Enthusiastic Response Is Given To Beef Spring-Liner Campaign

the annual spring offensive Father's Day campaign. In against bulging waist-lines and foct, a second printing has been 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 the "Slim-Liners" promotion Slim Liners . . . With BEEF." are corned beef, beef burgers, The nation's meat retailers apparently have seen the psychological appeal of such a springtime campaign, says Donald E. Walker, secretary of the Beef Industry Council. Indications are that orders from retailers for instore display materials will equal the record-breaking dis-

Penna. Jersey Convention Held In County

annual convention was held on are already very much in the March 29-30 at the Willow Val- works. ley Motel, Lancaster. Committee meetings were held on Friday evening. The topic of para mount 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 gen eral 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 or ganization and Mr. Charles Frey of Turkey Hill Dairies. Their topic was "Blueprint for Sur vival".

Outstanding youth awards were presented as follows: Bri an Harris of Bradford Co. re ceived the 4-H award and Thomas Colpetzer, Huntington Co, the FFA award Service awards for outstanding work over many years were presented to the fol lowing members Carlton Cur tiss, Howard McCauley, Clyde Vosburg, Hugh Rhine, Roy Rob inson and Mrs. Jacob Brunges Production awards were pre sented 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 - 89 3. The 1969 State Convention will be held at State College.

Beef is one of the big guns in tribution of last year's Beef for required to satisfy the demand partment of Agriculture. for in-store advertising materials.

Cooked beef dishes featured on the full-color in-store display for International Development, materials, in connection with reviews India's agricultural polsirloin steak, round steak, rolled rump roast and rib eye roast. dia's agricultural development The materials include display posters and case strips. In addition, the Beef Industry Coun- percent a year between 1967-68 cil provides retailers with "Slim- and 1970-71. Liners" advertising aids.

The Spring Slim-Liners promotion will continue through first half of 1968) was chosen May with the summer season as the take-off base for projectpromotion, "BEEF - Season It ing a desirable and attainable With Summer," being kicked off rate of growth because the se-in June and running through vere drought of 1965-67 tended August.

tion, in collaboration with the reduction in output was greater The Pennsylvania Jersey Club American National Cow-Belles,

Need . . .

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. De-

The report by USDA's Economic Research Service, in cooperation with the U.S. Agency "Slim-Liners" promotion icies, programs, and production. The report also describes recent technological assistance to Inand estimates inputs needed to increase food-grain output by 5

The crop year 1967-68 (har-

vests in the last half of 1967 and to mask recent improvements in Naturally plans for the annu- Indian agriculture. During this al Beef for Father's Day promo- period of drought the combined than for any 2 consecutive years since 1900.

Program emphasis by India's

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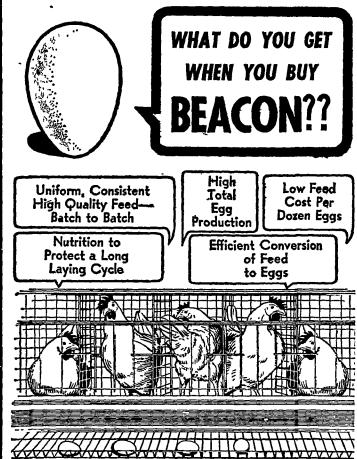
central and state governments ed to keep food production and U.S. AID policies have re- abreast of population growth flected recent advances in farm over the next few years. The technology adaptable to India in rest of the annual growth rate helping to increase output. Re- could take care of demand research on India's major food sulting from anticipated imgrains-rice, wheat, grain sor- provement in incomes and conghum, pearl millet, and corn- tribute to India's goal of selfpromises increases in yields tribute to induce goal of sen-similar to those attained for hy- sufficiency in food. Also, it could brid corn in the United States, replenish reserves and help the report says.

with the estimated greater use to the report. 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- of ten or more inches per hour.

build buffer stocks to stabilize These developments, coupled markets and prices, according

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



Beacon Feeds are supported by continuous research to assure you all significant developments in nutrition are tested and proven, then incorporated in your feeds. Beacon's nutritionists are highly skilled in poultry feed formulation. These specialists see to it that you get all the benefits of proven research.



*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

