

Moving dairy promotion items

BY NANCY KUNICK
Staff Correspondent
MEADVILLE — Crawford county's Dairy Princess Committee has a good idea they would

like to share. They have been promoting the dairy industry by getting people of all shapes and sizes to do it for them. The teenagers, children and even



Dairy Princess Committee of Crawford County maintains booth at fair with wide variety of promotional items. Linda Andrew and Pam Black staff the booth.

parents wearing their new t-shirts display informative or cute sayings to the general public everywhere.

For the past few years the committee has set up their booth at the local fair as well as at malls, district shows and even at the Pa. Holstein Convention held this Spring in Erie. They've been having an "udderly" delightful time while making money to use for the pageant and other dairy promotional activities.

The booth boasts t-shirts, tote bags, gym bags, cookbooks and smaller items like key chains and cow erasers. One big seller is a gym bag which reads: "MILK. It's fitness you can drink." With people being fitness conscious and the price at \$4.00 it's no wonder they 'moove'.

Linda Andrew and Pam Black, both members of the six couple committee, told of the financial success of the booth. Just on Tuesday afternoon at the fair they had brought in nearly \$200.00. Pam Post, another committee member noted that on Wednesday they had taken in approximately \$175.00 by 1 p.m.

"People wondered where we got

our money at the State Training Seminar (for dairy princesses) for our activities", Mrs. Black went on, "When we told them about this booth they didn't understand how we could sell so much."

These items just about sell themselves. Not available in stores and with cartoon cows reading, "I'm in the mood for milk" they naturally put you in the mood to buy. They are irresistible especially to college kids, according to Pam Black. "They are always looking for something different, and reasonable," she added. She has even mailed shirts to New York and Alabama to fill orders.

The shirts sell for just \$3.50 with the committee making .50 per shirt. Small items are sold at cost.

The idea isn't to make money as much as it is to advertise the dairy industry.

These articles are available through the ADA (Amer. Dairy Assoc.). If anyone needs to contact the committee members for more information they are listed below: Coordinators - Mr. and Mrs. Robert Field of Saegertown; Mr. and Mrs. Wm. Black of Saegertown - Co-ordinators; Secretary - Mr. and Mrs. Jack Post of Centerville; Treasurer - Mr. and Mrs. Craig Powell of Meadville; Publicity - Mr. and Mrs. John Meehan and Mr. and Mrs. James Andrew - Historian.

When available the Dairy Princess Kathleen Worley and the Alternate Diane Schutz help work at the booth.

Crawford

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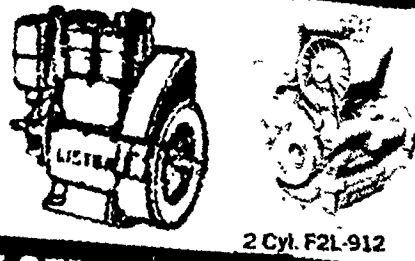
5 Year Old - 1 Queens Manor Robert Morrell, 2 Queens Manor, 3 Art & Gary Baxter
100,000 lbs - 1 Robert A. Freyermuth, 2 Ernest R. & Janet L. Oakes, 3 Rynd Home Farm
6 Year & Over - 1 Morrell Farms, 2 George R. & Peggy A. Dean, 3 Mike Carey
Sr & Gr Ch - Queens Manor, Aistar Holsteins & Brubacher Bros
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Dairy Herd - 1 Queens Manor Leadfield 2 Morrell Farms, 3 Rynd Home Farm
County Herd - Crawford County
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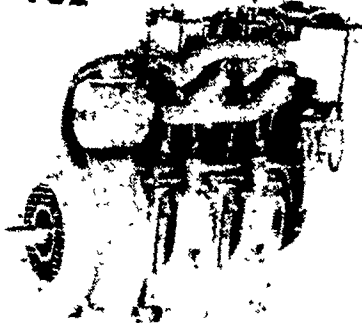
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DEALER INQUIRIES INVITED

EXTRA, EXTRA...

Hear what Glenn Longenecker has to say
about HYDRO-MAG!

Aug. 15, 1983

Hiestand Supply Co.
R.D. #1
Marietta, Pa. 17547

Dear Burnell and Paul,

We purchased a 1 1/2" Hydro-Mag water conditioner from you in March. We want to let you know how well this unit has worked for us.

We raise about 1500 hogs, 50-100 beef, and milk about 50 head of dairy. We also have about 20 chickens in a small coup. Our water is 40-50 grains hard due to limestone soil and we have 120 ppm of nitrates as well.

We were told by our feed consultants that our bad water may be the cause of our poor milk production and mastitis in our dairy cows. We proceeded to install two commercial water softeners, a chlorinator, nitrate tank, and a ultra violet light over the course of time. This investment of close to \$7500.00 didn't solve our problems, but our bacteria was reduced with the ultra violet light. For nine months this equipment failed to show any improvement. Sharon and I were seriously wondering how much longer we could last under these conditions. Our dairy was producing about 40 lbs. (daily herd ave.) and sometimes even in the thirties.

When you contacted us about the Hydro-Mag we were skeptical, but we knew of nothing else to try and our problem still persisted. We had nothing to lose with your money back guaranty.

In March when we installed it, all the other water equipment except for the ultra violet light was disconnected. At the time our dairy cows were drinking about 1200-1300 gals. a day of water. Within a week their water consumption started to increase till it reached 1800-1900 gals. a day. Through the summer the water consumption has maintained between 1900-2100 gals. a day. The hotter the day the more water they drink and the more milk they would produce. Currently our milk production is up to 50+ lbs. daily herd ave. The appetite of the cows has also improved greatly. We also had two cows in the hot weather which didn't clean but neither got sick or smelled bad as other years. Another thing we noticed is that this summer the cows didn't have the feed trough wet and slopped up like other summers. Our milk quality has improved that much that last month, for the first time, we were on our Co-op's Honor Roll.

Concerning our pigs, on the last lot of pigs we only used half the medication we normally use in the first couple of weeks after arrival. The pigs also increased water consumption and feed consumption from day one. We had very little scouring and have no problem getting the pigs to drink as we normally do. These are the healthiest and most uniform lot of pigs we've raised.

Even our twenty chickens, which are a year old, went from 6-8 eggs a day to 15-17 eggs a day within a few weeks of the installation of the Hydro-Mag.

Other areas of improvement we notice is that the lime no longer builds up on our tea pot as a hard scale but now can be wiped out with a cloth. Also the scale buildup on our coil in our hot water heater has been greatly reduced.

We must say the Hydro-Mag has performed far past our expectations and are quite satisfied with the unit. We would recommend this unit to anyone with similar water related problems.

Sincerely,

Glenn Longenecker

Glenn Longenecker
R.D. #1
Elizabethtown, Pa. 17022

For More Information, Call:

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