

## FARMERS SUPPLY

THE PROVED WAY OF GROWING BIGGER-BETTER TOBACCO PLANTS

Growers first tried VIGORO as an experiment... the results were so amazing that VIGORO now is considered a necessity by thousands of growers. VIGORO produces better plants with bigger root systems... see how much easier they transplant. Fine, big-rooted plants go a long way toward making a better crop of high quality leaf and VIGORO can help you grow them.



100 lbs. \$4.85

DRIED BLOOD  
CERTIFIED TOBACCO SEED

Tobacco Muslin  
2 or 3 yd. widths with brass eyelets

\* BRIMM \*  
FOR POTATOES  
VEGETABLES — CORN



Brimm is a specialized crop maker offered particularly for truck crops in this area. It is made specifically for your soil. It is formulated so that the combination of your soil and the recommended application of Brimm will provide the crop with all of the nutrients required from soil for the best results.

PASTURGRO  
FERTILIZER FOR ALFALFA FIELDS OR PASTURE



Pasturgo, Swift's premium pasture plant food, is specially formulated for grasses and legumes. This specialized pasture maker is more than ordinary plant food. It contains extra growth elements that produce mineral-rich forage — more meat or milk per acre. Your pasture or hay land, plus Pasturgo gives you a complete combination of growth factors for fast-growing nutritious high-protein grass. Put on Pasturgo this spring — stretch your grazing season at both ends.

FARMERS SUPPLY CO.  
137 E. KING ST.

## Egg Month Bringing Record Returns: PENB

ST. CHARLES, Ill. — Midway in March Egg Month the floodgates of publicity on eggs were being kept wide open in the 48 states and thousands of sales messages about eggs were filling consumer channels to record levels, the Poultry and Egg National Board reports.

The number of consumer-publicity cooperators in March Egg Month continues to grow. Here are a few that are doing an outstanding job in publicizing PENB egg recipes or other egg messages nationally this month.

Magazines — Family Weekly, circulation over 4 million, 2-page color spread in March 3 issue. Parade, circ. 7 million, Salzburger Nockerln-egg feature. Seventeen, circ. 1 million, egg breakfast feature. Everywoman's, circ. 2 million, editorial feature.

Newspaper Syndicates — King Features, circ. 10 million, Danish Egg Casserole, General Features, circ. 3 million, Checkered Egg Sandwich. Newspaper Enterprises associates, 750 newspapers, 'Cackleburgs.' International News Service, 800 newspapers, Shamrock Egg Salad. Christian Science Monitor, Smoked Eggs.

Some other notable cooperators are Cooperative G. L. F. Exchange, Inc., 50,000 promotion and advertising effort for poultry and eggs in New York State in March, Columbia Broadcasting System, the Garry Moore TV Show; National Association of Food Chains, Washington, D. C.; Conrad Hilton and Sheraton hotels, featuring eggs on menus; De Kalb Agricultural Association, radio sales messages on eggs over 400 stations; Allied Mills, Inc., two PENB broadcasts on Egg Month to five million American farmers; U. S. Department of Agriculture, nationwide publicity and promotion; Armour & Co.; First National Stores; McCrory Stores; American Stores; Federated Egg and Poultry Sales, Inc. (Cleveland) — to mention a few.

Five separate PENB recipe-photo releases featuring eggs are appearing in March issues of large newspapers across the nation. They were mailed to five lists totaling 300 newspapers. They feature such subjects as "Full Meal Egg Sandwich," "Colonial Potato Salad," and egg-rich cakes, custards and cream puffs.

TV food program directors and radio food editors all over America have been using PENB recipe-photo material featuring Stuffed Eggs Delmonico. Radio farm directors in all the states also have been cooperating in spotting PENB news briefs on eggs.

There has been tremendous cooperation from state PENB committees in getting eggs publicized by means of material furnished by PENB and by special creative effort of their own. Governors, mayors and other dignitaries have cooperated with the industry on a grand scale. The state groups have held numerous egg breakfasts and luncheons.

PENB staff members have been appearing on TV and radio programs from coast to coast.

### Concentrate Rations Fed Cows Sets Record

The March 12 issue of the Milk Production report by the Crop Reporting Board contains a special 12-page section on concentrate rations fed to milk cows in 1956.

Amount of these fed to cows on farms last year averaged 1,825 pounds, almost four per cent above the previous high record of 1,758 pounds set in 1955. About half the grain and concentrates were home grown by dairymen who fed them. Average value per 100 pounds was \$3, the lowest since 1945.



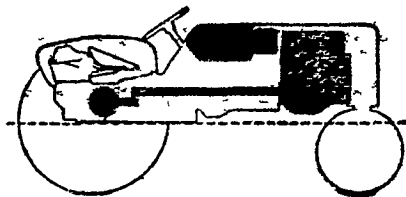
A TWO STORY extension was decided best when B. Snavely Garber, R2 Willow Street, decided to remodel his milking barn. At a meeting of dairy producers at the Garber farm Tuesday, the extension was called "very practical" by John Walker, Penn State agricultural engineer. Inside, it features a single circuit feeding arrangement

so that all animals may be fed with just one trip of the feed cart. The milking herd is kept in the addition, while box stalls have been installed in the old barn for dry cows and young stock. Approximately 60 farmers attended two dairy barn meetings held this week. (LF Photo)

## It's On The Way! Try The Pace Setter DYNAMIC NEW D-14

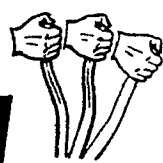


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