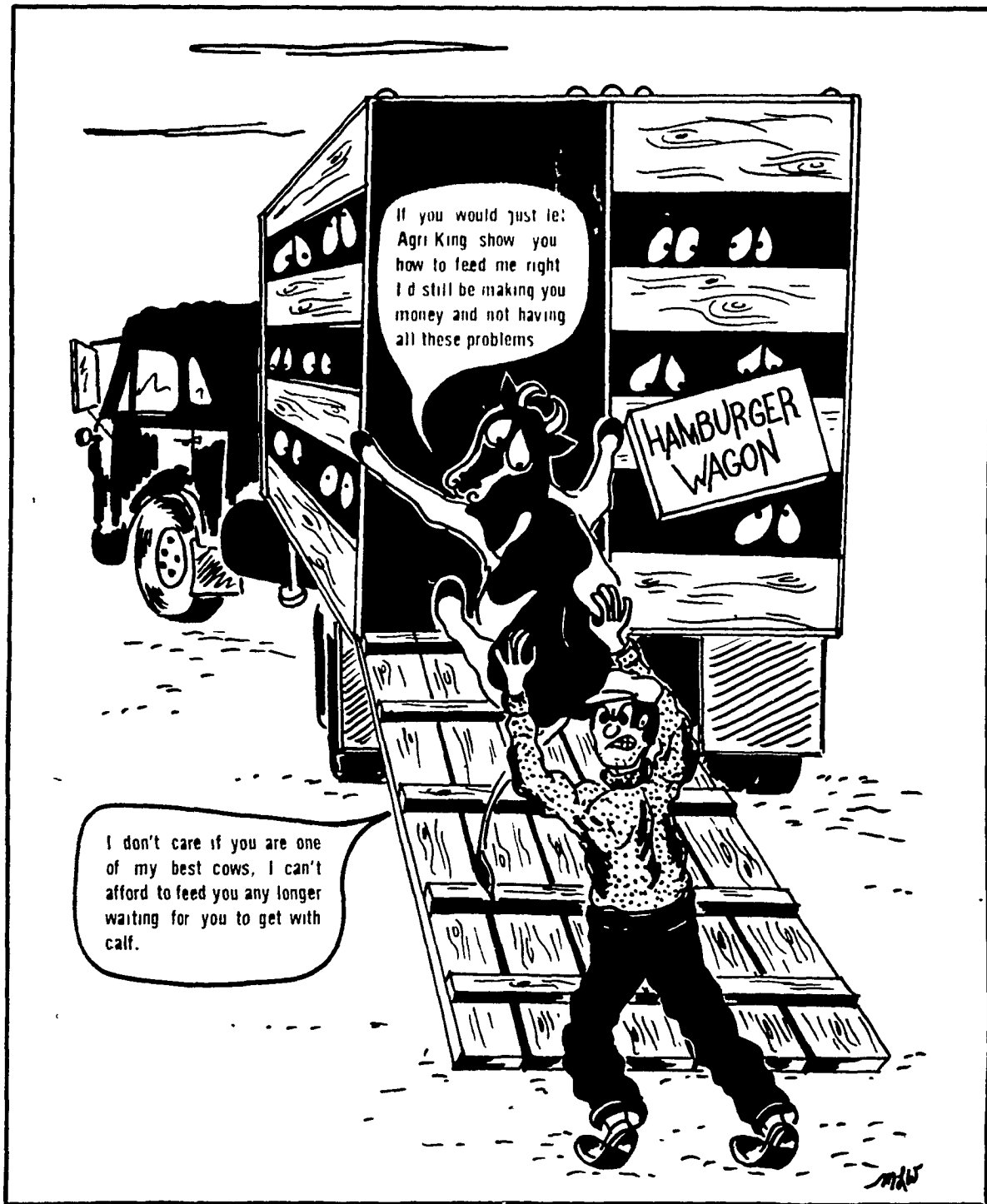


**KEY TO PROFIT**  
**AGRI KING, Inc.**  
 PERSONALIZED FEEDING PROGRAMS

FULTON, ILL.



**Statistics show the average dairy cow doesn't finish her third lactation. The best ones go first.**

**Nobody is good enough to "eyeball the feed" and get energy, protein, minerals and vitamins in proper balance.**

**FOR INFORMATION ON BALANCING YOUR COWS FEEDING PROGRAM  
 CALL OR WRITE YOUR NEAREST AGRI-KING SERVICEMAN.**

**Southeastern Penna**  
 George F. DeLong  
 Regional Manager  
 225 West Woods Drive  
 Lititz Pa. 17543  
 Call Collect 717 626 0261

**Eastern Lancaster Co.**  
 Melvin Herr  
 RR2 New Holland PA 17557  
 Phone 717 354 5977

**Northern Lanc. Co.**  
 Leo Elliott  
 313 Wynwood Dr  
 Willow Street PA 17584  
 Phone 717 464 4235

**North Western Lancaster Co.**  
 Earl B. Ginder  
 RD2 Manheim PA 17545  
 Phone 717 665 3126

**Southern Lancaster Co.**  
 Henry DeLong, Jr.  
 RD1 Box 106  
 Quarryville PA 17566  
 Phone 717 284 2683

**Southwestern Lancaster Co.**  
 Ben Greenwalt  
 RD2 Conestoga PA 17516  
 Phone 717 872 5686

**Chester Co.**  
 William Windle  
 RD1 Atglen PA 19310  
 Phone 215 593 6143

**Lebanon Co.**  
 Marvin Meyer  
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 Annville PA 17003  
 Phone 717 867 1445

