

Paul Heisler				
Adobe	5 5	17,418	656	
Lester D Moyer				
Kitten	6 8	15,598	653	
Hetty	5 5	17,630	651	
Krissy	4 2	14,948	648	
Katie	6 4	15,801	634	
Lady	9 5	14,849	632	
Amy	10 4	15,347	607	
Kurtz Dairy Farm				
Lorrain	4 8	16,858	631	
Raymond Reichwein				
Nellie	3 11	16,500	630	
Tara	6 1	16,579	628	
Blacky	3 5	11 719	605	

ROSEMONT, Ill. — American Dairy Association (ADA) presented 19 Dairy Management Awards in 1979.

The award was created last spring to honor grocers for high levels of participation in ADA's Dairy Department Managements Workshops program and for successful implementation of program principles in their stores.

In the workshops, store personnel and company

management learn how to become more effective merchandisers of dairy products. The program consists of one-day seminars covering management principles, display techniques, dairy product knowledge and equipment operation and maintenance.

Awards were presented to grocers' representatives by ADA's dairy marketing consultants, who teach the management seminars.

The consultants and their

areas are: Wayne Churchill, Central; Ted Cook, Southeast; Alfred Devine, New York and New Jersey; Harmer Greenwood, Southwest; Ralph L. Lindsey, Jr., Southeast; Harold Peterson, West; Jim Shanley, New England and Mid-Atlantic; and Gerald Sotebeer, North Central.

ADA is the advertising and marketing arm of United Dairy Industry Association, a national organization that conducts a total promotion

program for milk and dairy products.

It is concerned with dairy department sales because 75 percent of all dairy products are sold from store cases. Studies by ADA and others have shown that when ADA's management principles are used in the dairy department, its sale increase between 15 and 35 percent.

In Pennsylvania, The Great Atlantic & Pacific Tea Company, Inc. (A & P) received the management award.

BN 184 SOUPER-TRAIL LAGOON AGITATOR/PUMP



**LONG REACH . . .
FAST AGITATION . . .
FAST FILL . . .**

**POWERFUL . . .
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DEPENDABLE . . .
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BADGER SOUPER-TRAIL FEATURES

- Sealed drive-shaft bearings; oil bath bearings for the impeller shaft.
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- Minimum 110 HP tractor, with 1000 RPM.
- Capacity of approximately 2800 gallons per minute.

The Badger SOUPER-TRAIL Agitator/Pump agitates and pumps from open lagoons...quickly and efficiently. No dock is necessary. It is simple. Powerful. Rugged. Versatile. Easy to operate. Easy to maneuver. Easy to transport.

The Badger SOUPER-TRAIL Agitator/Pump is designed for use in open lagoons without docks or ramps...or lagoons where ramps or docks are not properly located to permit complete agitation. The SOUPER-TRAIL is easy to position and can be used in any depth lagoon. It's twenty-four feet long...long enough to reach out beyond sloped sidewalls and deep into your lagoon. The impeller and housing can be hydraulically raised or lowered, permitting easy backing and positioning over lagoon banks and sidewalls, and allowing unit to agitate nearer to crusted surface.

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