

Betty Jean Hoch wears Berks Dairy Princess crown

BY LAUREL SCHAEFFER
Staff Correspondent

LEESPORT — Bubbling with excitement as if she didn't really believe it was happening to her, Betty Jean Hoch graciously accepted the crown as Berks County's Dairy Princess last Saturday evening from the 1980 princess, Karen Sattazahn.

Betty Jean is the lively, energetic eighteen-year-old daughter of Mr. and Mrs. Elwood Hoch, Jr. of R3 Boyertown. She is presently finishing her senior year at Oley Valley High School and is planning to attend the McCann School of Business as a Fashion Merchandising major in the Fall.

Selected as an alternate to work with the new princess was Lori Ann Leshner, 17. Lori is the daughter of Mr. and Mrs. Harold Leshner, R1 Bernville. A senior at Hamburg Area High School, this active young lady plans to become a secretary after graduation. She is actively involved in FFA and 4-H and works part time on a dairy farm.

Both Betty Jean and Lori, along with four other contestants, competed during the day of the pageant before a panel of three judges. The contest was held here at the Berks County Agricultural Center. Each contestant was

judged on appearance, speaking ability, poise, personality and intelligence.

Betty Jean and Lori will represent Berks County dairy industry this year, visiting schools, appearing at fairs and parades, speaking before clubs and organizations and participating in various other activities.

Betty Jean said she became interested in entering the pageant after talking to last year's alternate Princess, Janice Savidge of Mertztown.

"The role sounded interesting. I felt I knew a lot about dairy farming and could be of help in promoting our image and products," she explained.

Betty Jean is a natural to dairy farming. She has been helping out at home ever since she can remember and loves being outdoors.

Her duties at home include milking, feeding calves and cows, and driving a tractor when needed. She also helps put hay away and lends a hand anywhere she feels needed.

Betty Jean has been in 4-H and enjoys showing cattle and sewing. She also likes to fish and trap, having learned these skills from four older brothers, Barry, Mark, Ricky, and Randy.

The Hochs milk 50 Holsteins and

are building up a registered herd. They farm 198 acres, raising corn, small grains, soybeans, and timothy and alfalfa for hay.

Betty Jean said she can't imagine a better place to be raised than in the country.

"Once you grow up on a farm you can never forget it," she remarked.

Betty Jean will compete in the State Dairy Princess Pageant in Harrisburg this September.

Other contestants participating in the pageant were: Judy Malsbury, 19 and Jayne Malsbury, 16, daughters of Mr. and Mrs. George Malsbury, Rehrersburg; Laura Lee Miller, 17, daughter of Mr. and Mrs. Robert Miller, Bernville; and Cheryl Adam, 19, daughter of Mr. and Mrs. James Adam, Hamburg.

The pageant was presented by the Berks County Milk Promotion Committee, with president Donald Duncan, and the Dairy Princess Pageant Committee, chaired by Vernetta Meyers.



Betty Jean Hoch, left, of Boyertown is the new Berks County Dairy Princess. She received her crown last Saturday evening. Serving as the Princess's alternate is Lori Leshner, of Bernville, right.

Small seed corn trims costs

LANCASTER — Corn farmers who shy away from planting smaller seed sizes should take another look. There's more than a size difference when it comes to your pocketbook.

Small seed is every bit as good as larger seed; size makes no difference in hybrid performance. What's more, small seed can help trim the seed bill.

That's the opinion of Wayne Fowler, director of agronomic education for DeKalb AgResearch, Inc., DeKalb, Illinois. He says, "if you haven't taken advantage of smaller, lower-priced seed sizes when using a conventional planter, you'll really be missing a good bet if you pass up economy-priced seeds for plateless planters."

Fowler estimates savings of up to \$1 per acre on the most popular DeKalb single-cross hybrids by using small or extra small rounds

and flats.

You don't sacrifice performance when you buy smaller seeds, Fowler explains. Field trials show that large flats, for example, aren't any better than small rounds.

In DeKalb farm demonstrations, seed size has no bearing on final yield. Fowler says there is often more difference between checks of the same size than between seed sizes.

