

# National Meat Month Stronger Than Ever

**HARRISBURG (Dauphin Co.)** — National Meat Month is returning stronger than ever in February with a new theme, "Meat — Simply Sensational."

To help celebrate the event, the Pennsylvania Beef Council is distributing new point-of-purchase promotion material to more than 1,500 stores throughout the state. This year an ethnic flavor promotes Chinese, Italian, and Mexican dishes "Made Easy With Beef."

Retailers will advertise beef with colorful posters, mobiles, case cards, recipes, and rail strips designed to encourage consumers

to try new and different ways to prepare beef. "The emphasis is on variety and convenience," said Leon Acrich, beef and veal retail coordinator for the Pennsylvania Beef Council.

Information Resources, Inc., a independent research firm, concluded in a recent survey that point-of-purchase materials were effective in generating, on average, a three to five percent increase in fresh beef sales. "Considering the volume of beef sold in the supermarket, a five percent gain in beef sales can make a significant impact on overall profitability in the store," said Acrich.

A blitz of beef checkoff-funded television, radio, and print advertising will bring the importance of beef into consumers' homes during the National Meat Month.

The ads are part of the coordinated month-long promotion to

educate consumers about leaner meats and stimulate greater meat sales. In addition to the media blitz, the Pennsylvania Beef Council is conducting numerous in-store cooking demonstrations in retail stores throughout the

state. The Pennsylvania Beef Council's retail promotions are just part of a coordinated beef and veal marketing plan funded by producers through the \$1 per head beef checkoff program.

## Ag Breakfast Features Del. Land Use

**NEWARK, Del.**— The next Friends of Agriculture breakfast will be held Friday, March 2, 7:30 a.m., at the Sheraton Inn in Dover.

Dr. John Mackenzie, assistant professor of resource economics in the College of Agricultural Sciences, University of Delaware, will speak on "Land-Use Transi-

tion in Delaware."

Mackenzie will discuss population growth in Delaware and its effect on land use. He will analyze a decade of land use transitions in Delaware (1974-84) and offer insights into the current development trends affecting Delaware's croplands, wetlands, and forests.

Cost of the breakfast is \$6 per person. Reservations should be made by Monday, February 26. Send a check payable to Friends of Agriculture to Dave Woodward, Townsend Hall, University of Delaware, Newark, DE 19717-1303.



The Best In The Industry!

# WINTER SALE

NOW THRU THE MONTH OF FEBRUARY



CALL FOR A FREE VHS TAPE SHOWING J-STAR PRODUCTS IN ACTION!

## BIG JIM® Silage Handling System

The advantages of bottom delivery... without the high cost or complications

**Uniform filling**  
Forage blown into the center of the silo through the fill chute (standard equipment) is distributed uniformly to the silo wall and compacted by the 16-in diameter auger. This gets more feed into a given silo, reducing storage cost per ton. Whenever feed reaches the wall, an advance switch moves the auger forward clockwise a few inches for delivery and compaction of the next strip of feed. If filling is interrupted, the auger "wats" for more forage to be delivered. This even distribution minimizes air pockets, center core and wall pressures, to retain feed value. As the silo is filled, the machine raises automatically as needed. A steel cylinder, 30 in long and 19 in in diameter, is suspended under the center of the machine. This cylinder creates the center discharge hole in the middle of the silage as the machine is raised. The Big Jim® system easily handles the nonstop filling capacity of big blowers, for fast, convenient, positive filling.



**Quick change-over**  
Converts from filling to feeding in minutes

- 1. TURN UNIT OFF**  
To convert from filling to feeding (or vice versa) in minutes you climb only to stage level up a CLEAN CHUTE. First turn the dial to OFF on the control panel located at the motor end of the machine. This safety feature gives you control of the machine.
- 2. SHIFT LEVER**  
Move lever toward the center discharge hole. This forces the auger toward the silo wall for proper unloading, especially for removal of frozen silage from the wall by the chopper wheel. For filling move the shift lever handle toward the wall so the hole-former hangs straight!
- 3. OPEN TRAP DOOR**  
Unlock door in the top of the silo hole-forming cylinder and let the door hang down so silage can drop down the center hole into the bottom conveyor. During filling the trap door is closed so forage does not fall into the unloading hose formed in the silage.
- 4. TURN TO FEED**  
Turn the dial to FEED to reverse the auger and you're ready to feed out in just minutes after filling. Quick change over makes it easy to use your feeding system without interruption during silo-filling seasons. And with a clean chute (may be not getting silage dust down your neck!)

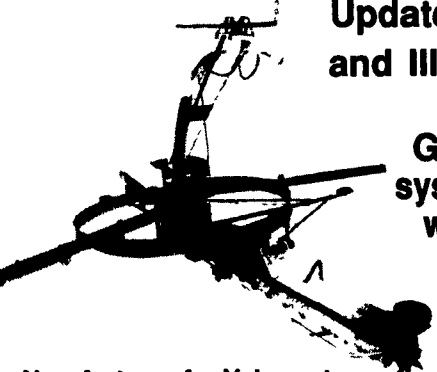
**Fast feeding**  
Massive auger reverses to carry feed to the center hole. Feed pours through the open trap door in the hole-forming cylinder, and falls by gravity onto the double-chain conveyor housed in the concrete tunnel below. This unloading eliminates a blower and its power needs, so only a 7½ H.P. motor is needed for 20-ft. and 24-ft. silos, 30 H.P. silos require a 10 H.P. 3-Phase motor! The big-capacity conveyor gives you the benefits of bottom discharge without the expense. Adjustable in height and distance, the conveyor can deliver directly into a mixer or into the conveyor of your feeding system. This system is unmatched for simplicity of design, ease of operation and fast feeding capacity in 20-ft., 24 ft. and 30-ft. silos.

★ ADDITIONAL DISCOUNTS ★ THRU FEBRUARY!

## RE-NEW™ KIT

Updates Volumatic® II and III unloaders

Get Volumaster™ system performance without buying a new unloader



**New features for Volumaster system total performance**

- New vented auger gear box includes new features such as three-bolt flange design and easy fit piping. New flex line shaft connection is also shown.
- New ten-inch diameter cast-iron venting pressure wheel is designed in one piece from heavy duty polyethylene.
- New motor mount assembly is designed for easy belt tension adjustments.
- New galvanized auger shroud features locked construction for easy service.
- Removable and adjustable 950 R.P.M. impeller with adjustable shear plate provides optimum unloading performance. New impeller bearing cover and polyethylene shroud cover protect against corrosion.
- New ten-inch diameter chopper wheel is designed with six case-hardened steel knives. More new features include conveniently located grease zerk and shroud deflector for reducing silage buildup and ten-inch diameter wall wheels which require less service.

**MADISON/FICKES SILOS...**  
Preserve The Quality Of The Feed You Harvest!  
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**MODEL 120 CONVEY-N-FEED® END CHARGE FEEDER**

Deep-trough, air-borne 14 in belt carries 27% more feed than a flat 16 in belt. 105% more than a flat 12 in belt. Also, because 46% of the belt rides over than air - instead of sliding on a metal surface there's less drag. Requires less HP, less energy reduces wear on the belt. Belt returns conditions for reduced friction.

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- Have cabinets of painted galvanized steel and include flange for mounting in wall.
- All motors are spring tension mounted to assure positive belt contact on pulleys.
- Totally enclosed motors are equipped with automatic thermal overload protection.
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Sizes from 20" through 48".

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15" PVC Pipe

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- 11 HP Honda Paper Shredder
- Standard 72 Knives, Air Tires

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