

Across the Editor's Desk

The March/April edition of Registered Holstein News carried a picture of Mowers Frey Jr. of Lancaster with visitors from Turkey who were touring the US to observe US live stock as part of plans to upgrade Turkey's animal agriculture. Pictured with Frey were Osman Ozbek, Yusuf Durusoy, Dr. Mustafa Durusov and Dr. Hasan Eitan.

Stamps Promote Milk

An easy, attractive way for dairymen to actively promote milk.

Those words probably best explain the tremendous response and interest generated by Suge Milk Stamps. Babson Bros. Co. estimates that more than 2,000,000 letters carried the words "Milk is Good with Anything in the last 12 months."

Following up on this acceptance, Babson Bros. Co. and their network of Suge Dealers have distributed more than 100,000 new 1970 Suge Milk Stamp Folders.

The folder promises Home Run Power in every glass of milk and the 21 colorful stamps advise "Add Milk Power to Every Meal."

The stamps point out that milk is an important part of every meal and a source of energy for today's active sports minded generation.

In keeping with Babson Bros. Co.'s efforts to help promote milk through advertisements, free posters and milk stamps, the 1970 Suge Milk Stamp Folder is available free from Suge Dealers or by writing to Babson Bros. Co., 2100 So. York Road, Oak Brook, Illinois 60521.

Advice to dairymen from Hoard's Dairyman by Dr. J. L. & John W. McKittrick.

Are you letting people know that you have foundation cows and/or replacement heifers for sale?

If you have purebred cattle for sale, be sure to let your breed fieldman or association secretary know it. You might consider doing some advertising, either locally, nationally, or both. The quality of your cattle and

drawing power of your herd will dictate which is most feasible.

The farm page in your local paper or magazine is a good place to let people know that you have grade or commercial dairy cows for sale.

If you have more dairy cattle than you can care for properly, don't miss this chance to cash in on your surplus. Many, many farms have cows "running out of their ears" so to speak.

Now may be the time to cut you herd down to a workable unit a size the barns were built to handle. You even may net more dollars milking fewer cows by caring for them better.

Buyers are not paying extremely high prices for cows. Cows are not that hard to buy. But, the prices are up from a year ago.

We think the following comments by Boyd Gantley, public relations director, Inter State

Milk Producers Cooperative, are worth passing along.

To date, substitute products have not displaced a large share of the market for fluid milk. High prices for milkfat, however, have contributed to the loss of butter markets to margarine, cream to coffee whiteners and substitute toppings and ice cream to mellorine.

Fluid milk substitutes now or potentially available include filled milk in which vegetable fats have replaced milkfat and completely imitation or synthetic milktype beverages. The nondairy products may contain none of the major milk components and may or may not be equal to milk nutritionally.

The introduction of filled milk, its rapid sales growth in at least one typical market and its potential for growth in other markets, and the potential of

(Continued on Page 29)

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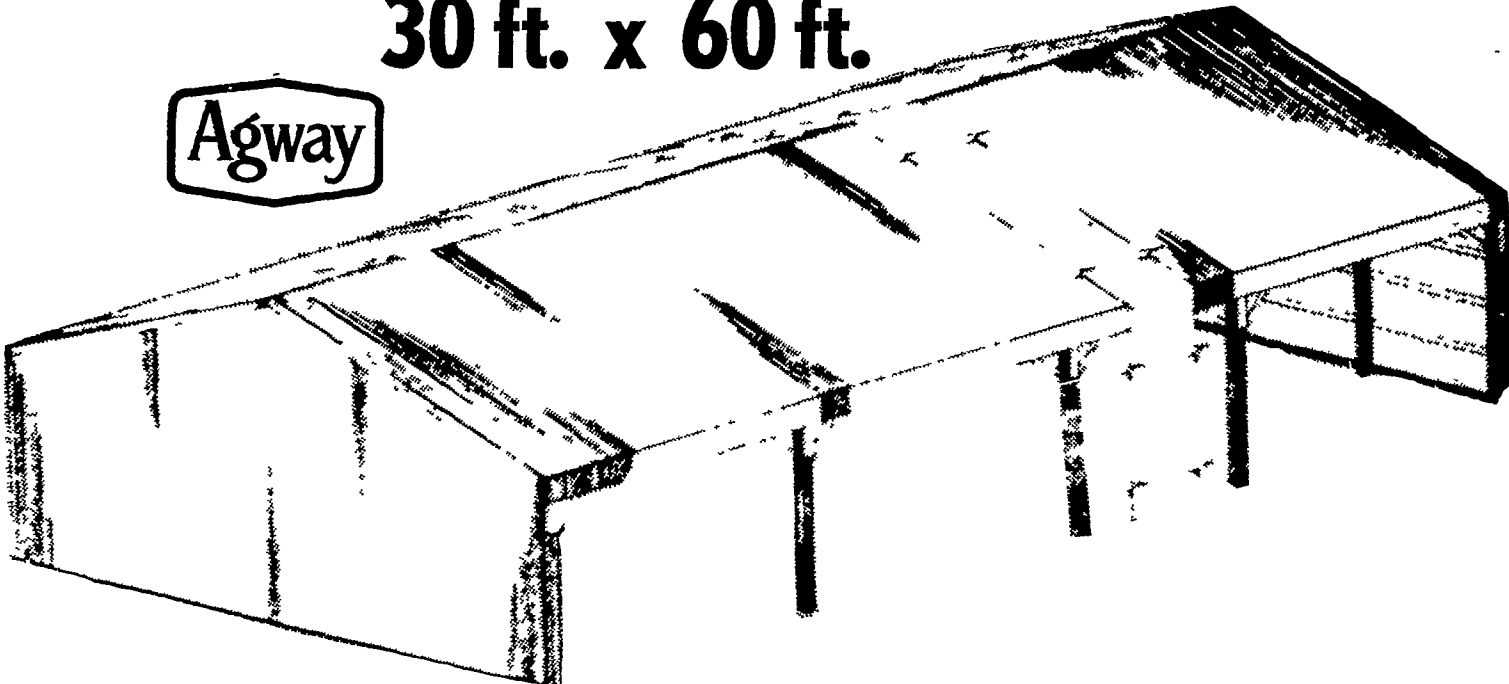
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