

Milk's got more -

SYRACUSE, Pa — The American Dairy Association and Dairy Council announces the development of a new fluid milk advertising campaign - "Milk's Got More." The campaign, replacing "Milk. The Fresher Refresher," was launched September 19.

"Milk's Got More" was designed to appeal to the consumer's sense of health and well-being. Diet and exercise are topics which are on the minds of almost all Americans.

"Milk's Got More" reminds consumers that milk is a vital part of a healthy diet. Through the new ad campaign, consumers will be shown how milk is superior to the empty calories of other beverages.

There are currently three television ads in rotation for "Milk's Got More." Each opens with a dramatic milk pour as the announcer states that a glass of milk has enough nutrients to help the average person through an ordinary day.

The new "Milk's Got More" theme was decided upon after extensive research by the American Dairy Association. Consumer reactions to many different advertising concepts were tested. Over 70 percent of the consumers questioned stated that the concepts of health and well-being described their reason for drinking milk.

With this information, ADA then developed the new theme along

with the commercials. Those viewers tested reacted positively to the new ads. They were described as lively, entertaining, humorous and, best of all, memorable. The commercials show great potential in motivating viewers to drink more milk.

Watch for the new ads currently running on local network programming. The American Dairy Association and Dairy Council is a producer-funded, producer-directed milk promotion agency serving New York, New Jersey and Pennsylvania.



Brown Bag Lunches Make News

LANCASTER — Once carried only by kids and construction workers, the brown bag is now a symbol of status for millions of Americans. In fact, according to the Brown Bag Institute, 249 million lunches are packed each week, and at least 50 percent of all American households brown bag at least once a week!

Why the surge in brown bag lunches? The reasons are many: time, money, convenience and an increased interest in health and good nutrition, to name just a few, says Greta C. Vairo, Extension home economist. People pack lunches to save money. It is estimated that the average brown bagger saves approximately \$1.80 a day. Lunches are packed for dieters, fitness fans who exercise at noon and picky kids, too, as well as hard-eating hard hats. In fact, it is estimated that 50 percent of brown baggers are white collar workers with higher educations and incomes of over \$30,000.

Brown bag lunches can be hearty or low-cal, special diet or special taste, simple or fancy. And for most carried lunches, sandwiches are the first choice.

Sandwiches are the number one lunch choice when you know what's good for you because they can combine good-for-you mixed-grained bread with meats or other protein foods, vegetables, fruits and cheese or other dairy products needed for a well-balanced diet.

For health and well-being, experts recommend meals from each of the food groups. This includes four servings per day from the BREAD/CEREAL group; servings from the VEGETABLE and FRUIT group; two servings of DAIRY PRODUCTS; two servings from the MEAT/POULTRY/FISH/EGGS/LEGUMES/NUTS group. Lunch should make up a full one-third of that total. That's why

lunch should include bread and why the old-fashioned, time-honored sandwich is an easy way to combine several nutritious foods in one portable, tasty package.

Break provides important complex carbohydrates, B-vitamins, fiber, iron, phosphorus, calcium and protein to the diet. Light brown, tender textured,

mixed-grain bread, contrary to popular myth, is not high in calories. Two slices of mixed-grain bread — or enough for a sandwich — contain only 140 calories. What's more, the bulk in mixed-grain bread helps control appetite because it "fills you up," so that the stomach signals the brain that no more food is needed.



Wilson Rohrbach of Mertztown, Pa., has farmed and sold EASTLAND SEED in Eastern Berks County for many years. He continues to sell Eastland Seed products and keeps busy with other interests after retiring from active farming recently. Wilson was too busy to have his picture taken with son, Roy, and his grandson, who work the Rohrbach farm these days, but we wish him the very best in retirement anyway!

There have been changes at Rohrbach's, but one thing hasn't changed - Roy continues to use EASTLAND HYBRIDS such as the E580X pictured above. And, we have a hunch that the grandson will too! See Wilson, or your nearest Eastland dealer about this 95 day single cross that is short and uniform. See why this leaf disease resistant variety stands and yields bin after bin of hard textured deep golden grain!

Our Early Order Program Is In Effect To October 15th. Wilson, or Your Nearby Dealer Can Give You The Details!

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