**Montgomery & SE Berks Co.**  
 Cy Arnold  
 739 Rosewood Drive  
 Douglasville PA 19518  
 Phone 215 385 6249

**Northeast Berks Co.**  
 Roger Heller  
 RD1, Robeson, PA  
 Phone 215 693 6160

**Lehigh & Northampton Co.**  
 Thomas Heist  
 Main Street  
 Alburts PA 18101  
 Phone 215 965 5124

**Bellefonte Area**  
 Louis S. Peachy Sr.  
 RD1 #58 C  
 Reedsville PA 17084  
 Phone 717 667 3291

**South Central Penna**  
 James L. Yoder  
 Regional Manager  
 RR1 Box 81  
 Chambersburg PA 17201  
 Call Collect 717 264 9321

**Eastern Franklin Co.**  
 Eldon Martin  
 RD5 Waynesboro PA 17268  
 Phone 717 762 3576

**Adams Co. Area**  
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 RR4 Gettysburg PA 17325  
 Phone 717 528 4849

**Cumberland Co.**  
 Marlin E. Ebersole  
 R5 Carlisle PA 17013  
 Phone 717 776 7324

**Western Washington Co., Md.**  
 Charlie Campbell  
 Newville PA  
 Phone 717-776 7573

**Eastern Washington Co., MD**  
 Earl H. Moyer  
 RD5 Box 277  
 Hagerstown MD 21740  
 Phone 301-739-5199

## Egg Board commercial wins another award

"The Incredible Edible Egg" won its eighth national advertising award, this time for the excellence of its nutritional message.

Senator Edward M. Kennedy, Chairman of the Subcommittee on Health, U. S. Senate, was guest speaker at the Family Health Magazine Awards Luncheon held at the Plaza Hotel, New York, on November 13. Dr. Jean Mayer, Professor of Nutrition at Harvard University, presented American Egg Board advertising the "Award for Nutritional Excellence."

This tribute to "The Incredible Edible Egg" Family Health.

campaign joins citations given by the National Agri-Marketing Association and the U. S. Television Commercials Festival for creative excellence.

Not only is the "Incredible" campaign a creative success, but it is also a tremendous sales success. Research in test markets has shown that, where the campaign was used, egg sales increased 15 1/2 times the cost of advertising.

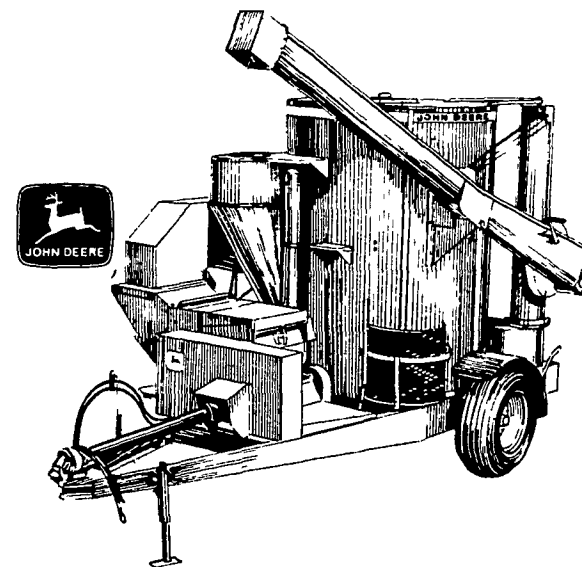
The agency that created the commercial, Campbell-Mithun of Chicago, will receive an identical "Award for Excellence" from

## a Dog's Life



**TICKET-TAKER**  
 ONE DOG IN GREATER LOS ANGELES SOLVED HIS YEARNING TO RETRIEVE BY HELPING HIS OWNER RUN A PARKING LOT. HE TAKES TICKETS FROM CUSTOMERS AND RETURNS THEM TO HIS MASTER. WHAT A LIFE!

## John Deere 700 Grinder-Mixer features an exclusive flat-bottom tank that prevents bridging



The 700 Grinder-Mixer from John Deere with its exclusive flat-bottom tank allows you to grind wet or dry materials and get a completely blended ration. Bridging is a thing of the past. An exclusive roto-sweep-blade knife at the bottom of the flat-bottom tank keeps material constantly moving toward the center auger. Here the material is gently lifted by the big 18-inch-diameter auger and spread evenly without separating small particles. See us and get more details on the Grinder-Mixer with the flat-bottom tank.

**Landis Bros. Inc.**  
 Lancaster 717-393-3906

**Adamstown Equipment Inc.**  
 Mohnton, RD2, Pa. 19540  
 [near Adamstown]  
 215-484-4391

**M. S. Yearsley & Sons**  
 West Chester 215-696-2990

**Agway, Inc.**  
 Allentown Equipment Center  
 Chapman, Pa.  
 215-395-3381

**A.B.C. Groff, Inc.**  
 New Holland 717-354-4191

**Pikeville Equipment Inc.**  
 Oyster Dale Road  
 Oley RD2, PA  
 215-987-6277

**aus'es, Inc.**  
 Glen Rock, Pa.  
 717-235-1306

**Stanley A. Klopp, Inc.**  
 Berwyn, Pa.  
 215-488-1510

**I. G.'s Ag Sales**  
 Silverdale, Pa. 18962  
 215-257-5136