

ADA Will Promote Butter In Selected U.S. Markets

A special American Dairy Association campaign in 11 selected markets will promote butter from spring through the end of 1970.

Markets in which the promotion begins the week of April 13 include Miami and Tampa-St. Petersburg, Fla.; Boise, Pocatello-Idaho Falls and Twin Falls, Idaho; Cedar Rapids and Des Moines, Iowa; Boston, Mass.; Minneapolis-St. Paul, Minn.; and Cincinnati, O. Starting date for the program in the Fargo, N.D.-Moorehead, Minn. market is the week of May 24.

"Butter — Like Having A

French Chef in Your Kitchen" is the theme for the ADA promotion. It spotlights butter's matchless flavor, and its convenience and versatility for sauces and spreads, and as a baking ingredient.

A heavy three-week television advertising schedule and a page "Hi-Fi" color newspaper ad will introduce the promotion in each market. The newspaper color ad features ten butter recipes which call for profitable related items as well.

High-frequency, small-space newspaper advertising will start three weeks later, carrying the

campaign to year's end — a first time expansion of ADA's special markets approach. Approximately ten 60-line ads will run in each food day news paper edition. ADA finds that its "reminder size" ads rate above average in readership.

Butter editorial features for local media, and broadcast appearances by ADA home economists will back advertising efforts. Four-piece display kits will be supplied and professionally installed free of charge to participating food retailers. The in-store material ties in directly with TV and newspaper advertising.

A "Manager's Bulletin" outlines the ADA promotion for store personnel and includes butter and related item merchandising ideas. Free black and white butter art, available for retail advertising, enables stores to tie their ads to the ADA creative concept.

The butter promotion is designed to provide a powerful local program to back retailers' efforts and allow them to promote nationally advertised brands of butter and/or their private labels. It aims to increase butter profits during the intensive promotion period, and to help food retailers sell profitable related items in many departments.

ADA has used the special market promotion technique successfully before — during the past four years similar dairy product strategy has produced increased sales and profit in 48 markets.

For good production next lactation,



FEED PURINA DAIRY CONDITIONER

As a dairyman, you know that good milk production doesn't just happen. It's something you plan for by establishing a herd with the genetic potential for good production, then managing and feeding your cows so they'll produce up to their bred-in ability.

Many successful local dairymen also plan for good production with a proven program of dry cow feeding. They need Purina Dairy Conditioner, a research-proven ration to help give dry cows body condition they need for good production after they freshen.

Purina Dairy Conditioner is an extra-palatable 12½ percent protein ration. It's fortified with vitamins A and D plus extra phosphorus to help guard against milk fever.

Purina Dairy Conditioner is low cost, too, because the amounts you feed depend on your cows' condition and on the quality of the roughages you feed. For example, a cow dried off in good condition being fed high-quality roughages would require less Dairy Conditioner than a cow in only fair condition being fed fair quality roughages.

Drop in soon and get your free copy of the Purina Dry Cow Program folder. We'll be glad to show you how Purina Dairy Conditioner can help you prepare your dry cows for good production next lactation.

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Paradise

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Ph 394-7912
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West Willow Farmers Assn., Inc.
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Sutan[®] + atrazine lets your corn grow free

Your corn grows free from all major grasses and weeds. Free from the growth stress that weeds cause. Free to develop strong, vigorous roots that reach down to make maximum use of soil nutrients and moisture. Free from extra cultivations, possible root damage and free of trashy fields at harvest time.

This season, use dependable, economical Sutan plus atrazine on all your corn acreage. Stop the toughest grasses and weeds — nutgrass, wild cane, foxtails, fall panicum, Johnsongrass seedlings, crabgrass, annual morningglory, lambsquarters, pigweed, ragweed, nightshade and others that lower your profits. Mix Sutan plus atrazine in the soil as you prepare your seedbed. There's no need to depend on unpredictable rainfall to move the herbicide into the weed seed zone. Sutan and atrazine will be waiting to control weeds as they sprout. Used as directed, Sutan controls weeds without leaving harmful residues in the soil. Free yourself from work and worry...see us today for your supply of Sutan.



