

# Dairymen's UHT available in Pa.



LANCASTER — Two new dairy products that promise to make busy lifestyles easier are not appearing on area grocery shelves. They're called Farm Best ultra high temperature (UHT) milk and Sip Ups UHT milk, and they can be stored on the shelf for months without refrigeration. UHT milk, as it's known

Farm Best and Sip Ups, ultra high temperature (UHT) milk, are packaged in aseptic containers which protect them from light and air. These containers come in easy-to-store quart and half-pint sizes, offering fresh, fluid Grade A milk without refrigeration anytime: as a nutritious beverage or handy cooking ingredient.



## Allis-Chalmers offers 5 ways.

**1. NO FINANCE CHARGES TILL DECEMBER '84:** Buy now and get all these benefits Waiver of finance charges till December 84 • Investment tax credit for this year • Depreciation allowance for this year. • All-Risk Physical Damage Insurance for waiver period, on equipment financed. • Plus cash discounts on selected tractor models. A great deal all around!

**2. 6.9% 5-YEAR FARM FINANCE LEASE\*\* with guaranteed purchase option.** Now use new

Allis-Chalmers farm equipment with a firm option to buy and still enjoy the financial benefits of leasing. Plan can be tailored to your own specific cash flow or income cycles

**3. LOW RATE RETAIL:** 8% A P R Financing with 4-year term or 10% A P R Financing with 5-year term. Get the full tax benefits on the cost of the equipment and reduce your payments with these low rates

**4. BIG CASH DISCOUNTS.** Some of the biggest in history. See your

Allis-Chalmers dealer for details

**5. DOUBLE-BONUS DISCOUNTS TO SAVE EVEN MORE.** Buy or lease a new Allis-Chalmers tractor and implement at the same time, and get an extra \$750 to \$4200 discount, depending on tractor model. This is in addition to other programs, and only at participating dealers. Get full details now

Allis-Chalmers reserves the right to alter or withdraw programs at its option. \*Till Sept. 1, 1984 on wheat combines. \*\*Rental payments include a money cost equivalent to a 6.9% A P R. 3732

generically, is fresh, fluid Grade A milk that is heated to 280 degrees Fahrenheit, quickly cooled, and then placed in five-layer, aseptic packages. This combination of ultra high temperature processing and aseptic packaging gives the milk its extended shelf life. No preservatives are added.

Lawrence Johnson, vice president of market development for Dairymen, the Louisville, Ky.-based dairy cooperative that produces the two new products, called Farm Best and Sip Ups "the most revolutionary advance in the dairy industry since pasteurization."

"Our products," said Johnson, "have disconnected milk from the refrigerator."

Farm Best and Sip Ups have decidedly different target markets, Johnson noted.

Farm Best, which is available in whole white and lowfat white quarts and half-pints, as well as lowfat chocolate quarts, is geared towards:

— One and two-person households, in which refrigerated milk sometimes will not keep long enough. Farm Best, because of its long shelf life, can stay in the pantry until needed, a convenience for consumers with busy lifestyles.

— The area's older and retired residents who may find frequent shopping difficult.

Sip Ups, lowfat UHT milk packaged in half-pint containers, come in five flavors: chocolate, vanilla, strawberry, banana and fruit punch. They are ideal for:

— Children, who will be attracted to the delicious flavors and the handy straw that comes with each package.

— Parents, who are concerned about their families' diet and want to serve their children a nutritious beverage. Because Sip Ups are milk, they offer essential vitamins, minerals and nutrients, including calcium.

UHT processing does not change the nutritional composition of milk.

Farm Best and Sip Ups are not designed to replace refrigerated milk, but rather to increase the consumption of milk in the United States.

"The convenience and portability of Farm Best and Sip Ups are product benefits that appeal to consumers who like milk, but who reduced their consumption because it didn't meet their lifestyle needs," Johnson said. The long shelf life without refrigeration makes UHT milk ideal for traveling, for lunch boxes, and for those other occasions where refrigeration is a problem, such as picnics and cookouts.

Dairymen, a dairy farmer-owned milk marketing cooperative active in 17 eastern and southeastern states, is the first major company to produce and sell UHT milk. Farm Best and Sip Ups were first introduced in Georgia

It is also available in the Harrisburg and Philadelphia areas of Pennsylvania.

**MARSHALL MACHINERY**  
Honesdale, Pa.  
717-729-7117

**AGRONOMICS, INC.**  
Factoryville, Pa.  
717-945-3933

**B. EQUIPMENT, INC.**  
Waynesboro, Pa.  
717-762-3193

**B & R FARM EQ.**  
Beavertown, PA.  
717-658-7024

**PETERMAN FARM EQUIP.**  
Carlisle, Pa.  
717-249-5338

**NICHOLS FARM EQUIP.**  
Bloomsburg, Pa.  
717-784-7731

**AG-IND. EQ., INC.**  
Rising Sun, Md.  
301-398-6132

**COCHRAN FARM EQUIPMENT**  
Somerset, Pa.  
814-445-4189

**B.H.M. FARM EQUIP., INC.**  
Annville, Pa.  
717-867-2211

**ROY H. BUCH, INC.**  
Ephrata, Pa.  
717-859-2441

**GRUMELLI FARM SERVICE**  
Quarryville, Pa.  
717-786-7318

**SHARTLESVILLE FARM SERV.**  
Hamburg, Pa.  
215-488-1025

**JOHN W. SAUMS & SONS INC.**  
Flemington, N.J.  
201-782-4242

**C.J. WONSIDLER BROS.**  
Quakertown, Pa.  
215-536-7523

**C.J. WONSIDLER BROS.**  
Oley, Pa.  
215-987-6257

**L.H. BRUBAKER, INC.**  
Lancaster, Pa.  
717-397-5179

**CANYON IMPLEMENTS INC.**  
Manfield, Pa.  
717-724-2731

**JACK SHEARER EQUIP.**  
Johnstown, Pa.  
814-266-9721

**POWER PRO EQUIP. CO.**  
Milroy, Pa.  
717-667-6504

**HUGHES BROS. INC.**  
Westminster, Md.  
301-848-6313

**VERNON E. STUP CO.**  
Frederick, Md.  
301-663-3185

**WERTZ GARAGE, INC.**  
Lineboro, Md.  
301-374-2672

**DOTTERER & KOLESAR, INC.**  
Mill Hall, Pa.  
717-726-3471

