

Hooper holds Farmer's Day

BY JACK HUBLEY
MIDDLETOWN, Del. — February 14 was more than Valentine's Day in Middletown, Del., as Hooper Equipment, Inc., welcomed farmers to their "Farmer's Day" celebration, the highlight of the company's week-long Open House.

The day's events began at 11:30 a.m. with music provided by the Kent County Ramblers. At noon the crowd, numbering nearly 400, was welcomed and invited to take advantage of the company's Open House specials on parts. The firm's General Manager, Daryl E. Peifer, introduced Hooper's owner Charles Hooper, Jr., along with C.B. Hooper, Sr., founder of C.B. Hooper and Son, Inc., of Intercourse, Pa., the Delaware store's parent company.

Stressing the need for conservation tillage practices, Peifer urged those in attendance to turn their attention to Hooper's extensive display of equipment designed to keep topsoil on the farm. Equipment of particular interest included International's axial-flow combine, and their 5288 all-wheel-drive tractor. Also noted was the Versatile 256 bi-directional loader-tractor, and the Krause Landsman, series 3100, combining discing, cultivating, and harrowing capabilities in one implement, and producing a plantable seedbed with one pass.

Next on the afternoon's agenda was a film entitled, "Conservation: From Seed to Feed". Produced by Garrett Films International, and narrated by Peter C. Myers, Chief of Soil Conservation Services for the USDA, the movie was the culmination of



Equipment displays were among features of Open House at Hooper Equipment Inc.

an effort on the part of Hooper Equipment to keep farmers informed of the latest in conservation tillage practices. During an introduction of the film, Charlie Hooper stressed the importance of many of the manufacturers represented by his company in assisting to underwrite the cost of the year-long project.

Emphasizing the obsolescence of the moldboard plow, the film dwelled on the technology available to save our soil, while at the same time saving money. Defining conservation tillage as those procedures leaving at least a 30% residue coverage on the soil's surface after planting, Myers demonstrated no-till planting techniques, and explained methods of combating the weed problems and soil compaction associated with no-till. Other topics included

in the film were discing, chiseling, strip farming, terracing, and the correct application of herbicides, fertilizer, and lime, as related to conservation tillage.

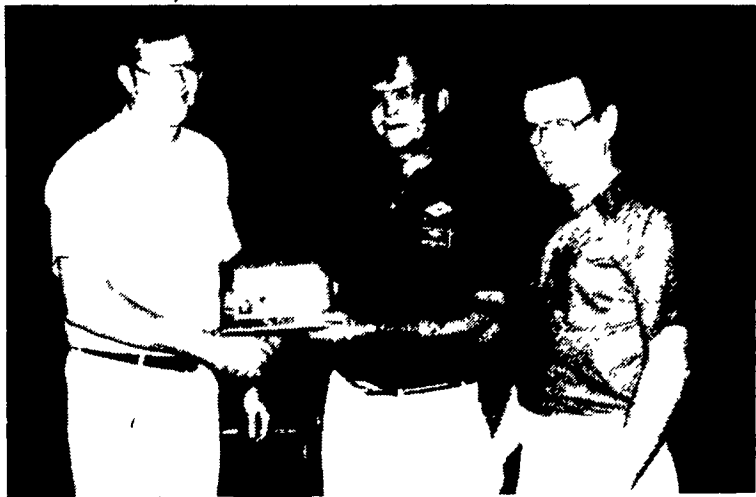
Following the film, Roy Gray, Director of Economics for the USDA's Soil Conservation Service, began his presentation by stating that, to remain in business, the farmer needs conservation practices that pay off today, rather than 50 years down the road. He stated that conservation tillage technology is currently available to accomplish this, with savings of \$10 to \$20 per acre, per year over conventional methods.

Gray concluded his remarks by congratulating area farmers, stating that Delaware currently has the highest percentage of cultivated acres under conservation tillage practices of any state in the country.



BUSINESS NEWS...

Loucks honored



Loucks Grain Equipment, Inc., York, was recently presented with a 10-year service award by Stormor, Inc., of Fremont, Neb., manufacturer of steel grain bins, Ezee-Dry grain dryer and steel buildings. The award was "in recognition for Outstanding Service to American Agriculture in Grain Handling and Grain Storage as a Stormor Dealer." Lester Loucks, left, receives award from Gene Wiebelhaus and Dave Jackson, of Stormor.

Beachley gets award

SHIREMANSTOWN — Kenneth G. Beachley, founder and past-president of the Beachley-Hardy Seed Company, Shiremanstown, recently received the Distinguished Grasslander Award of the American Forage and Grassland Council at its annual meeting in Houston, Tex.

