

703 dairy commercials

to appear on TV

OUR READERS WRITE, AND OTHER OPINIONS

PA. PORK FUND

Editor:
State Representative Scheetz' (Lancaster) proposal to create a mandatory .5 percent Hog Checkoff with .3 percent going to National Pork Producers Council is an excellent means to insure the future of the pork industry! But the .2 percent to establish a Super Fund to help pork producers devastated by disease is not practical.

First, it's a cop-out by government to dump the economic burden of any cataclysm (i.e. PRV, TB, African Swine Fever, Packer bankruptcy or Canadian hogs) on pork producers and expect us to solve these problems without help!

Government (Good Government) should accept some responsibility to preserve the pork industry and ante-up. Because the .2 percent check-off for such a fund would net approximately \$150,000 to \$200,000 depending on the price, weight and number of head marketed.

This would never be enough to cover the losses of 50 PRV cases (\$4400.00 per case) - let alone something as catastrophic as ASF.

Secondly, I am totally opposed to a Board of Directors which would administer the fund that includes the Secretary of Agriculture, Veterinarian from the Bureau of Animal Industry and Packer. It should be ALL pork producers if we must solely pay the bill. Pork producers are capable of administering such a fund especially since it's their money.

I think the .2 percent Rep. Scheetz has earmarked for the disease Super Fund would be better utilized entirely for advertising because this would have a positive effect on the entire Pa. Pork Industry. Suppose the \$220,000 spent for advertising would raise the live hog prices by one cent per pound; this would net Pa. pork producers \$2,200,000, or a

10-fold rate of return. And be more realistic and economically helpful for the Pa. pork industry.

Sincerely,

Philip Frieling
President
Tri-County Pork Producers

TIRED OF BAY

Editor

I've heard enough about the farmers being blamed for a dead Chesapeake Bay. There was more farming here a hundred years ago than there is now. And there were factories dumping into the streams, people used out houses, streams had dams in them with millers and saw mills and all the such.

Fish were very abundant in spite of all that.

In Baltimore, canneries were on the Bay dumping their effluent right in the water and big schools of fish (of very big fish) were very abundant.

It's only in the last 40 years that the Bay died. We farmers who can't fight back are the fall guys and culprits being forced to take the blame.

That's all a big lie. The truth is that the excrement of the nuclear plants into the flowing rivers is and has killed everything in the Bay. Muddy waters and phosphates, nitrates, etc. by the farmers did not. Muddy waters and washoff has occurred since Adam and Eve.

If one nuclear plant is somewhere along a river it will kill the whole ocean. The radioactive excrement of a nuclear plant kills and gives cancer to all water life and impedes reproduction etc. There is the real answer to a dead Bay.

The nukes must go. That includes submarines, nuke ships and all. The excrement from a nuclear plant will kill for the next 10,000 years. That's why we must clean

WASHINGTON, D.C. — The National Dairy Promotion and Research Board's nationwide ad campaign to increase consumption of dairy products kicked off officially on the evening of Sunday, Sept. 9, when the first two national network dairy commercials aired during ABC's "Hardcastle and McCormick" and its "Sunday Night Movie."

These were the first of 703 National Dairy Board-sponsored milk and cheese commercials due to appear on the three networks between September 9 and April 30, the close of the campaign.

"Hardcastle and McCormick" reached an estimated 13,500,000 homes; "Sunday Night Movie" ran in 14,920,000 households.

An average of 26.5 National Dairy Board commercials will appear each week. Of the total viewing audience, fluid milk ads will reach 85 percent an average of 3.8 times; cheese promotion commercials will reach 88 percent

up and clean out and get rid of all nuclear plants. Not the farmers.

The nuclear industry, NRC, TMI officials and all pro-nukes have lied to us all with "bull feces" that nuclear plants and power is so safe.

They are, in fact, guilty before truth and Almighty God of cruel chronic murder. They have never admitted to high radiation of just the past few days which was 1.5 roetgens per hour. That was a year's dose in one and a half days. Fifty roetgens is a maximum year's dose.

