

Jefferson County Holstein Breeders Hold Black and White Sale

BY BETH NESBIT

Special to Lancaster Farming
 SYKESVILLE — Dave and Charles Boddorf of Mayport were the top bidders at the tenth annual Jefferson County Black and White Sale, held at the Jefferson County Town and Country Fairgrounds

July 19.

The Boddorfs purchased Fairman Farms Valiant Rose Ann, a daughter of S-W-D Valiant and Summerton Elevation Rose Annie, for \$1,825.

Rose Ann's maternal records consist of a milking record of 18,242

pounds milk and 4.0 percent of fat at age 3-03. Her well-known sire, Valiant, has sired eight All-American Females.

Rose Ann has a show record of her own to back up her credibility. At the age of 2-04, Rose Ann placed first as a junior calf at the Jef-

erson County Fair, first as a junior calf at the Clearfield County junior show, and first at the DuBois Gateway Fair as well as junior champion.

Rose Ann is bred to Round Oak Rag Apple Elevation, who has a TPI +502. Rose Ann was consigned by Rodney C. Fairman of DuBois.

A total of 21 area Holstein breeders consigned 28 animals to this annual event. The sale of-

ferings included a selection of milking heifers and a young Holstein heifer calf.

The average sale price was \$954, down \$179 from last year's average. The Jefferson County Holstein Club did the selecting and managing.

Mark Glick of Reedsville served as auctioneer for the tenth consecutive year, and Howard Hammond of Corry read pedigrees.



Pictured with the top-selling heifer at the Jefferson County Black and White Sale are, from left, Bill Fairman; Dave Boddorf, co-buyer; Greg Heberling; Scott Fairman; Rodney Fairman, consigner; Shawn Fairman, Charles Boddord, co-buyer; and Bill Schrecengost, sale chairman at the halter.

Board Selects Ad Agency

ARLINGTON, Va. — The National Dairy Promotion and Research Board has selected a new agency for its \$7 million butter advertising campaign and approved specific dollar allocations for its 1986-87 advertising programs at its July 17 and 18 Board meeting in Salt Lake City, Utah.

Following a review of three advertising agencies which originally competed for the butter account last fall, the Board selected Grey Advertising, New York, as its new agency. Other dairy promotion organizations were involved in the selection process and are also expected to make the same choice in the near future.

According to George de Jager, National Dairy Board's senior vice president of marketing and evaluation, the decision was very difficult and the competition was tough. The Board felt that Grey Advertising is a solid agency and will provide dairy farmers with a first-rate butter campaign. Tatham, Laird and Kudner, Chicago, recently resigned the Board's butter account because of a conflict of interest.

The Board allocated its 1986-87 advertising dollars as follows: adult milk, \$8.0 million; children's milk, \$6.0 million; dairy calcium, \$16.5 million; cheese continuity, \$20.5 million; butter, \$7.0 million; ice cream, \$5.0 million; and test programs, \$1.0 million for a total budget of \$64.0 million.

In other action the Board approved \$220,000 in Industry Communications and Public Relations programming. Programs include video and radio press releases, a national celebrity public service announcement, media training for researchers, and the continuation of a national media relations program.

Could you use a money making investment that pays off in 3 short years?

Who couldn't. Especially with things the way they are on today's farm. AeroDry is a grain drying system that makes you money in ways you might never expect.

You make the elevators' profit.

First of all, with an AeroDry System you get to keep all those hard-earned dollars you used to pay to the elevator for drying and storage. And no more sitting in those frustrating waiting lines just when there's so much work to do.

Low cost drying.

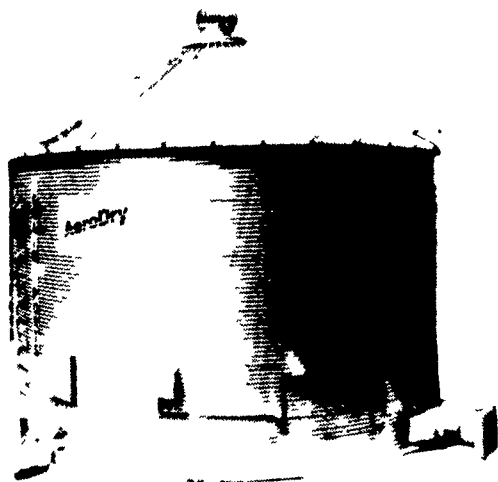
Next, when you compare AeroDry with any heat drying unit, you come out ahead even more. AeroDry burns no gas. The state-of-the-art AeroDry Computer controls fan-forced fresh air to dry grain naturally at a fraction of heat drying cost. The savings are yours.

Premium test weights.

Your grain stays perfect, undamaged by heat and cracking, protected from mold by evaporative cooling. That means the highest possible test weights for you. And that means money.

The pay off.

AeroDry has paid itself off in 3 quick years for hundreds of farmers just like you. Now it's making them plenty. Couldn't you use an investment like that?



AeroDry
 COMPUTERIZED GRAIN MANAGEMENT
 Manufactured by ADVANCED AG SYSTEMS, INC.
 RD #2 Box 159 Elverson PA 19520

Send more information
 Contact me for free Energy Audit

Name _____ LF
 Address _____
 City _____
 State _____ Zip _____ Phone _____

For the representative nearest you call 215-286-0301

ANY WAY YOU CUT IT,
AeroDry pays off.

For light texture in cookies and pound cakes, cream the butter and sugar well. Butter needs to be firm so that bits will stick to the sugar crystals during melting. When the sugar crystals dissolve in the oven, they leave tiny pockets of air, lightening the finished product.

PENN MAR AGRISYSTEMS



The Area's Independent Pre-Owned Harvestore® & Slurrystore® Systems Dealer
 717-626-7456 or 717-838-5754

10 Reasons Why You Should Contact Us Before Buying A New or Pre-Owned Glasslined System

- Replacement parts that match or exceed O.E.M. in both quality and warranty
- Trained servicemen with years of on the job experience
- Quick, efficient, same day service
- Most parts in stock, we U.P.S. daily
- 12% cash discount on parts paid on installation
- Professional installation of your glasslined system
- In stock or available, any size Harvestore- or Slurrystore-structure
- Bottom unloaders rebuilt to the highest standards
- Excellent trade in and leasing plans available
- Complete dismantle and re-erection of your private purchased structure

"Quality Is Our Promise"