

OUR READERS WRITE

EQUAL TIME

Dear Editor:
How about a little equal time?
I enjoyed reading your article about putting a "Real Seal" symbol on all those large blue structures that can be found all across the country. I was disappointed however that you mentioned only Harvestore as the one with "blue billboards." What about the people who are number 2 with a 20 percent market share of the oxygen limiting glass fused to steel business? I am of course talking about Sealstor.

We also have a few large "blue billboards" that can be found all across the country, and since we do, I believe we should take the initiative with your idea. I am therefore informing all of our dealers that the "Real Seal" will be available for any of the customers who wish to have this important symbol displayed on their structures.

John LaRosa
Sales and Marketing Mgr.
Sealstor

FARM BROCHURE

Dear Editor:
At Hickory Hill Farm we host hundreds of people in tour groups each year - Nursery School, Kindergarten, Grammar School, High School, FFA and many college and foreign groups. One of the things that amazes many of the students, parents and teachers is that a cow can convert products that humans cannot utilize such as green grass, hay, silage, etc. into a product that is as wholesome, nutritious and good as MILK.

Our son, Wayne, usually leads the tours or in his absence his wife or our herdsman takes over. The final touch for each tour group is a plug for REAL dairy products as the groups are shown a REAL SEAL (either on a farm cap or pulled from a coverall pocket). We believe this is a real clincher in

making folks aware of the seal on REAL dairy products.

Also, all adults receive a copy of our farm brochure telling of our dairy operation and promoting some of our Registered Holsteins. One fold of our brochure is devoted entirely to MILK with the REAL SEAL at the bottom.

Thank you for constantly pushing the idea that all dairymen need to be promoting and using their own products. From our own personal contacts, we find there are many who could care less about promotion.

Ellen K. Armacost
Hickory Hill Farm, Inc.
Upperco, Md.

BAN SOFT DRINKS

Dear Editor
I have an idea for promoting milk. And I wonder how many others feel the same way? And that is to outlaw soft drinks (our enemy) at Ag Progress Days and at the Farm Show.

Or maybe the farmers are too ashamed of their product to serve it.

Do soft drink companies serve milk? Do cotton producers promote polyester?

No, and neither should Farm Promotions sell soft drinks by the thousands on farm promotion days. Serve milk, milk shakes and ice cream.

Also, start placing pitchers of milk on tables at farm related meetings. Also serve milk at farm sales.

A Farm Wife

Now is the Time

(Continued from Page A10)

will not be graded and the following will not be accepted: tags, contaminated wool, wool tied with baler twine, wool in plastic bags, and wet wool.

All wool for both pools should be protected from the rain and stored in a clean, dry area reminds Chester D. Hughes, Extension livestock agent.

Farm Calendar

(Continued from Page A10)

Tuesday, June 21
PFA Youth Conference, Bucknell University
McKean Co. Fair directors, Courthouse, Smethport
McKean 4-H Dairy Club, 8 p.m., Shatton Farm, Smethport
House Committee on Ag and Rural Affairs, dog law clarification
Md. Weed Science Field Days, continues through Thursday at various locations
Stray voltage workshop, 8 p.m., Sheraton Inn DuBois
Small grains field day, 3 to 5 p.m., SE Research Lab, Landisville, 7 p.m. to dark at Charles Hummer farm, Auction and Colebrook Rds.

Wednesday, June 22
Cumberland Cooperative Wool Pool, Carlisle Fairgrounds
Wool Pool, Bollman's Hat Factory, Adamstown

Thursday, June 23
Holstein Twilight meeting, 7 p.m., Rhodes Enterprises, R2 New Oxford

Friday, June 24
Warren Co. Dairy Princess Pageant, Warren Co. Fairgrounds

Pequea Valley Grange, 8 p.m. Paradise Twp., Municipal Bldg.
York Co. Farmers Forum 6:30 p.m., tour of Bower-McLaughlin plant

Bedford Co. Dairy Princess pageant, Northern Bedford Co. High School

Blair Co. Dairy Princess Pageant
Erie Co. Dairy Princess Pageant
Fayette Co. Dairy Princess Pageant

Lycoming Co. Dairy Princess Pageant
Schuylkill Co. Dairy Princess Pageant

Annual Wool Pool, Rutgers, Cook College, New Brunswick, N.J. continues through weekend

Saturday, June 25
No-Till Conference, Pikneyhill Farm, 10:30 a.m., 1/2 mile south of Washington, N.J.
Mercer Co. Dairy Princess Pageant

Spend some dairy money

USE BUTTER

SIP SOME MILK

SNACK CHEESE

SAMPLE A CONE

This dairy money may not be real.

But real money from Real dairy products pays all of my bills

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Milk

MILK - Agriates Food With Natural Appeal

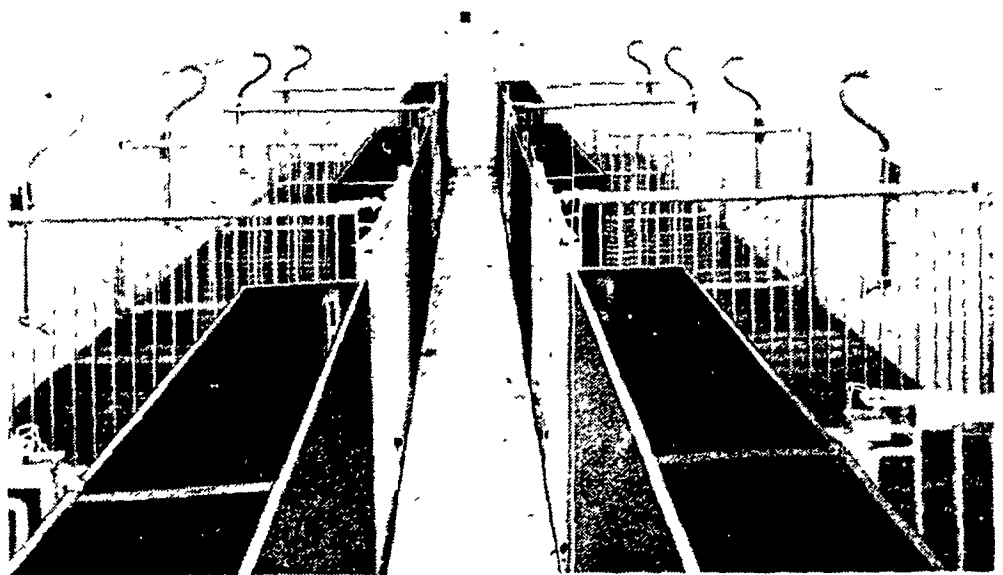
When was milk "discovered"? The historians cannot tell us for sure—just as there is no exact record as to when other dairy foods became part of the human diet. The world's earliest written records—found in the Sanskrit of ancient India—date back nearly 8,000 years, but milk had already become an important food. To the early people of central Asia the cow was so important that wealth was measured in numbers of cattle. Later the cow was worshipped in India, in Babylon, and in Egypt. There are more than 50 references to cows and milk in the Old Testament.

No doubt about it.

This seal is your assurance of a real dairy food.

Hickory Hill Farm brochure

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