

# Pa. Is Pilot Pork Promotion Area

The National Pork Producers Council and the National Livestock and Meat Board have chosen Pennsylvania as the first state to hold a statewide pork promotion campaign.

The September pork campaign,

## Gettysburg Man Named To Food Market Staff

E. W. "Ted" Thomas Jr. of Gettysburg, was recently appointed the assistant director of the U.S. Department of Agriculture's Northeast Region Plentiful Foods Program Staff in New York.

Mr. Thomas brings to his new position eight years of experience heading up the Federal Administration of USDA family food assistance, child feeding and food trades programs in the Pittsburgh, Washington and Philadelphia field offices.

In this assignment, he will assist in the supervision of Plentiful Foods Program activities in a 12-state area as well as the District of Columbia.

Under the program, food products designated by USDA as in abundant supply, are given marketing assistance by the PFP staff through personal contacts with major food distributors, mass feeders and the news media.

with the cooperation of many segments of the state pork industry, is designed to reach 8 million of Pennsylvania's 11.5 million people.

Meanwhile, Governor Raymond Shafer has proclaimed September Pork Month for Pennsylvania.

After visiting with packer and retailer leaders in the state, Craighton Knau, program director, reports that Council advertising will be carried in a total of 16 cities blanketing the state. The billboards are slated to be erected by September 1.

Full-color high-fidelity ads will launch the campaign in Philadelphia, Pittsburgh, Scranton, Wilkes-Barre, Allentown and Harrisburg.

These cities, plus Lancaster, Reading, Erie and Altoona will receive additional impact from a month-long radio advertising schedule. To round out the coverage, the Allegheny Network of six stations will put the Council's pork messages into six smaller cities in north-central Pennsylvania.

Major meat retail organizations are planning to augment Council advertising with special pork features in their usual ads, and have agreed to make maximum use of point-of-sale materials.

The Meat Board will be coordinating its third-quarter pork material to this campaign, offering in-store materials to retailers and supplying pork cookery kits to every home economics classroom teacher in the state.

The Restaurant Association plans to do its promotion of pork as a menu feature following the initial impact of the advertising

campaign, thus extending the promotion through October.

Knau, after visiting five major food chain headquarters, said the Council project is attracting an excited reaction from the industry which is "surprised and pleased" that producers are trying to help build more sales and consumption of pork.

Although a short campaign

does not lend itself to scientific measurement of results, Pennsylvania State University staff people have agreed to check results through meats merchandisers and through sales tonnage comparisons where available.

The Pennsylvania Pork Producers Council will be buying billboards in certain areas across the state. For additional information, contact Eugene Wingert, St. Thomas, Pa.; Craighton Knau, 3101 Ingersoll, Des Moines, Iowa 50312; John Henkel, Strasburg RD1, or Mark Nestleroth, Marheim RD3.

## Pork Producers and Penn State Launch Swine Industry Study

At a recent meeting of the Pennsylvania Pork Producers Council, the members approved an allocation of funds to study the performance of new buildings and hog equipment in Pennsylvania.

Financed by the Nickels for Profit voluntary checkoff program in the various markets across the state, this project will be done in co-operation with the Agricultural Engineering Department and Animal Science Department of Penn State University.

The Penn State Personnel will study and compare various operations across the state including cost of housing, labor, ventilation and odor problems during all seasons and types of weather.

Further information on this project can be received by contacting Dwight Younkin, Animal Science Department, Penn State University.

As new ideas are put into operation, the performance will be studied. The information compiled from these studies will be made available to the producer in publications and at educational meetings.

This project is just a start for the Pennsylvania Pork Producers' nickels invested in improving the production of hogs for our state.



John H. Herr

## John H. Herr Dies Suddenly

John H. Herr, chairman of the Farm and Home Foundation, died suddenly Monday at Lancaster General Hospital.

He was buried Thursday at Mellinger's Mennonite Church, where he was a member and a Sunday school teacher.

Herr, 62, of 1564 Millport Road, Lancaster, earlier this year described himself as being active in farm and land real estate. He said he had been farming in the areas of dairy, poultry and steers "since I was a boy."

One of the original group of agricultural leaders responsible for establishing the Farm and Home Center, 1383 Alcadia Road, Herr was active in financing the project and in February was elected chairman of the Foundation which oversees the Center.

## Grube to Teach Ag at Warwick

Clifford N. Grube Jr. will be the new vo-ag teacher at Warwick High School, effective September 1, according to Dr. Dale Winger, superintendent of schools.

Grube, 26, is married and currently lives in Doylestown in Bucks County. A 1967 graduate of Delaware Valley College in Doylestown with a BS degree in dairy husbandry and poultry science, Grube taught vo-ag two years at North Burlington County Regional High School in New Jersey.

He replaces James Kerr, who resigned to teach horticulture at the new Brownstown vo-tech school.

Two Solanco vo-ag teachers the past year will also be at Brownstown. They are Ralph Layman, who will be principal, and J. Richard Wood, floriculture instructor.



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