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Command Performance

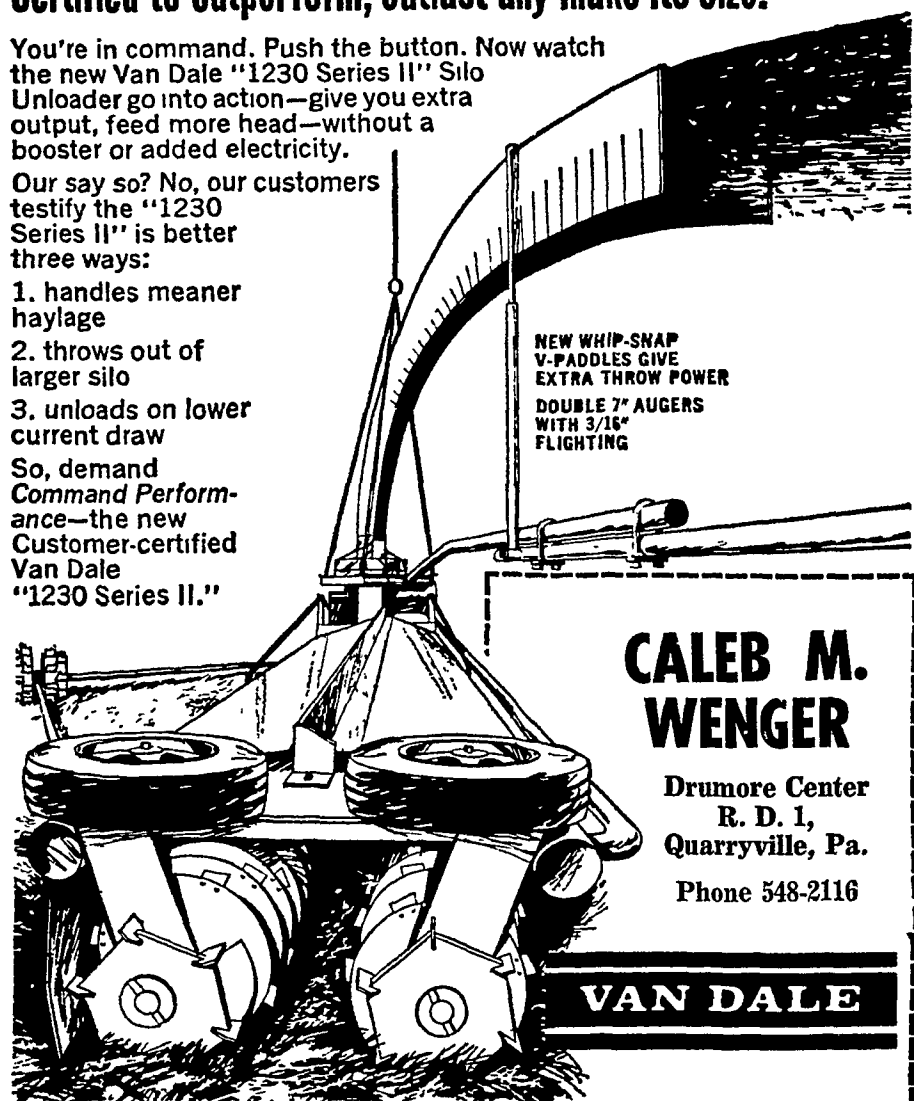
New Van Dale "1230 Series II" Silo Unloader Customer-Certified to outperform, outlast any make its size.

You're in command. Push the button. Now watch the new Van Dale "1230 Series II" Silo Unloader go into action—give you extra output, feed more head—without a booster or added electricity.

Our say so? No, our customers testify the "1230 Series II" is better three ways:

1. handles meaner haylage
2. throws out of larger silo
3. unloads on lower current draw

So, demand **Command Performance**—the new Customer-certified Van Dale "1230 Series II."



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