

Milk Teams Up With the National Ski Patrol

WILLIAMSPORT — As we enter the heart of the winter ski season, the American Dairy Association and Dairy Council's annual ski advertising program is in full swing. Skiers throughout Pennsylvania will be exposed to milk's advertising message as they ride chairlifts to the mountaintop.

ADADC participates in an advertising network called Ski-View USA. This network places billboard advertising on ski lift towers at ski resorts nationwide. Over 60 milk billboards will be placed at 13 ski resorts located throughout Pennsylvania.

The ski advertising program will be extended through two special promotions in order to reinforce the advertising message. The first of these is an endorsement by the National Ski Patrol of milk as its official beverage. Milk is a safe

and healthy beverage for skiers, and therefore has received the endorsement of the patrol.

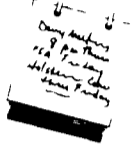
A second extension of the advertising program is a cookies and milk promotion which will take place at selected ski resorts. The ADADC has teamed up with Nabisco to provide skiers with snack packs featuring Oreos and milk. Special promotional dates have been arranged for local ski resorts to distribute the snacks to skiers free of charge.

This is ADADC's fourth year of participation in Ski View's network. Research results have shown milk's ski billboard to be highly visible and easily recalled by skiers. The milk ads feature a ski safety message and promote the National Ski Patrol's endorsement.



Brian Ward (left), American Dairy Association and Dairy Council and Stephen Over, National Ski Patrol, present milk's latest ski billboard. Ward also presents Over with Ski View's check as an official sponsor of the Patrol.

Farm Calendar



(Continued from Page A10)

ASCS Meeting, Acreage Reduction Program, Lancaster County Farm and Home Center, 7:30 p.m.

Wednesday, February 11
Making Smart Decisions Seminar, Session 2, Chambersburg.
Lancaster Extension Swine Meeting, Farm and Home Center.

Fayette County Dairy Day, Waltersburg IOOF Hall, 10:30 a.m.

Thursday, February 12
Mid-Atlantic Direct Marketing Conference, Radisson Hotel, Wilmington, Del. Continues through Feb. 14.

Forage and Soils Day, Leemasters (Franklin County) Community Center, Leemasters, 9 a.m.

Lancaster Extension Annual Meeting, Farm and Home Center, 6:30 p.m.

Dairy Cattle Reproductive Clinic, 10 a.m. to 3 p.m., Extension meeting room, Courthouse, Honesdale. Continues tomorrow.

NEWARK, Del. — The eighth annual Delaware Farm and Dairy Tour will travel to five European countries.

Slated for Aug. 13 to 27, the tour will travel to Luxembourg, Germany, France, Austria and Iceland.

Highlights of the tour will include a look at the diversified agriculture in France, Germany, Austria and Iceland including geese farming, green house vegetables and flowers with volcanic steam in Iceland.

Tourists will travel to the semi-tropical island Mainau, the trip

also includes visits to orchards, mountain dairying, trout, lake and ocean fisheries, direct sales, ivory crafts, the castle Versailles, the castle Erbach, ivory crafts, the Hummel figurines factory, predator bird castle, mare milk farm, Verdun World War I battlefield, the living medieval city of Rothenburg, Paris sights and shopping, the world famous Spa Hofgastein, Lake Konstanz, Luxembourg, Reykjavik, and farm tours on the week days to mention a few highlights.

The cost of the tour is \$1,590

which includes buses in Europe, Iceland and to and from Baltimore and to and from Milford, Del., planes, hotels, double occupancy rooms with showers, extensive breakfasts, tour guides, entry fees and some dinners.

Planes leave from Baltimore direct without stop or change in New York to Luxembourg via Iceland and return.

Sign up for the tour is due by Feb. 15 to Dr. George F. W. Haenlein, 048 Townsend Hall, University of Delaware, Newark, DE 19717-1303, or phone 302-451-2522.

Delaware Farm And Dairy Tour Slated



CX 324

- Outstanding yields
- Strong emergence and standability
- Early Group III maturity

CX 326 **NEW!**

- Resists Phytophthora root rot, soybean mosaic virus and powdery mildew
- Excellent emergence
- Early Group III maturity

CX 345

- Excellent yields and standability
- Good harvestability
- Medium Group III maturity

CX 366 **NEW!**

- High yields and standability
- Very good resistance to Phytophthora root rot and soybean mosaic virus
- Medium Group III maturity

CX 415

- High yields
- Excellent standability
- Early Group IV maturity

Vitavax treated seed 75¢/bag

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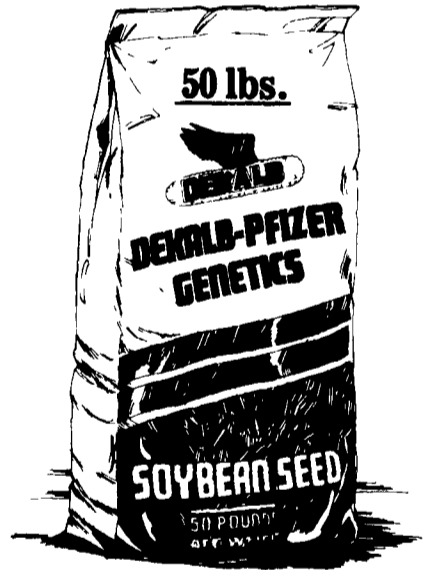
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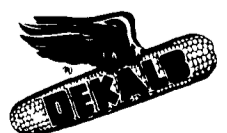
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