



James Brasier, purchasing cooperative administrator for Tastee-Freez international, accepts American Dairy Association's "REAL" Seal foodservice award from Jeanne C. Nelson, ADA's foodservice program coordinator. Tastee-Freez received the award for being the first ice cream chain authorized to use the "REAL" Seal dairy identification symbol.

### Tastee-Freez is first ice cream chain to display REAL seal

ROSEMONT, Ill. — DeNovo Corporation, parent company for Tastee-Freez International, recently joined the American Dairy Association's "REAL" Seal program for foodservice operations, making Tastee-Freez the first ice cream restaurant chain to use the seal.

ADA's program authorizes foodservice operations that serve genuine dairy foods and that sign a user agreement to display the "REAL" Seal at the point of purchase, for example on signs, menus and table tents.

DeNovo Corporation, with headquarters in Utica, Michigan, is franchisor for approximately 725 foodservice outlets. About 600 of these are Tastee-Freez stores in 38 states. Other DeNovo concepts are Dog 'n' Suds, B-K Root Beer and Dairy Isle.

Tastee-Freez restaurants and ice cream parlors utilize three million gallons of real dairy ice milk mix per year and about 120,000 pounds of process American cheese. In 1983, the company implemented its Homemade Gourmet Ice Cream program, in which outlets serve eight flavors of 14-percent butterfat hard ice cream, made on the premises. According to Tastee-Freez Purchasing Cooperative Administrator James Brasier, 40 stores now offer hard ice cream and more than 15 have plans to add the gourmet product by year's end.

The first Tastee-Freez opened in 1950, offering the familiar soft serve sundaes, cones and shakes. In the 1960s, a limited food menu was added, followed by an expanded building and menu concept in the 1970s. DeNovo acquired Tastee-Freez in June 1982. Today there are two basic formats: a small, walk-up ice cream parlor and a food and ice cream restaurant seating approximately 60 customers.

About ADA's "REAL" Seal program, Brasier said, "Tastee-Freez International is pleased to be part of this excellent program. We feel the 'REAL' Seal is a highly effective way to tell our customers that we use only real dairy ice milk, ice cream and process cheese. It is a reiteration of our commitment to quality and nutrition."

He reported that Tastee-Freez is considering a variety of ways to display the seal, including on menu boards, tray liners and posters.

ADA conducts advertising, sales promotion, foodservice and publicity programs on behalf of genuine dairy foods and the "REAL" seal that identifies them.

**Seeding,  
Weeding  
and mulch  
more**

*For the avid gardener*

The fall season is a good time to give those expensive rose plants the care that will help them through the winter and promote more flowers next spring.

If the growth this past year hasn't been what you expected, have your soil tested. This will enable you to add just the right nutrients in the form of fertilizers to correct any nutrient deficiencies

or imbalances. Roses grow best at a pH of 6.0 to 6.5.

"Soil with a higher or lower pH may have needed trace elements tied up and therefore not available for plant use," says County agent Paul Reber.

Plants also respond to nutrient balance. They produce their best growth when all major elements are present in moderate amounts.

A soil test will help determine the nutrient content of your individual soil.

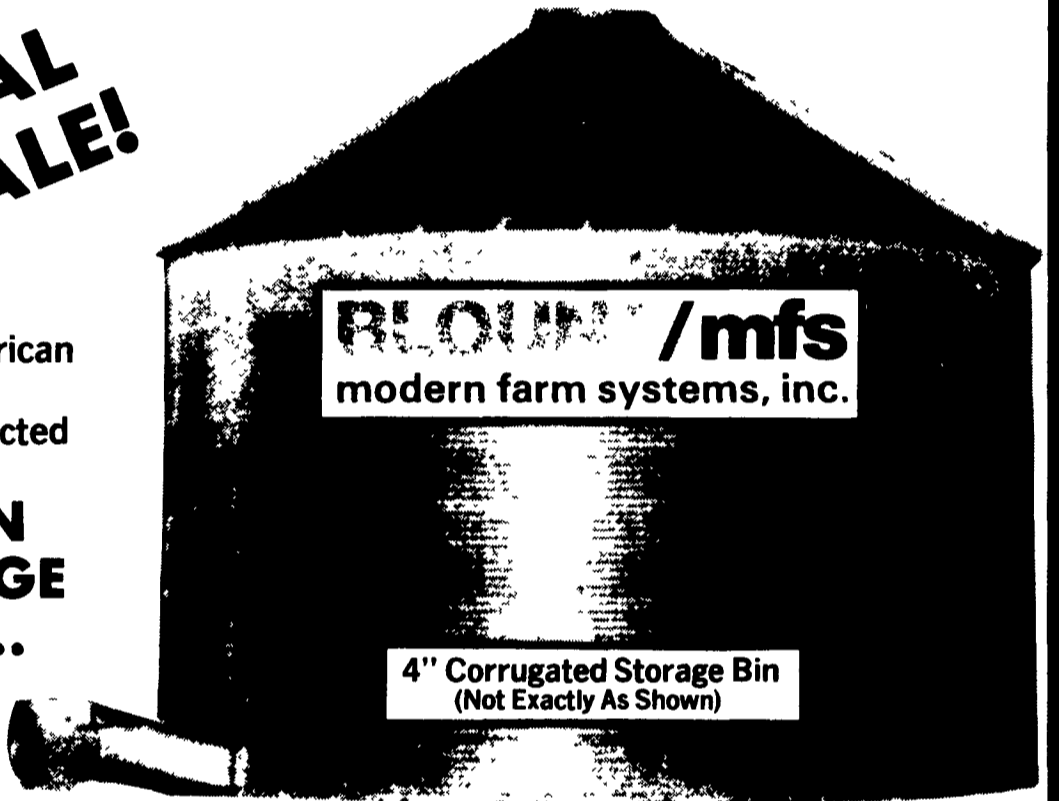
After the first hard frost, hybrid tea rose plants should be pruned back to 18 inches in height to reduce whipping by winter winds. In late November mound soil around the plant so that the graft union is covered by 2 inches of soil. This soil should be brought in from another area of the garden to prevent injury to shallow roots. All dead rose leaves should be removed from the ground as they are often a source of disease for the next season.

After the ground has frozen, plants should be protected further by oak leaves, corn stalks or other organic material that won't pack down. This material can be held in place with a circle of chicken wire or by old bushel baskets which have lost their bottoms. How neat you need to make this operation will depend on how visible the rose garden is during the winter months.

This fall care only takes a little time and will pay big dividends next spring.

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