

Two regional marketing meetings set for early March

SELINGSGROVE — A regional meeting for direct marketers will be held Monday, March 9, 1981 in the Community Room at Boscov's Shopping Mall, Selingsgrove.

If you are a direct marketer interested in programs related to advertising, promotion and pricing, then you may want to attend this meeting.

Ransom Blakeley, extension marketing specialist from Cornell University, will be the main speaker. Blakeley has worked as an educator and consultant to direct marketers for many years and has participated in conferences in several states throughout the country. He is recognized as a leader in his profession.

At the Selingsgrove meeting Blakeley will speak on techniques for pricing farm products and developing effective advertising and promotion programs.

Several experienced farm marketers also will share their experiences with advertising and promotion. They are Mrs. Tom Styer, Lycoming County; Kathy Whitenight, Montour County; Jeanne Sierer, Snyder County; and Ronald Rohrbach, Columbia County.

Representatives from radio stations and newspaper publishers have been asked to tell how they can help direct marketers develop timely and effective advertising programs.

Direct marketers will have the opportunity to hear Blakeley speak the following day, Tuesday, March 10, in Lackawanna County. The meeting will be held in the Ramada Inn, Chunchilla.

Blakeley's discussions at that meeting will be concerned with farmer's markets and how they

are organized and operate in New York State.

Other speakers on the program are Carol and Robert Daniels, Carbon County, and Paul Shoemaker, Northampton County,

They will discuss their pick-your-own operations and other special retail marketing programs.

Commercial exhibitors with products of interest to direct

marketers will be present at each conference.

Plan to make your reservations early. More details concerning the Selingsgrove meeting are available

from Jeffrey Mizer, County Agent, Courthouse, Middleburg, PA 17842.

For the Chunchilla meeting, contact Tom Jurchak, County Agent, 200 Adams Avenue, Scranton, PA 18503.

Bargain bulls could be white elephants

STATE COLLEGE — Can you imagine paying hard earned cash for the opportunity to lose money? That is what most cow/calf producers are doing when they buy a "Bargain Bull," according to State Agriculture Secretary Penrose Hallowell.

"One of the largest expenses at any one time is the purchase price of a bull," the Bucks County dairy farmer said. "The buyer of an untested, low-price bull may get a false sense of security in lowering the cost of beef production. In most instances, the kind of bull purchased has a far greater influence on the cost of production than just the purchase price."

Approximately 87 percent of the genetic make-up of a calf is determined by the last three generations of bulls used. This factor can make a bull selection a make-or-break decision for the cow/calf producer.

A total of 86 bulls from 63 different producers, representing six different breeds, began a performance testing program at the Department's Meat Animal Evaluation Center in October.

The primary purpose of the test is to identify those bulls that are genetically superior in the more efficient production of red meat.

At the end of the 84 days on tests, the Average Daily Gain for all the bulls at the center is an impressive

3.45 pounds per day. The Polled Herefords is 3.18 pounds per day.

Twenty-seven Angus bulls have an average daily gain of 3.42 pounds per day. The average daily gain for the 17 Summentals is 3.71 pounds per day. And the five Charolais bulls have an average daily gain of 3.88 pounds per day.

The four Chianina bulls on test have an average daily gain of 3.79 pounds per day. The only purebred Lamousin bull on test has a 3.11 pounds per day average daily gain.

"The test officially ends March 4. All bulls will be indexed and the top 75 percent will sell in Penn-

sylvania's 8th Performance Tested Bull Sale which will be held on Friday, March 27, 1981, starting at 12 noon," Hallowell said.

March 13 from the Pennsylvania Department of Agriculture, Meat Animal Evaluation Center, 651 Fox Hollow Road, State College, PA 16801.

MDMV threatens Pa. sweet corn

HERSHEY — Maize dwarf mosaic virus has been recognized as a pathogen of corn in Pennsylvania since the early 1960's, reports John E. Ayers, Department of Plant Pathology, at Penn State.

At that time two strains were recognized, namely MDMV-A and MDMV-B. MDMV-A was known as the Johnsongrass strain because of its ability to survive in this weed. MDMV-B became known as the non-Johnsongrass strain because it could not be reproduced in Johnsongrass.

When MDMV was first found in Pennsylvania, strain B was the most prevalent. To date, no one has conclusively demonstrated how MDMV-B survives in the absence of corn, Ayers said.

Reported damage attributed to MDMV seemed to decrease in the late 1960's and early 1970's in dent

and sweet corn. In recent years, MDMV has caused more concern, particularly among sweet corn growers.

There are many examples of late planted, MDMV susceptible varieties that were severely damaged by the disease. MDMV-B is no longer the major strain of the virus in the state. MDMV-A is now identified about as frequently as MDMV-B. This is assumed to be related to the spread of Johnsongrass.

Recent research has shown the growth stage of the plant at the time of infection is critical to the amount of yield loss realized. Experiments with Bonanza and Stylepak indicate that infections occurring near the time of pollination result in larger losses than infections occurring at earlier growth stages.

