

# New Billboard on Pa. Highways

**WILLIAMSPORT** — Pennsylvania highway motorists will be encouraged to make milk a part of their day through a new milk billboard campaign being carried out by the American Dairy Association and Dairy Council (ADADC). Installation of the billboards began the end of May.

The billboards will be placed on roadways throughout the state of Pennsylvania and will display the theme "Milk, Pennsylvania's Health Kick." A total of 600 billboards will be bought averaging over 200 per month for a three month time period.

The billboard program is an extension of the broadcast advertising campaign which ADADC places throughout Pennsylvania promoting milk and dairy products.

ADADC will spend \$500,000 on milk television advertising in the Scranton-Wilkes Barre area during 1986. In addition, they have cooperated with milk promotion groups throughout the country in buying a national pool of media ads. This pool will result in millions of dollars worth of dairy



This summer Pennsylvania highways will be wearing the latest in milk billboard. ADADC will be promoting "Pennsylvania's Health Kick" through billboards such as this which made their appearance on the thoroughfares at the end of May.

product advertising appearing throughout Pennsylvania.

According to ADADC Executive Vice President Brian Ward, National Dairy Board uses the same ads as those used by the American Dairy Association and Dairy Council and other milk

promotion groups nationwide. He stated, "By using the same ads, we create a synergistic effect, increasing our advertising's impact on consumers."

Current ad campaigns promote milk, cheese, butter and the "REAL" Seal.



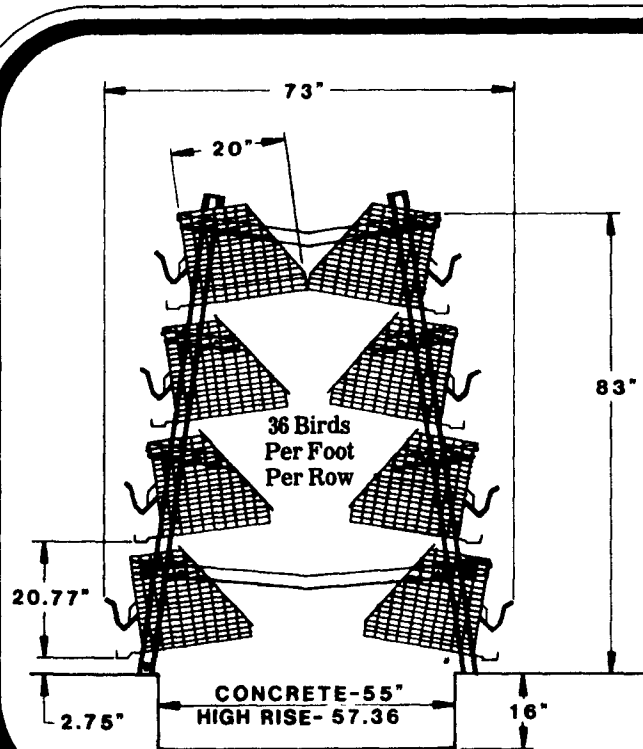
## July 1 is 1 Million Day For the SCC Count

It's here Tuesday, July 1, is the day that Pennsylvania officially adopts the one million SCC level for saleable milk. Any herds above that limit should contact the local extension office or veterinarian for help in reducing the count.

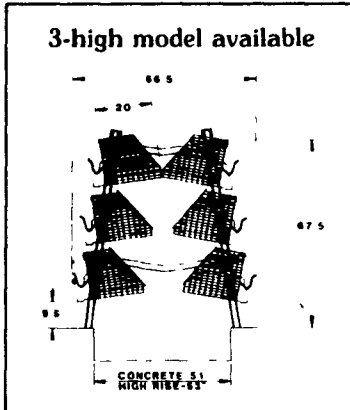
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Most ice cream is eaten in households where housewives are between the ages 35-54.

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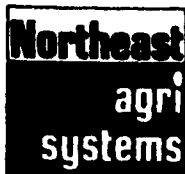
And, with Chore-Time feeding systems you can take full advantage of the new production-boosting, feed-saving MEAL-TIME® feeding method developed by Chore-Time. Our feeding systems are designed to minimize waste and provide each bird with fresh, Un-Picked-Over feed.

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