

## Smörgåsbord



Harold Johnson  
Editor

### Farm Show Salutes Oldest Active Farmers

As part of National Agriculture Week, South Dakota launched a search for that state's oldest active farmer/rancher.

FARM SHOW proudly salutes the winners — Dan Page, 96, from Interior, and Clyde Ice, 94, from Spearfish.

Dan and his wife Juanita operate a 120-cow ranch, which involves maintaining about 23 miles of fence and general care of the livestock. The Pages, who reared 10 children, also keep active with chickens and a garden.

Clyde Ice, at 94, actively farms more than 140 acres of alfalfa. "Last year, he combined his alfalfa instead of cutting it for hay, working from early morning until after dark some days," notes Louise Johnston, a neighbor, who nominated Clyde. "In addition, he custom combines grain and alfalfa for a number of other farmers."

The contest was sponsored by South Dakota's State Department of Agriculture. "We received over 100 applications from friends and relatives of farmers and ranchers throughout the state," reports Marvis Hogen, state agriculture secretary. "There were a host of nominees in their late 80's, plus several women and one couple."

How about your community or state? Do you know of anyone who can match or top South Dakota's title holders who, at 94 and 96, are still actively engaged in farming or ranching?

Write: FARM SHOW, Oldest Active Farmer Contest, P.O. Box 704, Lakeville, Minn. 55044.

### This Billboard Is No Bull

If you're looking for a new way to make a buck in the livestock business, maybe you should take a look at turning your cows, sows, horses or other animals into "live" advertising billboards.

Farfetched as the idea may seem, a Canadian farm on the outskirts of Toronto is attracting world-wide attention with its money-making Bovine Billboards.

"We never dreamed the idea would generate so much attention and interest," reports Frazier Mohawk, a partner in Puck's Farm which earns up to \$1,000 per cow per year by dressing its Jersey cows in blankets carrying paid advertising messages.

The farm has the ads printed on 2 by 3-ft. blankets made of oilcloth. An ad on one side of a cow costs \$500 per year. An attention-getting cowbell costs \$7 per month extra. And, as a special bonus, any advertiser with a rental sign on a cow that has a calf gets a free sign on the calf.

Puck Farm has several unusual factors in its favor which, admittedly, allow it to "milk" the

Bovine Billboards idea for more than it may be worth to most other dairymen. The farm is an educational rural life center which attracts more than 50,000 visitors a year. And, it's located on a well-traveled highway near the Toronto municipal airport. "We figure more than 100,000 people will see an advertising message carried by one of our six Jersey cows," says Mohawk. "And virtually every visitor will read and remember the commercial



Canapress Photo Service

message because of its unusual location — on the side of a real-live cow."

Cows don't seem to mind wearing an advertising blanket, says Mohawk, noting that they wear the covering when outside in the barnyard or grazing, and while inside in stalls. "It helps keep them warm and comfortable in winter. For summer wear, we're looking at a lighter, cooler material," says Mohawk.

A popular Toronto restaurant was the first to buy a Bovine Billboard. It rented only one side but, after discovering that cows lie around a lot and more often than not on the "wrong" side, decided to rent both sides. Other clients include Rich's Dairy Cream and Jersey Canada.

If it works with cows, why not turn the whole barnyard — sows, horses, sheep and goats — into mooing, snorting, braying and bellowing billboards? Keep in mind that this is an election year with all kinds of possibilities for doing a booming business in political advertising alone — provided, of course, that you have the appropriate barnyard animal to carry the message.

### "Lemon Laws" Promise Car Buyers A Fair Shake

At last count, 19 states had passed "Lemon Laws" — all within the last two years — which promise buyers of new cars and pickups a "fair shake" if the purchase turns out to be a lemon. In 18 other states, Lemon Laws are under consideration.

Generally, they provide that any car or pickup under warranty which the dealer can't fix after 3 or 4 tries is a lemon. The problem must be a major one affecting the vehicle's value, use, or safety. If repairs aren't made, you're entitled to a new car, or your money back. In most states, the car or pickup (bought for personal rather than commercial use) must still be under warranty or less than 1 year old. Complaints filed under the new Lemon Laws are presented before an impartial jury made up of volunteers.

States which have enacted Lemon Laws include: California, Connecticut, Delaware, Florida, Illinois, Maine, Massachusetts, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New York, Oregon, Texas, Washington, Wyoming and Wisconsin.

**Worth repeating** — "At today's prices, one horsepower costs about \$350, and many farmers have one horsepower and accompanying machinery for every two acres they farm. This is too expensive!

"As farmers move to minimum tillage and to rotations, less horsepower will be needed. Modern practices suggest not more than one horsepower

for every five acres. This can greatly reduce the cost of crop production. During World War II, when I started farming, we had one horsepower for every 10 acres and used lights on the tractor to keep those horses working. It's still a good idea.

"In the past, farmers substituted machinery for labor. We substituted ourselves off the farm . . . until today the cost of machinery reduces farm profits far more than the cost of labor. I predict a new trend in agricultural production where labor increasingly will replace machinery in the production mix.

"Because of the high cost of machines, it is possible to halve the per-hour cost of using a tractor or the per-acre cost of using a tillage tool by using the tractor three times as many hours or by using the field implement on two-and-a-half times as many acres. A combine, which is very expensive, best illustrates this.

"A large, self-propelled combine costs about \$100,000, and it takes a third of the cost to cover interest and depreciation. This is about \$34,000 per year — twice as much as it takes to hire a year-around employee. Thus, if an employee can be used to double combine use, his employment makes the farmer a two-for-one return . . . and gives an extra bonus of free labor during the off-season." *David Garst, sales manager of Garst Seed Co., Coon Rapids, Iowa. Excerpted from Agri-Marketing magazine.)*

**The farmer strikes back** — There once was a farmer who bought a new car. The new car was fine, but the farmer became thoroughly incensed over the pricing system under which optional equipment and extras kept driving an otherwise modest price through the roof.

Finally his opportunity for revenge walked onto the farm. The car salesman came to buy a cow. The farmer said, "The standard cow is \$200." The car salesman agreed so the farmer said "Good, let me figure up the bill."

The farmer scribbled on a piece of paper and handed it to the car salesman, whose eyes bugged when he fairly screamed, "\$795, you told me \$200."

"Yep, that's right," the farmer replied. "That cow has some optional equipment and a few extras. It's all written down right here."

Two-tone exterior, \$45; extra stomach, \$75; product storage, \$60; dispensing spigots at \$10 each, \$40; genuine cowhide upholstery, \$225; automatic flyswatter, \$35; dual horns, \$115.

"That's \$795. Will that be cash, check or credit card?"

(The Farmer's Advance).

#### Catching Up On What You've Missed!

Many new subscribers have asked if they can obtain back issues of FARM SHOW. The answer is yes. Here's what's available:

1978 — Vol. 2, No. 3 still available.

1979 — Four issues still available — Vol. 3, No. 1; Vol. 3, No. 3; Vol. 3, No. 4; and Vol. 3, No. 6.

1980 — Vol. 4, No. 4, still available.

1982 — Three issues still available — Vol. 6, No. 1; Vol. 6, No. 4; and Vol. 6, No. 6.

1983 — All six issues still available except Vol. 7, No. 6.

Send your check for \$2.00 per issue to: Back Issues, FARM SHOW Magazine, P.O. Box 704, Lakeville, Minn. 55044. Make your check payable to "FARM SHOW".