

## Milk ads check coffee breaks

ROSEMONT, Ill. - United Dairy Industry Association (UDIA) has once again shown its ability to meet member units' needs in quick fashion by producing, within a two-week period, a local-national advertising-promotion campaign enabling them to respond to the current coffee crisis.

Included in the total promotion effort are four "Take A Coffee Break" print ads and a complementary radio commercial. They were developed by American Dairy Association (ADA), the advertising and sales promotion arm of UDIA. At the same time, UDIA's

communications division prepared food, business and editorial releases for national dissemination.

The ads and radio commercial have already been used by several member units to suggest people take a break from coffee and drink milk. These ads have also proved popular with other segments of the food industry. Besides several trade publications expressing interest in them, Piggy Wiggly supermarkets in Jacksonville, Florida, have contacted ADA for

reproduction copies to be used in reduced format as "drop-in" illustrations for their weekly food page advertising.

One of the three UDIA communications' releases suggests drinking Cafe au Lait, Kaffee mit schlag or just plain coffee with milk to make a pound of coffee last longer. It points out that adding milk or cream to coffee not only stretches its use but also enriches it with such nutrients as calcium, phosphorus, protein and riboflavin. The other UDIA

releases also recommend milk as an additive, or alternative, to coffee.

With this "instant" advertising-promotion campaign UDIA shows the advantages of having a national promotional organization that can react quickly to emergency situations. It also joins the many restaurateurs, food store owners and governmental executives in the country reacting to the current coffee crisis with planned or initiated boycotts, price freezes, coffee alternatives, etc.

**TRY A CLASSIFIED**

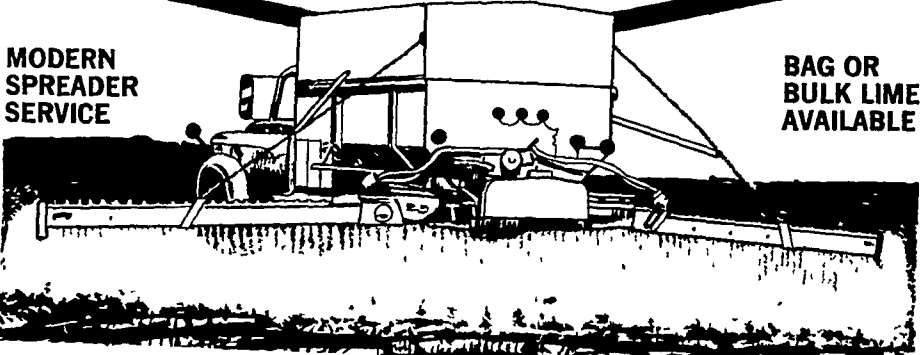
### Sale Register

#### March

SAT. MARCH 5, 1977, 10:30 AM. - Public auction of farm tractors, machinery equipment and trucks. Located on Freeland Road, 4½ miles west of Old York Road at Maryland Line, west of U.S. Rte. No. 83 via Exit No. 37 from the north of via Exit No. 36 from the south, in the Sixth election district of Baltimore County, Md. The Norris Farms, Owner. John H. O'Neill, Auctioneer.

SAT. MARCH 5, 1977, 9:30 AM. Public sale of truck farming machinery, butchering tools, antiques, household goods and 1972 auto. Located about one mile east of Jacobus off Route 111 along the road from Jacobus to Dallastown at the York Water Co. Russell C. Lentz, Executor, Robert L. Sechrist, Auctioneer.

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For prices, contact: Fred Frey, Mgr.

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MF 428 cultivator	MF 15 grinder mixer

No finance charges until September 1, 1977 on many farm tractors and implements.

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