A distinguished seedsman, Beachley has been widely recognized by the Pennsylvania Seedsman's Association and the American Seed Trade Association. He is a charter member and strong supporter of the Pennsylvania Forage and Grassland Council and served several terms on its Board and as its President. He was the recipient of PFGC's highest

award, its Outstanding Grassland Award.

Beachley has also been a strong supporter of the American Forage and Grassland Council. His company is a corporate member of the national council and over the past 25 years he served on numerous committees of that organization. He encouraged and supported the formation of state councils in several states.

Beachley-Hardy Seed Company is a wholesale seed company serving the Northeast specializing in quality seeds of small seeded legumes and grasses for forage and land reclamation. Beachley retired as president of the company in 1981.



Participating in Appreciation Night program of P.L. Rohrer & Brother, Inc. are, from the left, Max E. Maichele, Ortho Technical Sales Representative; Willis Rohrer, John Stimpert, Ortho District Fertilizer Representative; and James Gerdes, regional marketing manager, Chevron Fertilizer Division.

Rohrer stages appreciation night

BY JACK HUBLEY
SMOKETOWN — Over 100 farmers representing five counties attended Monday's Customer Appreciation dinner meeting sponsored by P.L. Rohrer & Bro., Inc., of Smoketown.

This year's program provided Rohrer customers with an update on the fertilizer industry, as well as an agricultural prognosis for the coming year.

The featured speaker for the evening was James Gerdes, Regional Marketing Manager of Chevron Chemical Company's Fertilizer Division. Gerdes urged farmers to consider the lowered inflation rate when planning business strategies for the coming five years. Farmers were advised to approach large capital investments with caution, and to look for opportunities in terms of increasing productivity and ef-

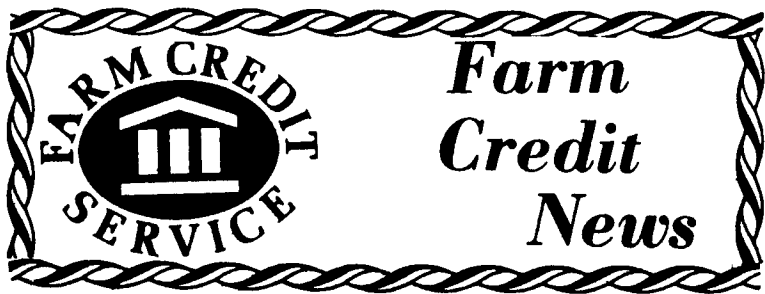
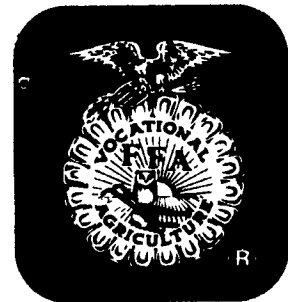
iciency within existing operations. Gerdes emphasized his company's ability to provide up-to-date agronomic information in an effort to improve efficiency. Reminding farmers that hearings began this week regarding the '85 farm bill, Gerdes encouraged everyone to make his elected representatives aware of the needs of the agricultural community.

Other speakers for the evening included Ortho District Fertilizer Representative, John Stimpert, and Ortho Technical Sales Representative, Max E. Maichele.

Maichele demonstrated how Ortho Unipel products differed from other fertilizers, and how these differences translated into benefits for the farmer.

Stimpert discussed no-till as well as other soil, conservation measures, and spoke on Ortho fertilizers, highlighting Ortho

Unipel's single application program for corn. He also recognized P.L. Rohrer's unique and important role as a representative for three of Ortho's divisions, including fertilizers, ag chemicals, and garden and home products.



Farm Credit lists speaker

WEST CHESTER — Featured speaker before the Southeast Federal Land Bank Association and the Southeast Production Credit Association at their Annual Stockholders' Meeting to be held on March 5 at the Oxford Fire Hall, Chester County, and on March 6 at the Christopher Dock Mennonite High School, Montgomery County, is Pat Leimbach, a farm wife from Vermilion, Oh.

In addition to being a partner with her husband in a potato, vegetable and grain operation, Mrs. Leimbach writes a newspaper column called "Country Wife" which appears in a number of farm publications around the nation. She is also the author of two Prentice-Hall Books, "A Thread of Blue Denim" and "All My Meadows."

Farm Journal magazine, who has published much of Pat Leimbach's work, points her out as "one of a handful of women who are telling the farm story nationwide." She has entertained audiences in 40 states with her lively program of readings from her essays.

A graduate of Western Reserve University, she did graduate study at McGill University in Montreal. She was, for a number of years, a modern language teacher in the schools of her home county. Her community activities have included the United Church of Christ, the Farm Bureau Women's Committee, the American Cancer Society and the American Field Service. She is a member of the Associated Country Women of the World, the American Agri-Women, W.I.F.E., and the Ohio Ag Council.