

# New "BREAKTHRU" to HIGHER CORN YIELDS



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Single Cross and 3-Way Type Hybrids

- Greater yield power! DeKalb XL — Break-thru varieties represent a greater concentration of desirable qualities. This concentration is achieved by the use of a smaller number of very select parent lines. DeKalb XL varieties are bred for better disease and insect resistance, stalk strength, and a *breakthru* to higher yields.

*Planted by More Farmers Than Any Other Brand*

"DEKALB" is a Registered Brand Name  
"XL" Numbers are Variety Designations

**P. L. ROHRER & BRO., INC.**

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## Lipton, Inc. Receives Crested Clover Award For Service To 4-H

Thomas J. Lipton, Inc. was recently awarded the Crested Clover Citation of the National 4-H Club for its service to that youth organization's International Farm Youth Exchange Program

Oscar J. Nickel, director of corporate advertising and public relations, accepted the plaque and scroll recently on behalf of the major food company at ceremonies held at the U. S. Department of Agriculture, Washington, D. C.

The award was presented by Dr. Lloyd H. Davis, administrator of the USDA's Cooperative Extension Service which gives policy guidance and assistance to the 4-H movement in the U. S. and cooperates with the privately-supported National 4-H Foundation. The Crested Clover is the highest 4-H award

of the Cooperative Extension Service.

At the presentation — the wind-up event of the 35th National 4-H Club Congress — the Lipton company was cited "for generous financial aid to the International Farm Youth Exchange, the pioneer 4-H people-to-people program . . . and for sustained interest and able assistance in reporting and interpreting 4-H Club work to scores of other leaders in business at home and abroad."

The Lipton company is a Gold Clover Club sponsor of the 4-H Foundation's "Service to Youth" programs. A major portion of Lipton's recent annual contributions to 4-H has helped to support the Foundation's International Farm Youth Exchange Program, in which young people from some 67 countries of the world are brought

## Chicago

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the carlot dressed meat trade, steer and heifer beef was 1.00-1.50 higher with most advance on Standard steer carcasses. Cow beef was 50-150 higher. Slaughter steers Seven loads Prime 1150-1350 lbs 30 00-30.25, one load at latter price and highest since January 1963, High Choice and Prime 1125-1375 lbs 29 00-29 75, Choice 1000-1375 lbs 26.50-29 00, largely 27.00 up, late, several loads and lots 900-1000 lbs. 25.50-27 00. Mixed Good and Choice 1000-1350 lbs 25.75-28.75, Good 900-1300 lbs. 23.50-26 00, Standard and Low Good 20 50-23.25

to the United States to live awhile with U. S. farm families and participate in 4-H projects. American 4-H Club members experience ways of farm life in overseas lands as part of the same program.

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