

Waverly Jerseys

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Justin Lanita, was named 1983's National Grand Champion after being Reserve Grand Champion in 1982.

Showing their champion cattle involves a great deal of time and expense, but the Stiles brothers feel it's worthwhile. "We spend over six weeks each year at state and national shows and state fairs," Mike said. "But in the long run it pays off in promotion and advertising."

For the Stiles family, the fawn-colored Jerseys have paid off in many ways. "We've worked with all the dairy breeds, but Jerseys

have been very good to us," Tracy said. "They're profitable and economical—the average Jersey cow weighs around 900 pounds while the average Holstein weighs 1,400-1,500 pounds."

Although Jersey cows don't require as much feed as other breeds, maintaining the feed supply is a constant challenge on the 400-acre farm. "We feed everything we grow and still have to buy feed from our neighbors," said Paul, who's in charge of most field work and machinery.

The Stiles' cropping program includes 150 acres of corn for silage, 32 acres of alfalfa for

haylage and over 100 acres of small grain for silage. Feed is stored in four upright silos and a feed consultant is used to balance rations.

The Stiles brothers obviously enjoy their work and are looking forward to a future as bright as their past. "We've stayed with farming because it's given us a good life," Paul said.

"There are plenty of days when it seems nothing goes right, but the advantages of farming far outweigh the disadvantages," Mike added.

Waverly Farm will be open to the public Saturday, July 21, from 9 a.m. until 4 p.m. Lunch will be available at the farm from 11 a.m. until 2 p.m.

The tour is sponsored by the Virginia Cooperative Extension Service in cooperation with the Clarke-Frederick Farm Management Committee.

Apple board picks agency

HARRISBURG — N. Ken Dries, owner of Dries Orchard, Sunbury, and Chairman of the Pennsylvania Apple Marketing Board, announced that TAL, Inc. Advertising Agency, headquartered in Erie, with offices in Harrisburg and Buffalo, has been retained to handle the Pennsylvania Apple Marketing Board's advertising activities beginning July 1. Dries reported that following a review of presentations made by four advertising firms in mid-June to the nine member Apple Marketing Advisory Board, marketing representative Kay Swartz Rentzel, and Department of Agriculture representative, Charles Kingston, a unanimous ballot was cast to contract with TAL, Inc.

TAL, Inc. will enter into their fifth consecutive year for directing the Apple Marketing Program's advertising.

Kay Swartz Rentzel, Marketing Representative for the Penn-

sylvania Apple Marketing Board, in discussing the agency presentation at the time, cited the excellent work of TAL, Inc. on behalf of the Pennsylvania Apple Industry and stressed the desire of the Board for an agency with broad scope of staff and services to work with the Pennsylvania Apple marketing Board in its advertising program for the future.

"After meeting key personnel and reviewing program proposals by each of the four agencies," Rentzel said, "we felt that TAL, Inc. best answered this concern for depth of marketing talent and experience."

The 1984-85 Pennsylvania Apple Marketing Board Advertising Program being developed will be aimed at increasing trade support and consumer involvement with Pennsylvania Apples and heighten consumer awareness of Pennsylvania Apple "freshness".

McIntires specialize

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Chianina bull provides the qualities the McIntires want in their commercial herd—tall, long and clean-built animals.

The commercial cattle are aggressively marketed through many channels, including a special sale that provides the popular "Chi-cross" calves to 4-H and FFA members.

"We wean the calves, break them to lead, vaccinate, worm and clip them before we offer them to the junior exhibitors," said Danny, age 41. "We sell between 40-50 show calves each year."

To feed their large beef herd, the McIntires plant 200 acres of no-till corn, 75 acres of small grain, 90 acres of alfalfa and 500 acres of grass hay. Conservation measures, such as crop rotation, cover crops and the use of grass strips to control run-off, are strictly followed.

To keep the farm running

smoothly, the McIntires employ three full-time workers. P.T.'s wife, Katherine, has the job of farm bookkeeper, as well as trying to keep up with her husband's busy schedule.

In addition to his own farming activities, McIntire manages Milton Valley Farm near Berryville, serves as sales manager of Northern Virginia Livestock Inc. in Winchester, is president of the Central Valley Production Credit Association, is a strong supporter of 4-H and a past-president of the Virginia Beef Cattle Association. In 1980, he was named Virginia's Cattleman of the Year.

In his "spare" time, McIntire can be found on horseback—riding in competitive trail rides or chasing a fox over the rolling countryside. "Other farmers used to rib me a little about my fox hunting," P.T. laughed, "but they don't say much anymore."

FmHA directed to stabilize land values

WASHINGTON, D.C. — Secretary of Agriculture John R. Block has directed the Farmers Home Administration to follow three initiatives to minimize the impact which the sale of government-owned property would have on local farm real estate values.

"Despite the positive steps we have taken to strengthen the overall operating position of agriculture, I recognize some producers are still facing a difficult financial period," Block said. "We are particularly con-

cerned about areas where farm real estate values have not fully stabilized, such as the major producing areas of the Midwest."

Block directed all state FmHA offices to:

1. Fully analyze farm real estate market conditions in each agricultural county and to refrain from selling government property in those areas where real estate values would be adversely impacted.

2. Make a concerted effort to review the most appropriate use

for unsold government property and, where conditions warrant, lease the property to farmers — particularly family farmers.

3. Place the highest priority on the sale of government property to buyers, particularly family farmers who intend to keep these units in appropriate agricultural production.

"I feel these actions will underscore our confidence in the underlying financial strength of agriculture," Block said.

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