

MAMMA signs Georgetown coach Thompson for milk ads

TOWSON, Md. — John Thompson, coach of one of the hottest NCAA basketball teams in the country, the Georgetown Hoyas, has been the focus of much media attention as NCAA basketball fever has swept the country. Thompson, a giant of a man at 6'10", whose large frame is only overshadowed by his bigger than life image, has wielded his influence to help promote milk in the Middle Atlantic Milk Marketing Area.

The Advertising and Promotion Agency of the Middle Atlantic Milk Marketing Area, was able to sign Thompson just prior to the NCAA playoffs. The timely television commercial featuring Thompson debuted on March 16th and aired throughout the playoffs, capturing the wave of NCAA playoff enthusiasm. Entitled, "The Coach," the 30-second TV commercial, which aired in the Philadelphia, Harrisburg, Baltimore and Washington markets, will resume air play next winter during the college basketball season.

John Thompson is a known milk drinker. Drinking a quart of milk after every Georgetown game is quickly becoming as much his trademark as the familiar towel over his shoulder during every game. John Thompson is a respected coach and teacher, and

an outstanding human being. He grew up in Washington, D.C., attending Catholic school where his basketball career began. His parents stressed academics and athletics, the same thing he stresses to his players. Thompson's concern for education lead him to hire Mary Fenlon as academic coordinator for the team. Out of the 46 players Thompson has coached, 44 have graduated from Georgetown University.

Thompson played college ball for Providence College. After a successful college career he was drafted by the Boston Celtics. Thompson decided to quit the NBA after he married and then returned to his native Washington to start a family with wife, Gwen. In

Soybean report available

KALAMAZOO, Mich. — A four-page management report on the advantages of planting bagged soybean seed compared to bin-run seed is now available from the Asgrow Seed Company.

Dr. Miller McDonald of Ohio State University, Asgrow Soybean Product Manager, Bill Dimond and Perry Bohn, Asgrow registered seed technologists are featured specialists who discuss

Washington, Thompson started to coach a high school basketball team and do volunteer work with local youth groups. Six years later he was selected for a coaching position by Georgetown University.

"We think he is an excellent person to represent our product and our organization," said Dick Norton, MAMMA manager. "We think he will help expand our market. He adds a new dimension throughout our entire marketing area."

MAMMA is a dairy farmer-funded and directed, promotion agency responsible for advertising and promoting milk and dairy products in the Middle Atlantic Milk Marketing Area (Federal Order #4).

the economic advantages of using bagged soybean seed.

Among the topics discussed in the report are the importance of seed conditioning and testing.

For a single copy of the report, or for more information, contact the Asgrow Seed Company, or write: Soybean Management Report, Asgrow Seed Company, P.O. Box 5087, Kalamazoo, MI 49003-5087.



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