

Officers were elected at the organizational meeting of the Delaware Direct Marketing Association. Serving the association in its first year will be, from the left, Al Warner, president; Bill O'Day, vice president; Dan Scheller, treasurer; and Bob Draper, secretary.

Del. direct marketers elect officers

BY TRISH WILLIAMS

DOVER, DE — After several preliminary meetings, the Delaware Direct Marketing Association, Inc. met Tuesday to elect officers and discuss the intent of the association's beginning stages.

The meeting was held at the Dover Sheraton Inn in conjunction with the sixth annual statewide vegetable meeting. An estimated 25 persons attending the direct marketing voted to elect the following slate of officers: Al Warner, president; Bill O'Day, vice president; Dan Scheller, treasurer; and Bob Draper, secretary.

Carl German, Extension marketing specialist, and Bill Sammons, Marketing and Promotion Div., Del. dept. of agriculture, will serve as advisors to the association for the first year.

German has been instrumental in organizing the association in order to provide Delaware's direct marketers with a network to exchange ideas and promote their industry.

According to its constitution the purposes of the association are:

- to establish and maintain basic operating standards of quality and representation that will inspire public confidence in direct marketing;

- to provide members with information, publicity and merchandising materials that will assist in promoting the sale of Delaware farm products;

- to provide support and direction to educational and research activities;

- to provide a medium for exchanging information and experience among the membership so that the industry as a whole will

be more successful;
- to serve as a voice for the industry.

Warner emphasized that the organization is strictly geared toward the marketing function and will not deal with problems of production.

Warner recommended members attend the Mid-Atlantic Direct Marketing Conference to be held Feb. 21-23 at the Host Farm in Lancaster, Pa. A state meeting of the Delaware Direct Marketing Association will be held during the Mid-Atlantic Conference.

The next meeting of the Association is scheduled for Tuesday, Feb. 28 at 7 p.m. in the State Dept. of Agriculture building in Dover.

Mass. heifer tops Guernsey Sale

BY TRISH WILLIAMS

LANCASTER — Splendor V Jupiter Firefly, a bred heifer from Cummington, Mass. topped the 331st Special Guernsey Sale, Thursday at the Guernsey Sales Barn.

Consigned by Shawn L. Thayer, the heifer brought \$1700 from her buyers, D. Marion and Mildred Benedict, Long Lane Farm, Waynesboro. The Benedict's milk 35 registered Guernseys on their Franklin County farm. The Long Lane herd was the first herd of registered Guernseys in Franklin county according to Ruth Ann John, of the Pa. Guernsey Breeders Association and daughter of the Benedicts.

Firefly is due to calve March 25th to Jonkar Telestars Pride. Her sire, Lone Palm T H Jupiter, has a PD +959M +21F +101\$. Her dam, Sunnydell Titan Flame, made a 317 day record as a 5-year-old of 15,091 pounds of milk and 813 pounds of

fat.

Two females brought \$1500 each, to tie for second high seller. Chestnuts B Prince Julia was consigned by G. Luther Huston, Herbon, Md. She was purchased by Terrence and Patricia Murren, Hanover. Julia is due Jan. 30 to Western Gow Wistar Premier.

Lebanon Valley Premier Meg, bred and consigned by Robert B. Smith, Annville, Lebanon County, also brought \$1500. Meg, a fresh 2-year-old, is a Maxvalet T H Dittos Ditto daughter. Her dam, Lebanon Valley Hornet Vibree, has a 305 day record made as a 4-year-old of 15,582M 435F. Meg sold to Robert E. and Joyce A. Wagner, Quarryville.

Two bulls were sold. Both are sons of Co Hill Farms T H Big Tex. The bulls sold for \$325 and \$350 to Gene DeLong, Bowers, Pa.

The 32 females sold for an average of \$896. The sale total was \$29,350.



Buyers of the heifer bringing top bid at Thursday's Guernsey Sale are D. Marion and Mildred Benedict. Ruth Ann John, right, is with the Pa. Guernsey Breeders Association.

"MASTER FARMER FERTILIZERS"

in co-operation with the Penn-State Extension Service, is again presenting a series of evening meetings pertaining to our Major crops.

We have attempted to develop a schedule of interest, with capable and knowledgeable speakers. We sincerely hope you will find the time and interest to attend some or all of these meetings.

The Meeting Schedule Is As Follows:

Place: Leola Family Restaurant, basement

Time: 7:30 Prompt!

Dates: As shown below

- | | |
|----------------------------|--|
| 2. Monday, January 30th | - ALFALFA |
| John Yocum | - Penn State Research Farm, Landisville, Pa. |
| Don Mahlandt | - Pennfield Feeds, Dairy Sales Mgr.
Forage nutrition in dairy. |
| 3. Thursday, February 16th | - PASTURES & SMALL GRAIN |
| Dr. Elwood Hatley | - Penn State University, Extension
Agronomist. Small Grain |
| Dr. Tom Lanini | - Penn State University, Extension Agronomist.
Weed Specialist - How to control spiny
pigweed in pastures! |
| 4. Monday, February 27th | - TOBACCO |
| John Yocum | - Penn State Research Farm, Landisville, Pa. |
| Chemical Reps | - Geigy, FMC, Dow, Chevron.
Brief summary of chemical recommendations
of Tobacco. |
| Tobacco Cos | - Southern & Lancaster Co. companies will be
invited. |



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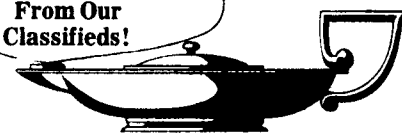
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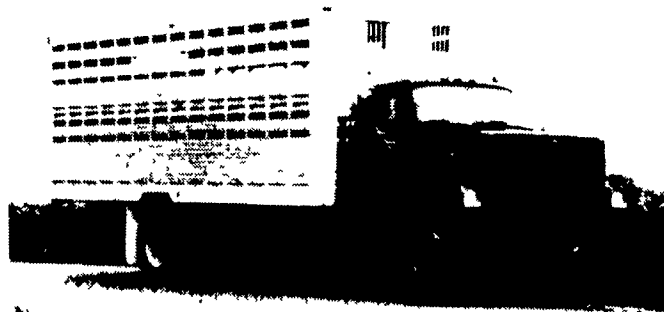
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