

## Company rewards employees with beef



A BMJ tank was loaded up with promotion ammunition during the production quota contest. Promotional materials most popular with plant employees were pamphlets on beef cutting and identification.

**BY JOYCE BUYP**  
Staff Correspondent  
YORK — "Tanks for the beef," employees resoundingly told management at the BMJ Corporation plant near Bar last week.

Beef — in the form of certificates worth 20 pounds of it per employee — was the bonus shared by the 2600 workers at the Bowen-McLaughlin manufacturing facility, best known locally for its production of military armored personnel carriers, or army tanks.

The unique beef giveaway was an employee reward for filling an April production quota of 97 ready-to-ship tanks.

Dubbed "The Great No-Bull Contest," the bonus program was charted daily on a large thermometer poster located near the plant entrance. By mid-morning on April 30, the 97th tank was inspected and the thermometer gauge went over the top.

A ten-day-long beef promotion display by the York County 4-H Baby Beef Club was part of the unusual bonus dreamed up by the management of the Harsco parent company of BMJ Corp.

Four head of county beef animals were bedded down each day in a tent set up within the plant compound. Representatives and leaders of the club manned the booth and handed out hundreds of pamphlets on a variety of home-related topics.

As a special boost to the production morale, management also threw a

deep-pit beef barbeque on April 25. Under the 4-H Beef club direction, 1306 pounds of top round were buried in a 3-deep by 6-wide by 40-foot long pit dug at the plant entrance. After 12 hours of under-ground roasting the rolls of beef were unearthed, unwrapped and sliced down to serve up 3,000 sandwiches during the first and second shift changes in late afternoon.

Harsco Corporation funded the entire promotional event and gave a \$2500 donation to the 4-H beef club as well. Parts of that donation will help defray expenses for the May 30 preview beef show at the York Fairgrounds and will help send several club members to the national Junior Angus Heifer Show in Georgia during June.

BMJ employees were enthusiastic about the 20-pound beef bonus and surrounded the tent and it's animals during breaks and lunch periods. Some commented that they had really learned a great deal about

the beef industry and several were reported making plans for individual and group purchases of beef in quantity.

Meat redemption certificates were scheduled to be handed out with weekend paychecks and could be redeemed at several area butchering retailers and supermarket meat counters.

## Brown Swiss plan international conference

MADISON, Wisc. — 1980 is the Centennial Year for the Brown Swiss Cattle Breeders' Association of the United States of America.

As one of its celebration activities, this fall the United States Association will host an International Brown Swiss Conference at Madison, Wisconsin.

The conference will be held in conjunction with 1980 National Brown Swiss Show at World Dairy Expo September 30 to October 4.

The Brown Swiss is one of the most popular dairy

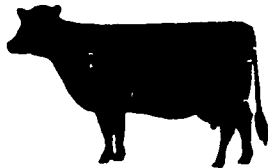
breeds throughout the world. Because of this popularity over 700 foreign Brown Swiss enthusiasts are expected to join U.S. breeders and industry leaders for the conference.

Program plans include symposiums, technical demonstrations and social gatherings, all emphasizing the world-wide importance of the Swiss breed.

To climax the conference over 600 head of Brown Swiss from all parts of the country are expected to compete in

the National Show on October 3 and 4.

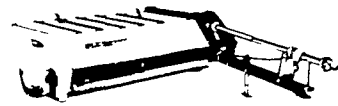
For further information, schedule of events or assistance with travel and tour arrangements, contact the National Brown Swiss Cattle Breeders' Association, Box 1038, Beloit, Wisconsin 53511, telephone 608/365-4474.



## IT'S Haytool Sale TIME

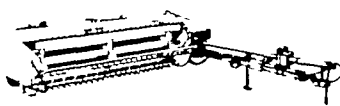
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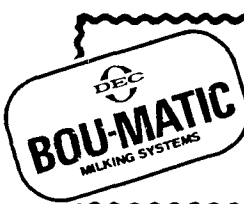
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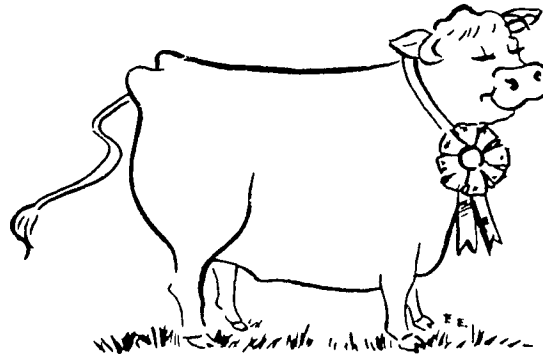
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