

Winter Promotion Features Flavor Values Of Dairy Foods

The theme for the 12th annual winter promotion sponsored by American Dairy Association is "Dairy Foods . . . Real Values in Flavor." Tailored to fit post-holiday budgets, the promotion will furnish homemakers with economical and nutritious meal suggestions and also provide a platform for grocers to sell dairy foods and a wide variety of related items. The first campaign for 1970 is

scheduled to run from January through April.

To launch the first promotional period, ADA will sponsor a one-hour TV network color spectacular, "Survival on the Prairie," to be narrated by Hugh Downs and aired on more than 200 NBC-TV stations on February 13 at 7:30 p.m. (E.S.T.). A half-page black and white "reminder" ad is scheduled in TV Guide on February 7 urging readers to stock up on milk and to watch the ADA TV program the following week.

Six minutes of dairy commercials will reach more than 17 million viewers of the ADA sponsored program in 8½ million TV homes. Serving suggestions for milk, cheese, ice cream, cottage cheese, sour cream and yogurt will be featured. In addition, ADA will have 10-second opening and closing billboards and two one-minute commercials emphasizing

ing the flavor, value and versatility of dairy products.

Qualified markets will run two one-minute milk commercials, plus opening and closing billboards, in a new syndicated television program, "Something Else," starring John Byner. This fast-paced weekly program is directed to teenagers and young adults and will promote milk 52 weeks a year.

Half-page ads in Junior and Senior Scholastic are scheduled weekly from January-April and in Co-ed monthly during the same period. Aimed primarily toward teenage girls, the ads will reach 80 percent of all U.S. teens. The Senior Scholastic magazine group also includes World Week, Practical English, Scholastic Scope and Science World.

Spot television commercials in qualified milk promotion markets will help to boost milk sales with the theme, "Energy to Burn," during the three promotional periods for milk and milk products, as established by American Dairy Association. Spot radio commercials will also feature the "Energy to Burn" theme and reminder announcements to homemakers to pick up extra milk for the weekend. Small space newspaper ads will support the "Energy to Burn" buy more milk themes during the January-April period.

Full-copy ads underlining the importance of nutrition and proper diet are directed to opinion leaders and scheduled monthly in Today's Health, the publication of the American Medical Association, January-April.

To extend the effectiveness of pre-selling with television and radio commercials and print ads in magazines and newspapers, American Dairy Association has created a shopper-stopper kit of in-store materials to sell dairy products and related items.

The fellow who boasts that he's a "self-made" man is quite apt to be a poor architect.

Robert K. Rohrer

**Bulldozing - Grading
Patz Sales & Service**

Barn Cleaners - Silo
Unloaders - Cattle Feeders

Quarryville, R. D. 1

Hensel 548-2559

A G W A Y



**Bulk Metered Service
Equipment Engineering and Installation
Rental Equipment**

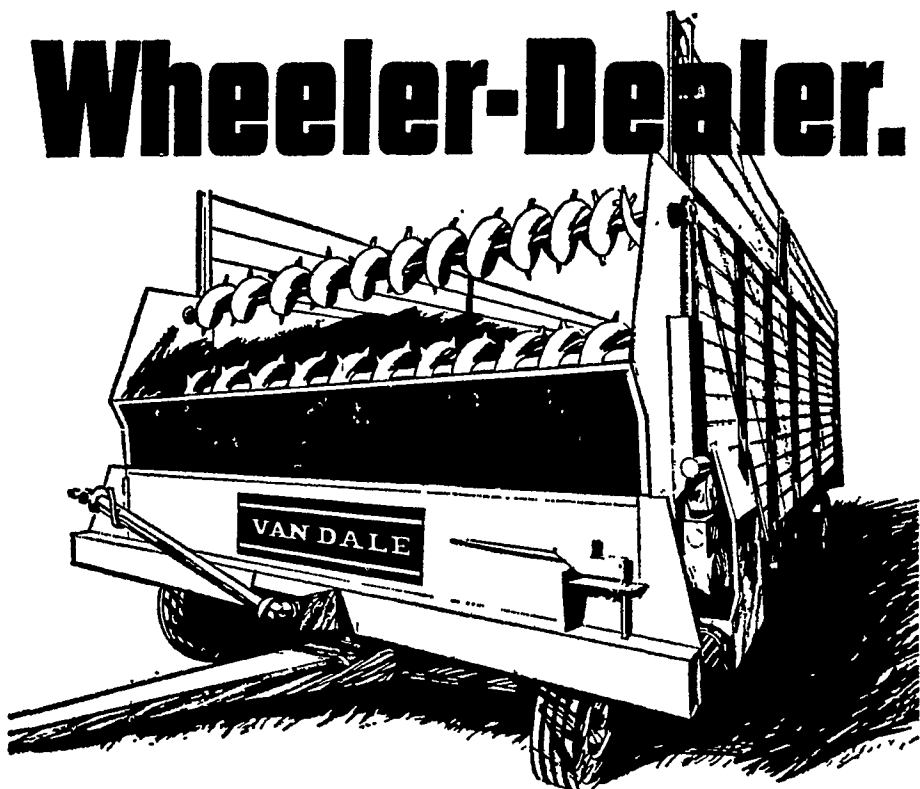
Box 1197, Dillerville Road

Lancaster, Pa.

