

TV, radio commercials feature new milk theme

ROSEMONT, Ill. - "Gas Jockey" is one of three American Dairy Association 30-second TV commercials featuring its new "Milk's The One" theme. It is being aired in markets of participating member organizations on a rotating basis with "Arcade" and "Basketball".

ADA's new TV commercials emphasize milk drinking attitudes. Each spot announcement focuses on a leader-type teenager whose decisions set the pace for followers. That independent individual is pictured choosing milk in a free-choice situation where too often other beverages are usually selected.

Filmed in New York, "Gas Jockey" features a gas station attendant who is joined by friends for a "carry-out" food break. He grabs a carton of milk from the station's cooler and says:

"I don't have to think about what to drink 'cause milk's the one for me."

This theme line runs through the three announcements in the pool: "Arcade" shows a girl with friends stopping for a snack after playing pinball machine, "Basketball" stars a teenager and his pals who bounce a basketball down the street enroute to a fast food shop.

A movie buff coaxes the refreshment counter girl to squirt some extra butter on his popcorn. A young man at an expensive restaurant tries to fill his date with rolls and butter so she won't order a high-priced meal. A struggling poet uses the word "butter" to replace better because "butter is better."

These humorous approaches are featured in American Dairy Association's new radio commercials "Movie House," "Fancy Restaurant" and "The Poet." The three 30-second spot-announcements, designed to develop listener



The scene above is from "Gas Jockey" shows actor Tony Battell and Davis Le Court enjoys some milk straight from the carton. The commercial, which highlights ADA's new "Milk's The One" theme, is one of the first in ADA's series focusing on individuals freely choosing milk in informal, way-from-home eating situations with friends.

Farm Calendar

(Continued from Page 10)

Philadelphia, today and tomorrow.

Fund raising luncheon for the National Commission on Egg Nutrition, 12:30 p.m. at the Benjamin Franklin Hotel, Philadelphia.

Lebanon County Conservation District board of directors meeting, 8 p.m. in Room 207 of the Lebanon County Municipal Building, Lebanon.

Dover Young Farmers hay and forage show, entries open at 7 p.m., Dover High School.

Adams County public-affairs meeting on agricultural districting and other land-use concepts to protect agriculture. 7:30 p.m. in the Penn State Fruit Research Lab, Biglerville.

Thursday, Nov. 9

Chester County DHIA banquet, East Brandywine Fire Hall, 7 p.m.

Lancaster Association of Commerce and Industry sponsors annual Agriculture Banquet, 7 p.m. at Good'n Plenty Restaurant, Smoketown. PEIA regional con-

ference continues in Philadelphia. (See Wednesday's listings).

Production Credit and Federal Land Bank of York annual meeting and banquet, Embers Restaurant, Carlisle, registration at 6:15, dinner at 7 p.m.

Deer control fencing demonstration meeting, from 8 a.m. to mid-afternoon. Slide programs at 11 a.m. at 2 p.m. Philip Roth's Apple Valley Orchard, Fairfield.

Adams County Woodlot Management and Firewood meetings and demonstration at the woodlot adjacent to New Oxford High School, west side, 10 a.m. and 1:30 p.m.

Ag-Service Agronomy School, Embers Restaurant, Carlisle, 9 a.m.

Friday, Nov. 10

Pennsylvania Egg Marketing Association meeting, 7 p.m. at the Treadway Resort Inn, Lancaster. Christine Bushway and Bill Rent, of AEB and NEMA,

respectively, will be among the featured guests to talk about increasing egg consumption.

Saturday, Nov. 11

Ephrata Area Young Farmers - Blue Mountain Young Farmers Square Dance, 7:45 p.m. Blue Mountain High School.

Buck Tractor Pullers' banquet, Quarryville Community Fair Building, Quarryville, 6:45 p.m.

awareness of butter through humor, will be aired nationally on the CBS and ABC radio networks.

The new radio commercials highlight the comedic talents of Wayne Juhlen and Penny Lane. This famous team has appeared on many popular TV shows and currently has a comedy program on Chicago radio.

ADA of Minnesota and ADA of South Dakota will purchase air time for the network radio commercial. These member organizations will also share costs for piggybacking the butter spots with milk commercials in other unit areas.

ADS is the advertising and marketing services arm of

United Dairy Industry Association, an organization dedicated to increasing sales of U.S. produced dairy products through its total promotion program. Also in the program are the product and process research and development projects of Dairy Research Inc. and nutrition research and education programs of National Dairy Council.

THE FRONTIER

A DOG-GONE GOOD STOVE!



Carolyn Willitts, local Artist from Eden, and Her Friend Baron Agree!

Last year, about the same time they got Baron, Carolyn and her husband Dick bought a FRONTIER WOOD STOVE and installed it themselves. Both have added hours of warmth and enjoyment to their home.

HIESTAND DISTRIBUTORS
Your one-stop wood burning center
1830 State St. East Petersburg, Pa.
717-569-7397

GET YOURS TODAY



Vegetable growers plan meeting

NEWARK, Del. - Plans are now well underway for the first statewide annual meeting of the newly formed Vegetable Growers' Association of Delaware, Inc., according to Delaware Extension Horticulturist Dr. Michael D. Orzolek.

The two-day event, which will be sponsored in conjunction with the Delaware Cooperative Extension Service, will feature exhibits, speakers, and information of importance to Delaware's vegetable growers. It is scheduled to take place at the Sheraton Inn in Dover, January 29 and 30, 1979.

Vegetable growers, extension specialists, researchers, and other knowledgeable members of the vegetable-growing industries are coming from a number of states and Canada to address the gathering. Dr. Jack Dennison will be featured entertainment at the annual banquet. Dennison, assistant dean of the College of Food and Natural Resources, University of

Massachusetts, is author of a book entitled "Memoirs of a Maine Country Boy."

Anyone interested in attending the banquet, conference, and/or exhibiting a produce or service related to the vegetable industry should contact Orzolek at the University of Delaware Georgetown Substation.



Primitive Rodents

One of the most primitive of rodents is the Fewellel or Mountain Beaver. It's restricted to the Pacific coast of the United States and is considered a good swimmer. The Sewellel lives near streams in damp, wooded country and feeds chiefly on vegetable matter