

Dairy Conference Is Well Attended

The 3rd Annual Southeastern Dairy Conference held at the Guernsey Barn Tuesday, drew a capacity crowd of farmers to the all-day affair sponsored by Allis-Chalmers; Curtiss Breeding Service, Inc.; John W. Eshelman & Sons; and New Holland Supply Co., Inc.

Speakers and movies were presented by each of the organizations and door prizes were awarded.

The grand prize of a pure bred Holstein heifer calf was awarded to Mervin W. Deiter, Lititz R3.

Other winners were: Raymond N. Snavely, Manheim R2; Jacob E. Beiler, Kinzer R1; Leon Ebersol, Narvon R2; Huber Oberholzer, Mt. Joy; Jacob Houser Jr., Lampeter; Earnest Sauder, Silver Springs Rd., Lancaster; Mahlon Shenk, Holtwood R2; Glenn H. Shank, Quarryville R1; James Newcomer, Mt. Joy R1; Richard G. Wenger, Manheim R2; C. Victor Groff, Kinzer R1; Glenn B. Gochley, Mohnton R2; Arthur Yokum, Elm R2; Glenn Sonner, Richland R1; L. H. Gable, Elverson R1; Maurice Wagner, New Oxford R2, and Elmer Miller, Mt. Joy.

National Turkey Month In April Says NTF President

What? You've never heard of Tommy, the Easter Turkey?

Well, you will, and so will millions of consumers during April. That's National Turkey Month, says Marvin Johnson, newly installed National Turkey Federation president.

According to Johnson, a Rose Hill, N. C. producer, Tommy the Easter Turkey is more than a happy-go-lucky bird; he's the symbol of serious effort by NTF and the Poultry and Egg National Board to slice off a bigger piece of the Easter holiday trade for turkeys. You might say Tommy's in the slug-fest with the Easter Bunny for consumer attention. And what Tom Turkey isn't more than a match for a rabbit?

NTF has one eye on the record 375 million pounds of turkey in cold storage and the other on predicted lower-then-last-year prices. The logical answer, concludes Johnson and the NTF Consumer Education and Promotion Committee, is to whittle down that record carry-over through intensive product publicity.

National Turkey Month will provide the opportunity for thirty days of concentrated publicity, promotion and special merchandising.

The NTF president points out that Tommy will have plenty of help in his match with the bunny. Press kits bulging at the seams with features and photographs have been prepared for major food editors across the nation. Because large turkeys will be given special attention during the promotion, the kit includes a hundred recipe ideas for using leftovers.

The consumer newspaper features highlight the economy, versatility and food value of turkey, the fact that record supplies mean good buys,



OVER 400 FARMERS attended the 3rd Annual Southeastern Dairy Conference held at the Guernsey Barn Tuesday. The theme for the all-day meeting was

"Investing For Profits", and was sponsored by Allis-Chalmers; Curtiss Breeding Service, Inc.; John W. Eshelman & Sons; and New Holland Supply Co., Inc.

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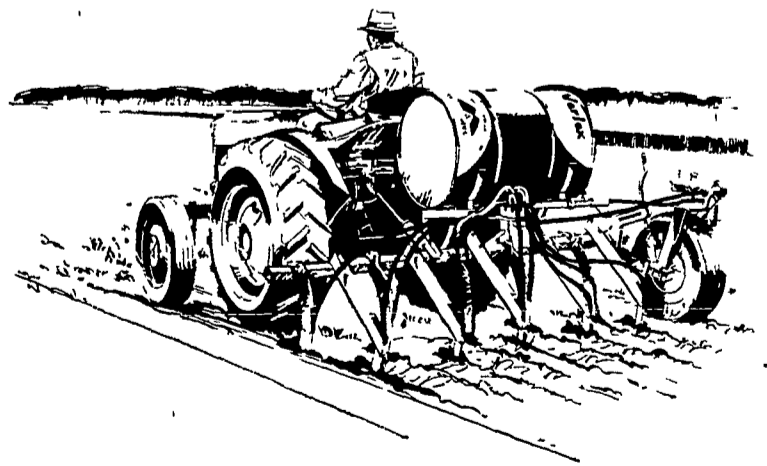
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