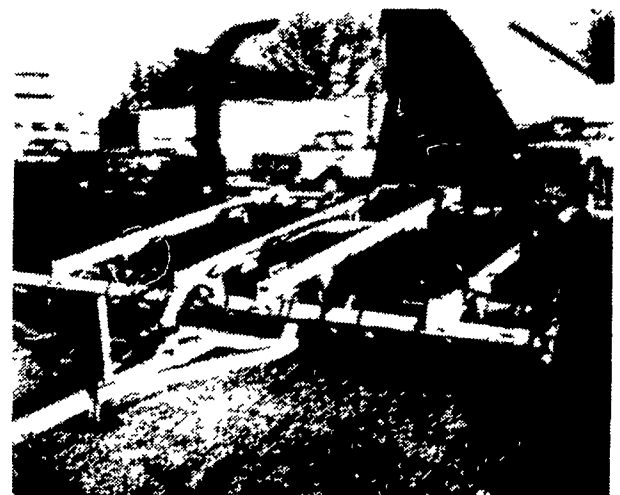
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John Deere 15x7 FBB Drill 450 00

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