



A new \$625,000 CHORE-TIME layer facility was on display at an open house on the farm of John and Doris Bicksler at Bethel Wednesday. The 108,864 bird Dura Cage house features a modern computer controlled feeding system and variable egg gathering speeds to accommodate the packing crew without the need to stop individual belt collectors.

The 55'x532' chicken house with a 40'x44' egg and cooler room was built by King Construction, New Holland. The equipment and supervision of the project was provided by Northeast Agri Systems, Inc., Lititz.

On hand to greet the nearly 500 poultrymen who attended the open house were (l to r) Mark Kleinsmith, sales mgr. Chore-Time; Larry Horst, salesman, Northeast Agri Systems; Richard Gentry, Chore-Time representative; Elmer King, owner, King Construction; Wally Newman, marketing mgr., Chore-Time; John and Doris Bicksler, farm owners; James Evans, president, Chore-Time; Howard Brembeck, chairman of board and founder of Chore-Time; Dave Newman, vice president, Northeast Agri Systems and Samuel Smucker, building foreman, King Construction.

# FARM MANAGEMENT

## Considering A Computer?

Are you considering the purchase of a personal computer? Virtually all farm families have been touched by the impact of the computer revolution. Although most farm families do not own computers, most do access computers through the services they hire: accountants, nutritionists, consultants, and DHIA, to name a few.



As I travel through Lebanon, Dauphin and Berks Counties, I find an increasing number of farm families who own and use computers to support decision making in their businesses. Breeding livestock histories, field records, enterprise accounting, and quick ration balancing all have helped farmers make good decisions. However, some of these families have not gained much from the purchase of

a computer. Computer games and easier typing do not contribute much to the bottom line.

The profitable use of a computer depends on three elements: 1. the user, 2. useful software that meet farm families' needs and 3. a compatible computer that will run the desired software. Let's look at each of these elements in some detail.

1. The User - Farmers who have benefitted from computer use share several characteristics.

- \* They are committed to the management of their farm business.

- \* They keep records in order to use them to make decisions.

- \* They are willing to commit time to use the computer. Computers seldom save time, but can make your time more productive.

- \* Most importantly, satisfied computer users have identified several tasks that they want the computer to do.

- \* They buy computers because they have tasks for it to do, not because they think a computer purchase is the thing to do.

- \* They buy a computer if it will do the task better than available services or doing it by hand.

2. Useful Software - This is the critical area. Can you find computer programs (software) that will perform the tasks that you have

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## Chore-Time's ULTRAFLO® feeder can free you from your chains

We have probably been too modest up to now about the merits of our new generation ULTRAFLO® cage feeder vs. the old style chain feeders some of our competitors are still trying to sell you. In fact, the only negative comments about our feeder come from our competition, not our customers. So we would like to point out the bare facts:

**FEED SAVINGS:** On-farm results show a feed savings of 1/2 lb per 100 birds per day - over \$10,000 per year savings on a 100,000-bird house. Year after year

**TROUBLE-FREE DESIGN:** Our feeder has only two moving parts - the one-piece auger plus each drive wheel, their chain has more. Our corners are heavy 12 ga zinc plated tubing for long life; their corners have a reputation for trouble and short life

**PROVEN DESIGN** Over 10 million birds are already on our feeder worldwide. Also, it was proven in 5 years of on-farm testing before introduction

