



H. Robert Mumma

Mumma Joins Horn Co.

H. Robert Mumma recently joined the D. E. Horn & Company, Inc. in the capacity of territory representative. Mumma's agricultural background includes being raised on a dairy farm in Lancaster County, attending the Penn State University School of Agriculture and agriculturally oriented employment. After graduation from Penn State Mumma was employed for five years by a large Northeastern farmer's cooperative and for the past two years he was assistant manager of the coop's farm supply store in Middletown, New York.

After completion of a training program, Mumma will take over poultry territorial responsibilities in Lancaster, Lebanon and Chester counties. He, his wife, Martha Ann and their two children will reside in Lancaster County. D E Horn & Company, Inc. manufactures and distributes Hornco Feeds in Pennsylvania, Maryland and New Jersey.

Tax Bill Condemned

The Board of Directors of National Farmers Union issued a strongly worded resolution condemning language in the tax bill now before the Senate Finance Committee that would require cooperatives to convert all capital investments made with patronage funds into cash within 15 years.

The National President of the Farmers Union, Tony Dechant, called the measure "punitive" and said it would place an insurmountable burden on cooperatives. "It would deny them the same right to use their earnings for legitimate business purposes that corporations have had from the beginning of corporate history," Dechant said "Destruction of cooperatives would appear to be their only purpose. They would not generate one cent of additional revenue for the U. S. Treasury."

The resolution, passed unanimously by members of the National Board of Directors said "Destruction of cooperatives would deny to farmers the opportunity to maintain bargaining power through cooperative action to balance the bargaining power of those with whom they meet daily in the market place." The resolution said the provision should be deleted completely from the bill.

Dechant said the Farmers Union has asked the Senate Finance Committee for an opportunity to testify on the matter when it discusses other aspects of the tax bill.

Historic Marriage

The marriage of President John Tyler and Julia Gardiner drew national interest because it was the first time a president had married while in office.

"Reshape Your World With Milk"

American Dairy Association presents intriguing 500 calorie menus with-milk in its current "Reshape Your World with Milk" promotion.

More than 24,000,000 readers of the September 23 Look magazine will see ADA's full-page color ad, headlined "Milk with Low-Calorie Meals Can Make the Difference." An eight-page tear-out booklet which accompanies the ad, presents an array of imaginative menus. Each — from Taste Bud Wake-Uppers to Groovy Night-Timers — includes appetite satisfying, energy-giving

Booklet copy suggests: "Experiment Be imaginative, daring Try these 500 calorie meal ideas for openers . . . Reshape your eating schedule . . . Reshape your outlook . . . Make milk a part of your daily diet — a part of your wild new world."

A premium form on the booklet's back cover offers brilliantly colored, 15-inch, inflatable pillows, available in 12 different de-

signs — one for each zodiac sign Association. Now ready for use by home economics teachers, it is being advertised in two professional publications. What's New in Home Economics and Forecast for Home Economists.

Also in September, ADA promoted the 1969 evaporated milk filmstrip, developed in cooperation with the Evaporated Milk

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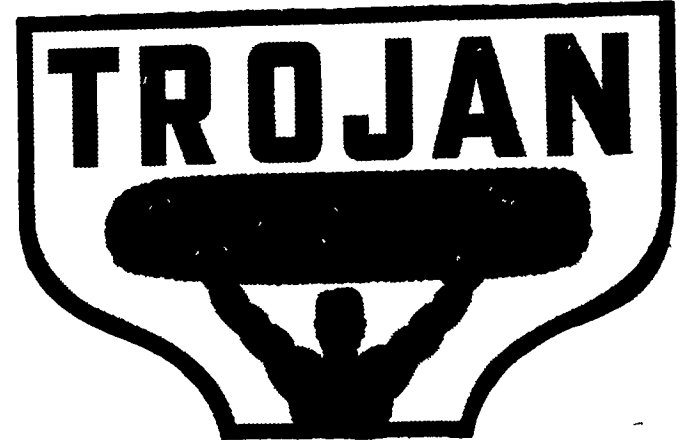
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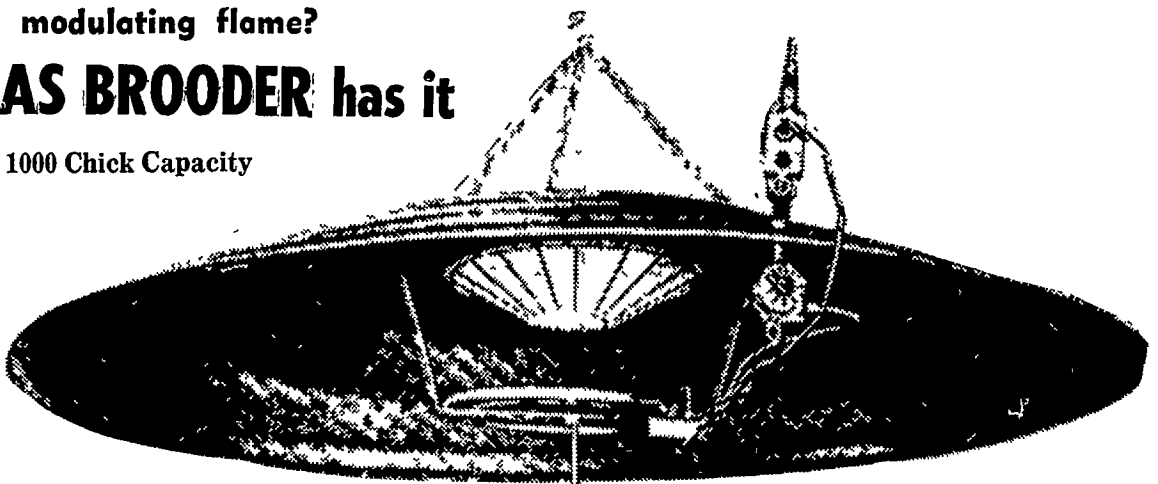
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