Some crop growers ask seed companies why they don't market seed as it comes off the ear and save the cost of sizing. There's a good reason, according to Fowler.

"After DeKalb workers hand sort the good ears, removing any that don't meet rigid standards, ears are shelled and seed is sized."

After seed is sized, germination tests are run on each batch and size of seed. And, since small seeds

come primarily from the tip of the ear - and any disease problems that might have occurred during the growing season usually affect this area - if germination isn't up to par.

If there's any frost damage, it usually hits large rounds which come from the base of the ear, and it's easy to discard these if germination tests indicate damage.

What happens if your seed isn't sized? Fowler says germination tests would be run, but it would be impossible to discard the large rounds, the small flats or any other seed size where germination isn't as high as seed from the rest of the ear.

"It makes more sense to sell each of a range of seed sizes separately. This way, you're getting quality seed at a bargain price," he says.

Wool growers file against subsidies

DENVER, Colo. — The National Wool Growers Association filed a petition recently with the U.S. Department of Commerce alleging unfair trade practices against New Zealand and Australia.

The spokesman for the sheep association said the documents claimed the governments of the two countries were subsidizing the export of lamb meat to the U.S., and the supports were creating an unfair trade advantage in the domestic marketplace.

The NWGA is requesting a special duty be placed on the import equivalent to the amount of the subsidy.

Marv Cronberg of Salt Lake City, Utah, president of the National Association, said the filing had been under investigation by the Wool Growers for about a year.

"We think we have a strong

case," Cronberg noted, "and we feel confident that the U.S. Department of Commerce will rule favorably for us after their investigation."

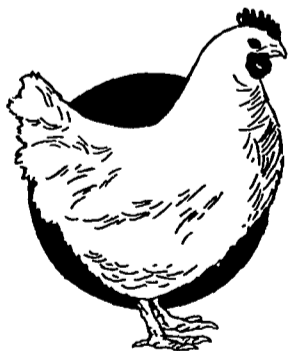
Sheep producers in the U.S. have voiced bitter complaints about the encroachment of foreign lamb products in key domestic markets at cheaper retail prices. The petition charges that the price differential is due in part to subsidies by the foreign governments.

Cronberg said U.S. growers are willing to compete in any market with their products, but everyone should be playing by the same rules.

Commerce officials have 85 days in which to rule on the filing.

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Hamburger consumption per person in the U.S. averaged 17.6 pounds in 1979.



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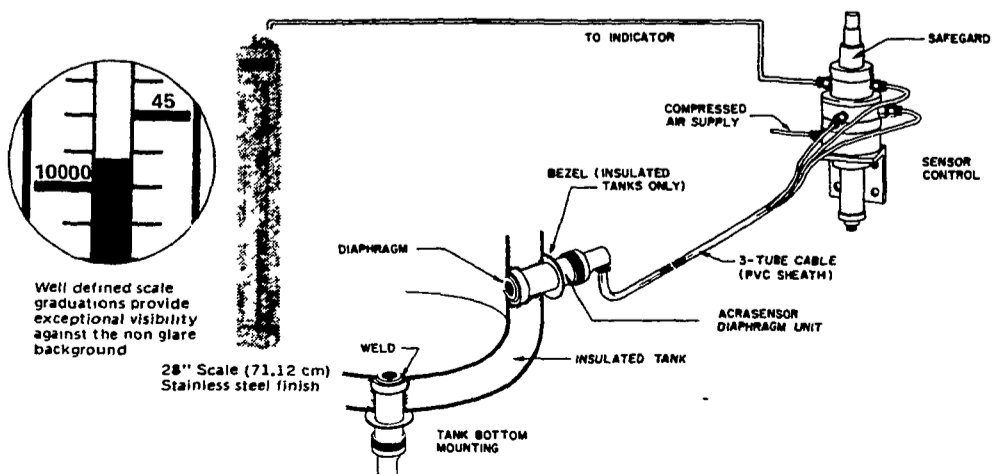
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