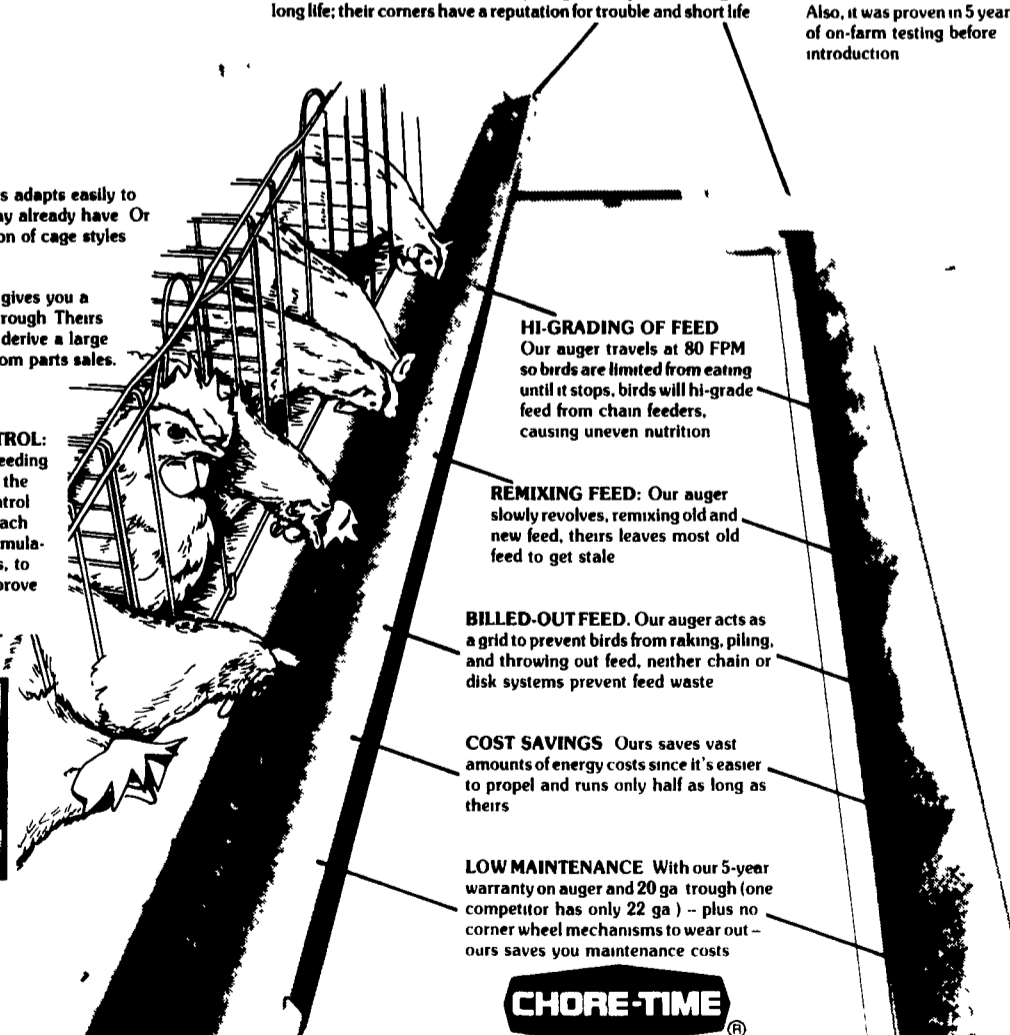
**EASY ADAPTABILITY:** Ours adapts easily to existing cage systems you may already have. Or choose from our wide selection of cage styles

**5-YEAR WARRANTY:** Ours gives you a 5-year warranty on auger and trough. Theirs doesn't. In fact, their dealers derive a large percentage of their income from parts sales. Ours don't

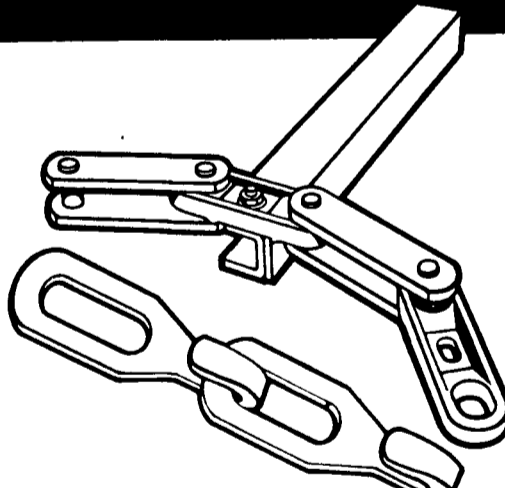
**MICROPROCESSOR CONTROL:** Our control lets you program feeding time to the second, to match the exact time of one circuit. Control number of feedings, time of each feeding - also 10-second "Stimulation Cycles" between feedings, to minimize separation, and improve your birds' feed intake



**SIMPLE OPERATION:** "Push-pull" Power Units with 1/3 or 1/2 HP motor are located in a cage, have hardened steel gears for trouble-free operation



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