

Heifer tops Marlu sale

BY DONNA TOMMELLEO
LINCROFT, N.J. — Walebe Farm Inc. of Collegeville, Montgomery Co., Pa., paid \$62,000, last Saturday, for Marlu Elevation Esther, the highest-selling animal ever sold in a herd in New Jersey, said a spokesman for R. Austin Backus, Inc., sale manager.

The six-month-old Elevation daughter was one of 55 animals sold at Marlu Farm's first Holstein sale, which averaged \$4,045. The heifer sold first and bidding lasted no longer than five minutes, said Backus spokesman, Peter DeBlock.

"We knew she (Esther) would do well, but we didn't know what she'd bring," DeBlock said.

Ingholm Farms of Campbellford, Ontario, Canada, purchased Marlu Elevation Esther for \$62,000 on Saturday at Maurice Pollak's (center bottom) first Holstein sale at Marlu Farms in Lincroft, N.J.

chased the second high-selling cow, Marlu Bootmaker Elaine for \$14,500. The third top seller, Marlu Elevation Elise went to Walter Geisler of Munnisville, N.Y., for \$10,000.

Pleased with the outcome, Gerald Hall, manager of Marlu Farm, projected another possible sale in two years.

"We're satisfied," said Hall. "We averaged better than what we thought."

Although the successful sale was owner Maurice Pollak's first Holstein endeavor he is not a stranger to the sale circuit. A former Jersey breeder, Pollak conducted Jersey sales every two or three years at Marlu, explained Hall. The 360-acre farm located in Lincroft, New Jersey, now milks about 100 registered Holsteins.

Co-managed by the Pennsylvania Holstein Association and Backus Inc., the all-female sale attracted more than 500 prospective buyers who were treated to a catered luncheon buffet, compliments of Marlu Farm.



Earl Waltemyer (second from right on bottom) of Walebe Farms, Collegeville, Pa., purchased Marlu Elevation Esther for \$62,000 on Saturday at Maurice Pollak's (center bottom) first Holstein sale at Marlu Farms in Lincroft, N.J.

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