You can't get a radiation detector to see for yourself because they have been cleverly and crookedly banned by the White House and the crooked cohorts.

I figured this would enlighten you as to what the truth really is and what kind of monkey show they are putting on.

Paul Holowker
R4 York

an average of 7.2 times; and cheeses continuity ads will reach 90 percent an average of 6.7 times.

Of the 703 national network commercials, at least 261 will appear during prime-time hours (8-11 p.m.). Three hundred forty-six will appear on daytime TV. Ninety-six commercials will be aired during children's shows, including a number of prime-time specials.

For the sporting audience, fluid milk commercials will run during Games One and Three of the World Series, and cheese ads during Games Two and Four. Ads will also air during next year's Superbowl XIX.

Not included in the network schedule are butter ads, for which time is still being bought. Butter ads, in addition, will be dropped into selected regional markets rather than appear nationwide. The Board's calcium-related ads will be carried in the print media, not on television.

The National Dairy Board commercials are supplemented and complemented by ads sponsored by the state and regional promotional bodies, whose ads appear in their own markets only.

The national advertising campaign was designed by the Dairy Promotion Federation Association, which won a \$50.6 million contract from the National

Dairy Board to carry out the promotion work. The Federation is composed of the United Dairy Industry Association and the promotional bodies of California, Oregon, Washington and Nevada (known as COW).

Now is the Time

(Continued from Page A10)

suggested to have a separate room or building for pesticide storage. Wettable powders are easy to store; however, emulsions and liquids may be harmed by freezing weather. Producers are urged to follow the label and instructions in this respect. It may be necessary to keep some of them in a heated building. Be sure they are not near feed supplies because accidents can happen. Pesticides kept in a room or building under a lock is a good way to prevent costly mistakes and tragedies.

To Check

Fan Louvers

Fan louvers on poultry and swine operations should close tightly when a fan is not operating. If they don't air will enter through the open louver and be discharged by the nearest running fan, giving you no ventilation value.

When the fan is on, louvers must be fully open; otherwise, they will restrict the flow of air from the building. Tests have shown that a little dust on fan louvers can restrict air flow by more than 1,000 c.f.m. per fan. A restricted fan operates longer and bears a heavier load using more electricity, which costs money.

In many cases, you can repair louvers that are sticking open or shut just by cleaning them and applying oil or rust solvent to the hinges.

The Extension Service is an affirmative action equal opportunity educational institution.



The THRIFTY DUTCHMAN At T.D.S. Is Turning Prices Upside - Down!

1 lb.
D-CON
READY MIX
\$2.80

36"
UNION
DELUXE
SCOOP
\$28.50

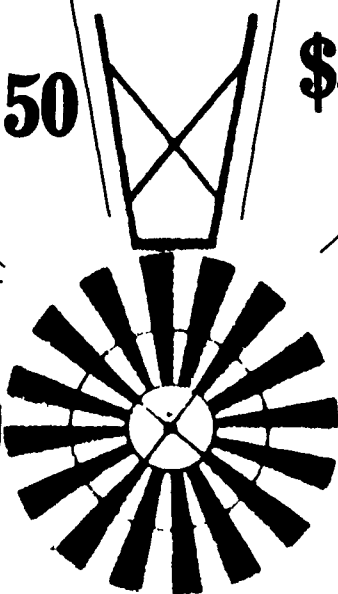
McGUIRE'S
LAWN
RAKE
\$5.95

10 qt.
BRUTE BUCKET
Choice Of 3 Colors
\$2.75

10% OFF
Disk Blades
In Stock



OUR PRICES ON
H.H. FORAGE
HARVESTER
KNIVES



Offers
Good
Thru
Oct. 6th

10% OFF
All Horse Halters
In Stock
\$7.95
LEVER ACTION
GREASE GUN

THRIFTY DUTCHMAN SUPPLY

100 So. Railroad Ave.

(717) 354-2266

New Holland, PA

STORE HOURS:

Mon., Tues., Wed.:
8 AM - 5:30 PM
Thurs., Fri.:
8 AM - 9 PM
Sat.: 8 AM - 4 PM