

● Promotion
(Continued from Page 13)
ready interested and enthusias-
tic?

"Because," says Walker, "there are plenty of other product groups with their sights set on the backyard chefs. To keep consumer interest, we've got to

keep reminding them of the variety of beef products and the many ways they can be prepared on the grill or rotisserie."

The "Season With Summer" campaign features full-color point-of-purchase materials — posters and case strips — and newspaper advertising aids for beef merchandisers. The promo-

● Have You Heard?
(Continued from Page 15)
cheese.

Cheese spreads and cheese
tion will also be supported in the Meat Board's regular newspaper, radio and television services.

foods are made from many forms of processed cheese often with added nonfat milk solids and flavor ingredients.

About Cured Meats
You may like a certain cut or certain kind of meat because of a peculiar flavor. And you expect a certain flavor with ham

or bacon or corned beef. The processor adds the proper seasoning and after the meat is cured, it is heat processed. It's usually smoked with a nonresinous wood for the flavor you like.

Twenty-five of our states have Indian names.

**POULTRY EQUIPMENT
SALE**

JULY 15th TO SEPT. 1

- 36" Air-o-Matic Cabinet Fans \$242.28
- 36" Air-o-Matic Booster Fans 144.00
- 20" Direct Drive Fans 59.50
- 24,000 BTU Gas Stoves 41.50
- 8' Porcelain Waterers 5.15
- 8' Galvanized Waterers 3.95

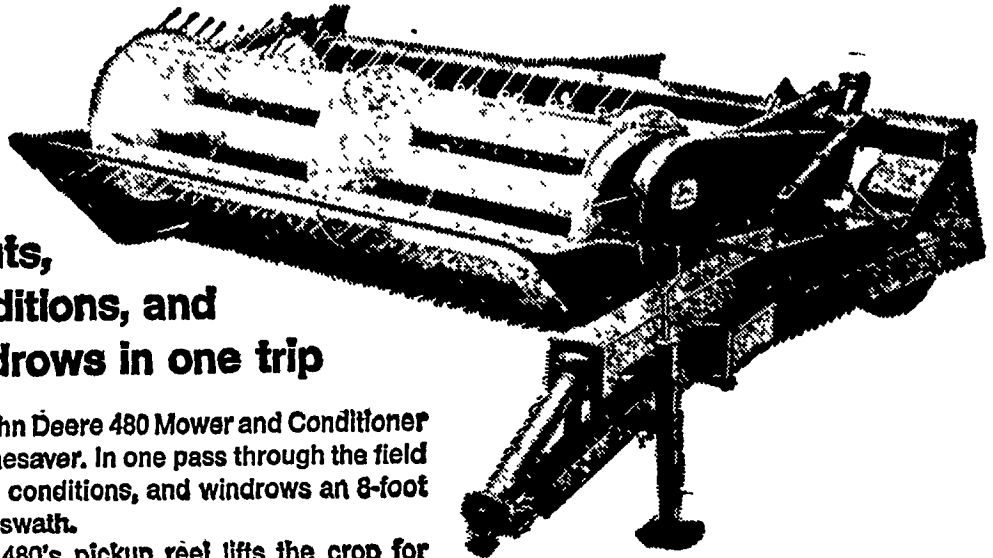
9" Manure Cross Augers, Elec. Motors or PTO Driven
Chor-Time Feeders

Used Equipment — Also Available

DON'S SALES & SERVICE

241 West Main St. New Holland, Pa.
Phone: Area 717 - 354-9745

**John Deere
480 Mower
and Conditioner**



**It cuts,
conditions, and
windrows in one trip**

The John Deere 480 Mower and Conditioner is a timesaver. In one pass through the field it cuts, conditions, and windrows an 8-foot 9-inch swath.

The 480's pickup reel lifts the crop for cleaner cutting. Fast roll speed, large roll diameter, and wide roll opening practically eliminate conditioner plugging and wrapping.

See us soon about a new 480 Mower and Conditioner. Use our Credit Plan.



NOW! Special waiver of finance charges on new 480 Mower - Conditioner — April 1, 1969.

M. S. Yearsley & Sons
West Chester 609-2990
Landis Bros. Inc.
Lancaster 393-3906

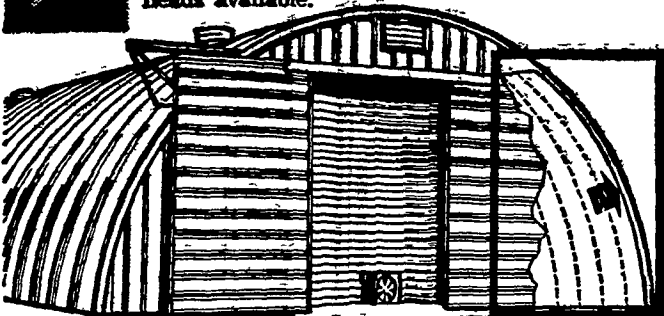
Wenger Implement Co.
Buck 284-4467

Shotzberger's
Elm 665-2141
A. B. C. Groff, Inc.
New Holland 354-4191

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BEHLEN GRAIN STORAGE CURVET

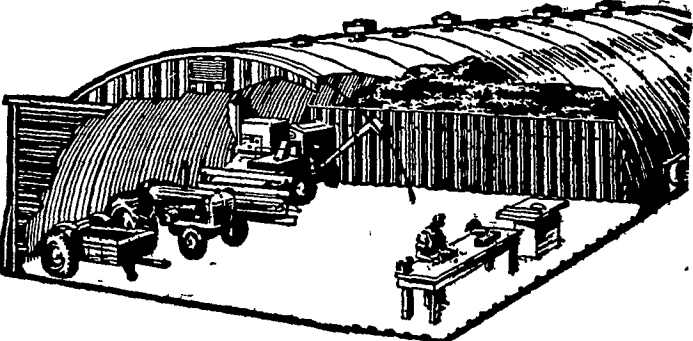
...with "extra rugged" walls
So strong you can safely store grain 12' high against sidewalls, 10' against endwalls. No ties, rods, or braces needed. In 40' widths. Length unlimited. Special drying floors and grain bulkheads available.



BEHLEN ALL-STEEL

Curvets

TWO NEW MODELS!



MULTI-PURPOSE CURVET

...for grain and/or machinery
Your economical buy... a utility building with high-and-wide doors to permit entry of largest implements. Addition of wall-floor ties lets you store grain 12' high against sidewall. In 53' and 40' widths. Length unlimited.

Come in and let us help you with your building problems... there's a Behlen Curvet to fit your needs!

FREY BROS.

Fred Frey, Mgr.
R. D. #2, Quarryville, Pa. 17566
786-2235 (717)



**CHRISTIANA MILK
PRODUCTS CO.**

Christiana, Penna.

215-593-5187

Lancaster Co. 1968

Mr. Dairy Farmer,
Lancaster & Chester Counties,
Penna.

Dear Friend:

If you are in the market for Can Milk Coolers stop at Christiana Milk Co. We have in stock front opening spray type cabinets, sizes 8-10-12 can capacities. They are brand new and fully warranted!

We also carry a full line of Dairy Farm Supplies, Stainless Steel Wares, Detergents, Brushes, etc., and top quality baler twine and binder twine... at lowest prices.

You will be interested to know a carload of cast iron Grape Design white tables, chairs, settees, round-the-tree Benches and Planters has just arrived.

We will be looking for you to stop at our new store located at Christiana Milk Co

Sincerely yours,
James M. Mimms.