Phone 397-4954

For Information and Service Call "Doug".

Wheeler-Dealer.



NEW VAN DALE FORAGE BOX. Auger-type "beaters" wheel out forage and silage with ease.

Exclusive auger-type "beaters" deliver all kinds of materials under all kinds of conditions. No chopping, clogging. Unloading auger-beaters are counter-rotating, meter material without bunching.

Two worm gear drives and sealed self-aligning roller bearings throughout assure long life.

Available in 16 and 18-foot sizes, with a full 7' inside load width. Van Dale Forage Boxes self-unload either right or left side with a simple change of the roller chain. Exclusive 9" cross-conveyor overhang prevents spillage. Easy on-off metal roof and wood extension add to useful height. Great for larger loads, receiving bales.

**CALEB M.
WENGER**

R. D. 1,
Drumore Center
Quarryville, Pa.

Phone 548-2116

VAN DALE

Tractor Presentation

Charles B. Hooper (Partner), Charles B. Hooper Jr. (Partner), and Robert I. Kistler (Salesman), of C. B. Hooper & Son, Intercourse, Pennsylvania, have just returned from Sheridan, Illinois, where they joined Mr. Jim Hitchner, IH district manager, of Harrisburg, Pennsylvania, to witness the presentation of new International Farm tractors, as well as new farm and industrial equipment scheduled for introduction in 1970. Many millions of dollars have been invested in research and development by the firm to develop these new products.

Among the machines they saw in the presentation at the firm's Hickory Hill farm was a new 130 hp turbo-powered farm tractor; two additional heavy-duty models equipped with hydrostatic drive; and another heavy-duty diesel tractor in the 90-plus hp class.

In addition, they saw a host of new farm machines and implements, plus a new crawler tractor and an industrial fork lift.

Some 23 IH district offices and their respective dealer organizations, representing 3,100 franchised farm equipment dealers, will visit the company's farm throughout November to witness the presentation of the products introduced for the 1970 selling season.

Previously, the company showed the machinery to some 200 top sales executives from its various farm equipment district sales offices located throughout the United States.

**INSTANT READER
RESPONSE**



**PLANT FOOD
STORE**

"Look For This Sign"

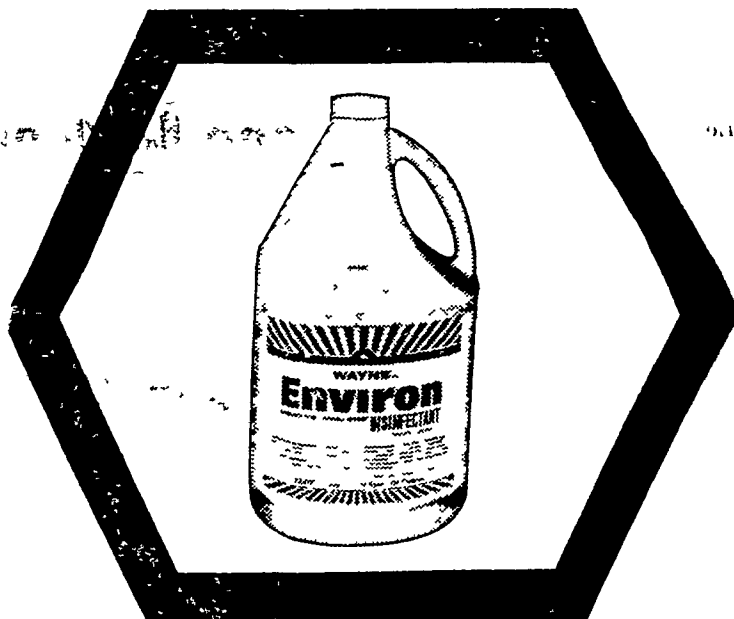
So. Newport Road
Intercourse, Penna.

**Agricultural
Limestone
& Fertilizers
Peanut Hulls**

We Give
Green
Stamps



Phone (717) 768-8451



Mr. Pork Producer: Protect Your Profits

There is no greater threat to the successful hog operation than disease . . . and no better way to minimize it than with Wayne Environ disinfection. Yes, with one labor-saving application you can both clean and disinfect your hog facilities and equipment.

Wayne Environ cleans better and destroys more disease-producing, profit-robbing bacteria over a longer period than any other product. Try this New working partner with Wayne Feeds.



Wayne Environ



PARADISE SUPPLY
Paradise

H. JACOB HOOPER
Intercourse, Pa.

**H. M. STAUFFER
& SONS, INC.**
Witmer

HERSHEY BROS.
Reinholds

C. E. SAUDER & SONS
R. D. 1, East Earl

GRUBB SUPPLY CO.
Elizabethtown

**DUTCHMAN FEED
MILLS, INC.**
R. D. 1, Stevens

WHITE OAK MILL
R. D. 4, Manheim

**HEISEY
FARM SERVICE**
Lawn — Ph: 964-3444

POWL'S FEED SERVICE
R. D. 1, Quarryville
R. D. 2, Peach Bottom

**MOUNTVILLE
FEED SERVICE**
R. D. 2, Columbia

ROHRER'S MILL
R. D. 1, Ronks