

## Enthusiastic Response Is Given To Beef Spring-Liner Campaign

Beef is one of the big guns in the annual spring offensive against bulging waist-lines and spreading hip-lines.

To help motivate the nation's trim-thinkers toward beef, the Beef Industry Council of the National Live Stock and Meat Board has launched an intensive seasonal promotion: "Spring Slim Liners . . . With BEEF." The nation's meat retailers apparently have seen the psychological appeal of such a spring-time campaign, says Donald E. Walker, secretary of the Beef Industry Council. Indications are that orders from retailers for in-store display materials will equal the record-breaking dis-

## Penna. Jersey Convention Held In County

The Pennsylvania Jersey Club annual convention was held on March 29-30 at the Willow Valley Motel, Lancaster. Committee meetings were held on Friday evening. The topic of paramount importance discussed was the question of where to host the 1970 American Jersey Cattle Club Convention and National Sale in Pennsylvania. Lancaster, Gettysburg and Hershey were suggested. Hershey was quickly rejected on the basis of its attitude toward the District 4-H Dairy Shows.

One hundred attended the general meeting that commenced on Saturday at 10:30 a.m. Prior to this there was a tour of Southern Lancaster County Jersey farms. Speakers at the banquet meeting were Dr. Guy Crews of the National All-Jersey organization and Mr. Charles Frey of Turkey Hill Dairies. Their topic was "Blueprint for Survival".

Outstanding youth awards were presented as follows: Brian Harris of Bradford Co. received the 4-H award and Thomas Colpetzer, Huntington Co. the FFA award. Service awards for outstanding work over many years were presented to the following members: Carlton Curtis, Howard McCauley, Clyde Vosburg, Hugh Rhine, Roy Robinson and Mrs. Jacob Brunges. Production awards were presented by President John C. Hoye to the following:

High 1967 DHIR Herd—Sam and Tom Williams, Middletown, Pa. 73 cows - 10,740M - 513F;  
High cow DHIR in milk to Robert Eich, Columbia Cross Roads, 10 years, 16,940M - 687F  
High cow DHIR in fat to Richard Moose, New Wilmington, 3 years, 14,730M - 840F.  
High herd in DHIA to Carl Walker, 36 cows, 11,140M - 583F  
DHIA High cow Fat to Charles Porter, 16,694M - 901F.  
High classified herd to George T. Pock, Wrightsville, 33 Cows - 893.

The 1969 State Convention will be held at State College.

\*Including farms owned and operated by Wm. Aaron, Robert Ulrich, Wm. Arrowsmith and Edison Osborne.

Life seems to be a lot like playing a horn — you must put a lot in at one end, to get something out of the other end



tribution of last year's Beef for Father's Day campaign. In fact, a second printing has been required to satisfy the demand for in-store advertising materials.

Cooked beef dishes featured on the full-color in-store display materials, in connection with the "Slim-Liners" promotion are corned beef, beef burgers, sirloin steak, round steak, rolled rump roast and rib eye roast. The materials include display posters and case strips. In addition, the Beef Industry Council provides retailers with "Slim-Liners" advertising aids.

The Spring Slim-Liners promotion will continue through May with the summer season promotion, "BEEF — Season It With Summer," being kicked off in June and running through August.

Naturally plans for the annual Beef for Father's Day promotion, in collaboration with the American National Cow-Belles, are already very much in the works.

## India's Grain Output Needs And Potentials Evaluated By USDA

A report detailing the possibilities for increasing foodgrain output in India approximately 15 percent by 1970-71 was published recently by the U.S. Department of Agriculture.

The report by USDA's Economic Research Service, in cooperation with the U.S. Agency for International Development, reviews India's agricultural policies, programs, and production. The report also describes recent technological assistance to India's agricultural development and estimates inputs needed to increase food-grain output by 5 percent a year between 1967-68 and 1970-71.

The crop year 1967-68 (harvests in the last half of 1967 and first half of 1968) was chosen as the take-off base for projecting a desirable and attainable rate of growth because the severe drought of 1965-67 tended to mask recent improvements in Indian agriculture. During this period of drought the combined reduction in output was greater than for any 2 consecutive years since 1900.

Program emphasis by India's

central and state governments and U.S. AID policies have reflected recent advances in farm technology adaptable to India in helping to increase output. Research on India's major food grains—rice, wheat, grain sorghum, pearl millet, and corn—promises increases in yields similar to those attained for hybrid corn in the United States, the report says.

These developments, coupled with the estimated greater use of agricultural inputs, indicate India will be able to meet the target of a 5 percent annual increase in foodgrain output.

Half the increase will be need-

ed to keep food production abreast of population growth over the next few years. The 1967 of the annual growth rate could take care of demand resulting from anticipated improvement in incomes and contribute to India's goal of self-sufficiency in food. Also, it could replenish reserves and help build buffer stocks to stabilize markets and prices, according to the report.

A rain is not classed as a cloud-burst unless six or more inches of water fall at the rate of ten or more inches per hour.

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### Recently completed records by 2 Lancaster County Poultrymen

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\*Records started at 20 wks. of age

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