

## Beef Industry Makes Points With U.S. Dads

CHICAGO—The "Head of the House" may not look with too much favor on the salesman who convinced his wife he'd look great in a "Nehru jacket" . . . or the one who sold her that handy-dandy gadget for his workshop which immediately blew out all the fuses . . .

But the odds are, come June 16, he'll develop a healthy respect for the industry which turned his family's attention to tenderness for Father's Day . . . because "Tenderness is — Beef For Father's Day."

Families throughout the United

States are being reminded of that fact by the American National CowBelles and the Beef Industry Council of the National Live Stock and Meat Board. Previous "Beef for Father's Day" campaigns have set the precedent. This year, new merchandising - publicity - promotion materials have been developed to build and expand on that precedent.

Last year 20,000 kits of display items, heralding beef for Father's Day, were used by retail food stores in all parts of the country as the result of national

and local promotion activities. And, of course, there was intensive press coverage of the idea—on food pages and in news columns. A wide variety of activities were sponsored by local CowBelle groups to call attention to "Beef for Father's Day."

And the beat goes on!

The response gets more enthusiastic every year, according to the CowBelles' "Beef for Father's Day" co-chairmen: Mrs. Pete Hill of Powderville, Montana and Mrs. Jack Copeland of Clovis, N. M. Also, Donald E. Walker, Secretary of the Beef Industry Council, reports that early and strong demand for promotional and publicity material indicates that this year's campaign is off and running at a very fast pace.

"Tenderness is . . . Beef for Father's Day" promotion materials include full-color display posters, case strips, table tents and other advertising, merchandising and promotion aids for the meat trade. In addition, food page features and pictures—including color—along with radio and television features, are reaching the nation's communications outlets in ample time to spotlight beef for Father's Day.

"Man is not so wedded to his own interest but that he can make the common good the mark of his aim." — John Wise.



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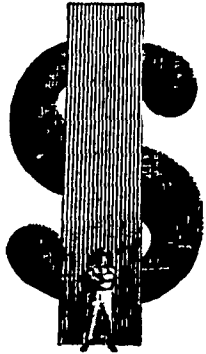
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Kaiser Aluminum roofing and siding is guaranteed not to leak from perforations caused by corrosion, provided Kaiser Aluminum accessories are used in installation and roofing and siding are not in contact with dissimilar metals or ground. No other damage covered. Diamond Rib guaranteed 30 years. Limited to replacement of roofing and siding only. Prorated after 10 years based on prices at time of adjustment. Guarantee application must be approved. Not transferable. Limited to farm or residence installations.

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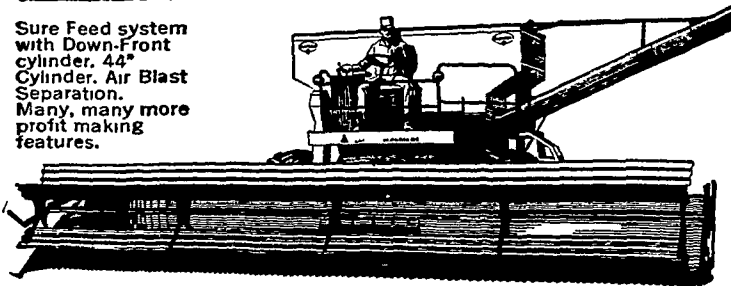
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## Experimental Spring Turkey Season A Success

Initial field reports indicate that Pennsylvania's experimental spring gobbler season was a big success, according to the Penna. Game Commission.

Both the turnout of hunters throughout the state May 6-11 and the harvest of gobblers were greater than anticipated. Also surprising was the size of birds taken — many exceeded twenty pounds.

Game Commission officials were pleased that a rather high percentage of old gobblers was taken. These birds are extremely wary, relatively unresponsive to calling and infrequently harvested in the fall. After the mating season they are more-or-less "excess baggage" in the total turkey population.

A number of hunters had scheduled vacations to coincide

with the state's first spring gobbler season, while others found that they had time for several hours of early-morning hunting before reporting for work.

Nearly every hunter contacted was quite enthusiastic about the season, and word of hunter success spread rapidly. Hunting pressure increased on the final day of the season and field officers believe that hunter interest and participation will increase if future spring gobbler seasons are scheduled.

Game Commission officials were especially pleased with hunter conduct. Outdoorsmen had been warned that widespread disregard for the special regulations in effect would spoil chances for continuation of the season in the future, and sportsmen responded accordingly.

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