Milk advertising

[Continued from Page 1]

promotion program presently effective only for those dairymen who market their milk through an Order 4 handler. The cooperatives and their members which support this new program have taken an unprecedented first step with this move. Other milk marketing areas are still at the five cent per hundredweight level for advertising and promotional

efforts. The increase was requested by several dairy cooperatives within Order 4 in view of the fact that other areas of the budget have gone up in cost and a nickel today no longer goes as far

as it did a few years ago.
Some of the dairy cooperatives which will be affected by this new order include: Inter-State Milk Producers, Maryland Cooperative Milk Producers, Maryland-Virginia Milk Va.

Producers, Lehigh Valley Cooperative, Eastern Milk Producers, Capitol Milk Producers, Dairylea, and Valley of Virginia. Some cooperatives, such as Dairylea and Eastern, only market a portion of their milk within Order 4.

The provisions of the order signed on Monday by Feltner are the same as those recommended in a final decision on Aug. 9 of this year. Copies of the recently okayed order may be obtained by writing to Joseph D. Shine, market administrator, 300 North Lee Street, Suite 320, Alexandria,

PFA committees slated

convention committees were Farm Bureau Federation. announced Thursday by Association.

The committees will serve in various roles at PFA's 26th annual meeting scheduled November 7-10 at the Sheraton International Inn in Gettysburg.

PFA is a general farm organization with 20,313 family members. It has 53 county units affiliated with the state association, which

CAMP HILL, Pa. - Three is part of the American Members of the PFA

John R. Pitzer, president of nominating committee are: the Pennsylvania Farmers' Jay Dilts of Indiana County and committee chairman; Russell McHenry, Clarion County; S. Richard Moyer, Union County; Donald Unangst, Mercer County and Paul Weaver, Montgomery County.

Members of the PFA credentials committee are: Keith Eckel of Lackawanna County; Russell Claypool, Armstrong County and Mrs.

Frances Lichtenwalner, Lehigh County.

Members of the PFA host committee are: Mr. and Mrs. Lloyd Bennner, co-chairmen, Mr. and Mrs. Horace Waybright, Mr. and Mrs. Arthur Musselman, all of Adams County; Mr. and Mrs. Wayne Beshore, York County and Mr. and Mrs. Joel Wenger, Franklin County.

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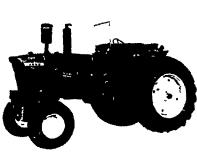
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