Other research suggests that

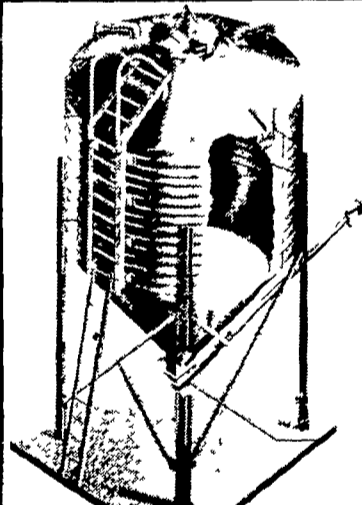
disease incidence may not be a good indicator of the loss attained. Some varieties exhibit a low incidence of disease but show a greater reduction in yield when infected than do other varieties which exhibit high levels of disease.



FEBRUARY SALE Now Through Feb. 21st

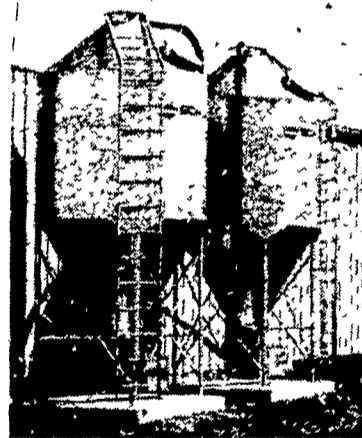
ALSO EARLY ORDER DISCOUNTS ON GSI BINS, FARM FANS AND CARDINAL GRAIN EQUIPMENT

See Us At The
KEYSTONE PORK CONGRESS
Thursday, February 19



SALE ON READ FEED BINS KNOCKED DOWN - 7' DIA.

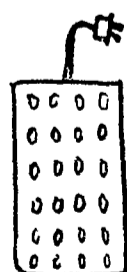
- 4 Ton with Ladder, Full Kit & 4"x10' Auger less motor **\$878⁰⁰**
- 6 Ton with Ladder, Full Kit & 4"x10' Auger less motor **\$978⁰⁰**



SALE ON SCHULD FEED BINS — Ready To Go

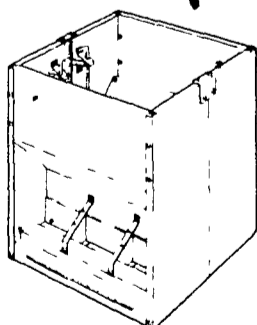
- 7' Dia. - 4 Ton with Ladder, Full kit & 4"x10' Auger less motor **\$1295⁰⁰**
- 7' Dia. - 7 Ton with Ladder, Full kit & 4"x10' Auger less motor **\$1495⁰⁰**

SALE ON HEAT PADS FOR PIGS



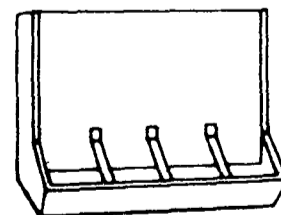
- 1x5 Standfield **\$31⁹⁵**
- 2x5 Standfield **\$51⁹⁵**
- 2x3 Kane w/ double cord **\$49⁹⁵**
- 1x3 Kane **\$29⁹⁵**
- 1x4 Kane **\$31⁹⁵**
- 1x4 Camline **\$23⁹⁵**
- 1x3 Camline **\$19⁹⁵**

SALE ON RECTANGULAR GALVANIZED NURSERY FEEDERS



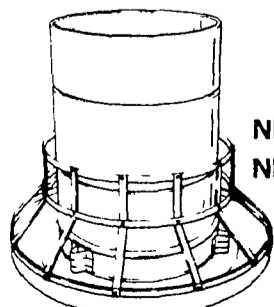
- CNF-21 - 24" L - 12" W - 26" H
• 3 Hole - 1 Side Only
\$55.95
- CNF-22 - 24" L - 24" W - 26" H
• 6 Hole - 3 On Each Side
\$104.95
- CNF-32 - 36" L - 24" W - 30" H
• 10 Hole - 5 On Each Side
\$128.95

SALE ON HEAVY DUTY GALVANIZED CREEP FEEDERS



- C-2 - 14 lb. Cap. 2 Hole **\$11.95**
- C-2 - 20 lb. Cap. 3 Hole **\$13.95**

SALE ON ROTARY FEEDERS WITH PORCELAIN BASE



- NR-3 140 lb. Cap. Galvanized Drum **\$91⁰⁰**
- NR3 SS 140 lb. Cap SS Drum **\$121⁰⁰**
- NR-6 275 lb. Cap. Galvanized Drum **\$105⁰⁰**
- NR-6 SS 275 lb. Cap. SS Drum **\$149⁰⁰**

Note: Sale On In Stock Items Only



Serving
The
Industry
Over
20
Years

