

New Northrup King

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The company also introduced a unique replant policy. Basically it will provide replant seed at 50 percent of retail cost no matter what company's corn was originally planted. The power behind this aggressive replant program is The New Northrup King's wide range of hybrids, since a farmer who has to replant has highly specific seed needs depending upon his geography, climatic conditions and remaining growing season.

Another program is an extensive plot information computer system which allows farmers to compare performance of The New Northrup King hybrids under specific management regimes. In the past, hybrid comparisons have been largely by geography and perhaps climatic conditions. However, this new service will compare all these factors plus a variety of manage-

ment practices such as the primary tillage method, plant density, row width, soil texture and others. This program will be offered after data from more than 2,500 product demonstration plots are compiled this fall and added to two years' previous data from the three companies.

In addition to its ongoing market research, top management has formed a service task force to identify areas for improved or new services. The task force is comprised of a cross section of the company's employees. Dealer advisory boards have also been created to advise management of dealer and customer needs in the area of seeds and service. And, all of the new marketing unit's sales force will participate in customer service seminars, this year.

The merger also bolsters The New Northrup King's research

capabilities. Stauffer Seeds had an excellent, highly-focused research effort in hybrid corn. Those results and ongoing experiments are now merged with the broader based, seed research of Northrup King.

The New Northrup King's premier biotechnology research center is located on 412 acres of prime farmland in Stanton, Minn. Northrup King has 14 other U.S.

research centers and 11 foreign research stations.

Company researchers are involved with such recent biotechnology breakthroughs as the first ever government-approved field test of a genetically-engineered, commercial plant (tobacco) and the first proven successful effort to regenerate an entire corn plant from a single cell, Jones said. This

is a crucial first step in developing a genetically-engineered plant. Genes introduced in such a manner could incorporate herbicide resistance, disease and insect resistance, drought or salt tolerance or exceptional yield through photosynthesis enhancement. All these exciting possibilities are being explored today.

New Booklet On Storing Fresh Produce

UNIVERSITY PARK — Refrigeration greatly extends the life of fresh fruit and vegetables. By slowing the metabolism of the stored products, refrigeration maintains eating quality so well that fresh produce is available throughout the year. However, successful, long term storage requires skillful operation and proper equipment. Most fruits and vegetables must be stored at very high humidities to keep them from

shriveling and drying, and at a precise, low temperature near the point of freezing or chilling.

A new booklet titled, **Refrigeration and Controlled Atmosphere Storage for Horticultural Crops**, tells how to construct, choose refrigeration equipment for, and operate a fresh produce storage plant. The booklet was published by the Northeast Regional Agricultural Engineering Service, a joint program of the Cooperative Extension Services of 13 northeast universities.

Refrigeration and Controlled Atmosphere Storage for Horticultural Crops is the definitive book for the controlled atmosphere storage operator, builder, and consultant to the fresh fruit and vegetables industry. The booklet discusses general construction procedures, reviews refrigeration principles, and explains how to select, size and operate equipment for high humidity storage. A section and appendix on load calculations gives the designer step by step instructions to sizing the refrigeration unit.

A major section of the book clearly illustrates the many con-

struction details needed to build and maintain an airtight controlled atmosphere storage. Numerous cross section drawings for floor to wall seals, door seals, pressure relief equipment, and observation windows are included. No other reference completely covers how to store produce under controlled atmosphere conditions.

The booklet lists procedures for pressure testing rooms, finding leaks, analyzing the atmosphere and operating the equipment. It describes the different types of carbon dioxide generators and scrubbers, and explains how they operate. An appendix gives complete instructions to preparing, operating, and troubleshooting an Orsat carbon dioxide analyzer, an essential monitoring tool for the storage operator. The wealth of detail packed into this booklet makes it an excellent reference. Order the 42-page bulletin by sending \$3.50 to Agricultural Engineering Extension, 246 Agricultural Engineering Building, University Park, PA 16802. Ask for booklet number NRAES-22 and make checks payable to The Pennsylvania State University.

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ELIZABETHTOWN FAIR EVENTS

MONDAY, AUGUST 24 - 9:00 AM - 9:00 PM - All domestic entries received at Church Fellowship Hall.

OPENING DAY TUESDAY, AUGUST 25

- 9:00 a.m. -5:00 p.m. - All domestic exhibit areas closed for judging
- 11:00 a.m. -3:00 p.m. - All animal entries received
- 4:00 p.m. -Rabbit Show
- 5:00 p.m. -Official Fair Opening
- 5:00 p.m. -All domestic exhibit areas open to the public
- 6:00 p.m. -Swine Show (main arena)
- 7:00 p.m. -Red Rose Four Barbershop Quartet (main stage)
- 9:00 p.m. -Annual Baked Goods Auction (main stage)



SENIOR CITIZENS' DAY WEDNESDAY, AUGUST 26

- 11:00 a.m. -Youth Sheep Show (main arena)
- 1:00 p.m. -Lancaster County FFA Tractor Driving Contest
- 6:00 p.m. -Beef Show (main arena)
- 8:00 p.m. -Dairy Goat Show (main arena)
- 8:00 p.m. -11:00 p.m. - Sonny Miller and the Happy Valley Boys (main stage)

FARMERS' DAY THURSDAY, AUGUST 27

- 11:00 a.m. -Dairy Show (main arena)
- 6:30 p.m. -7:15 p.m. - Gerald Roland Barbershop Quartet (main stage)
- 7:00 p.m. -Supreme Champion (main arena)
- 7:30 p.m. -Sale of Champions (main arena)
- 8:00 p.m. -Warren Newman Quartet (main stage)



MERCHANTS' DAY FRIDAY, AUGUST 28

- 4:00 p.m. -Open Sheep Show (main arena)
- 7:00 p.m. -Area Artist's Art & Craft Auction (including cover painting and Amish Quilt) (show tent)
- 8:00 p.m. -Jay Earle Band - Country and Western Music (main stage)



FAMILY DAY SATURDAY, AUGUST 29

- 10:00 a.m. -Big Wheel Bike Race
- 11:00 a.m. -Horse Show (horse arena)
- 12:30 p.m. -Pet Show (show tent)
- 1:00 p.m. -3:00 p.m. - All domestic exhibits released
- 2:00 p.m. -Arm Wrestling Contest (East High Elementary)
- 3:00 p.m. -All animal exhibits released
- 3:00 p.m. -Sheep-To-Shawl Contest (show tent)
- 5:00 p.m. -9:00 p.m. - Al Bethel's Creole Kings - Dixieland Jazz Band (strolling)
- 7:00 p.m. -Tractor Pull (High School football field)
- 9:00 p.m. -Baby Photo Contest Winners Announced

