

Milk Promotions Go To Bat In August With The Phillies And Orioles

TOWSON — MAMMA, the Middle Atlantic Milk Marketing Area's advertising and promotion agency, will be encouraging young Phillies and Orioles fans to remember to drink their milk when they go back to school. MAMMA is sponsoring, "Back To School" milk promotions in late August with the Phillies at Veterans Stadium and with the Orioles at Memorial Stadium.

Each fan, 14 years or younger, that attends the Phillies vs. Los Angeles Dodgers game on Sunday, Aug. 23, will receive a free three-ring notebook, compliments of MAMMA. On the cover of the notebook is a picture of a milk carton and the slogan, "Milk. It's Fitness You Can Drink." Inside the binder will be manufacturers discount coupons for dairy products.

In Baltimore, a similar notebook will be given out on Sunday, Aug. 30, as the Orioles take on the California Angels. Inside these notebooks Giant Food will be inserting cents off coupons for dairy products and other food items.

These promotions continue an ongoing association between milk and baseball, America's favorite summertime sport. The popularity of the sport and of MAMMA's milk ambassadors, Cal Ripken, Jr. and Mike Schmidt, have proven to be a great association for milk.

Broadcast baseball games command large viewer and listener audiences. For this reason MAMMA has been a major advertising sponsor of both the Phillies and Orioles, placing milk commercials featuring Schmidt and Ripken on broadcasts of their games.

A milk print ad of Schmidt appears in "Phillies today," the team's official scorecard magazine sold at all home games. Likewise a milk ad featuring Ripken appears in the Orioles scorebook. The stadium promotions reinforce the milk-fitness message to baseball fans.

Advertising milk on the notebook will give the message, "Milk. It's Fitness You Can Drink," a high residual value, as children view the message every day through the school year.

The Aug. 23 Phillies, Back To School game begins at 1:35 p.m. Tickets are available at all

Ticketron locations. The Orioles, Back To School game begins at 2 p.m. on Aug. 30. Tickets can be ordered by phone and charged to your major credit card. In the Baltimore Metro Area call 792-4001, outside this area call toll free 1-800-448-9009.

Order 2 Milk Priced At \$11.30 For May

NEW YORK — Dairy farmers who supplied milk plants regulated under the New York-New Jersey marketing orders during May 1987 will be paid on the basis of a uniform price of \$11.30 per hundredweight, 24.3 cents per quart; the price for the corresponding month last year was \$11.25 per hundredweight. Market Administrator Thomas A. Wilson also stated that the price was \$11.55 in April 1987. The uniform price is a marketwide weighted average of the value of farm milk used for fluid and manufactured dairy products.

The seasonal incentive plan removed 40 cents per hundredweight from the dairy farmers' uniform price for May, a total of \$4.3 million. Deductions will continue through June and will be returned in the August through November uniform price calculations.

A total of 14,934 dairy farmers supplied the New York-New Jersey Milk Marketing Area with 1.1 billion pounds of milk during May 1987. This was a decrease of 4.6 percent, about 52 million pounds, from last year. The gross value to dairy farmers for milk deliveries was \$12.3 million. This included differentials required to be paid to dairy farmers but not voluntary premiums or deductions authorized by the farmer.

Regulated milk dealers used 386.2 million pounds of milk for Class I, 36.0 percent of the total. This milk is used for fluid milk products such as homogenized, flavored, low test, and skim milks. For May 1987, handlers paid \$13.58 per hundredweight, 29.2 cents per quart, for Class I milk compared with \$13.57 a year ago.

The balance 685.7 million pounds or 64.0 percent, was used to manufacture Class II products

including butter, cheese, ice cream, and yogurt. Handlers paid \$10.88 per hundredweight for this milk.

The uniform price is based on milk containing 3.5 percent but-terfat. For May 1987, there was a price differential of 15.9 cents for

each one-tenth of one percent that the milk tested above or below the 3.5 percent standard.

All prices quoted are for bulk tank milk received from farms in the 201-210 mile zone from New York City.

Cowtown Winners Named

WOODSTOWN, N.J. — Here are the top three placings in the events at Cowtown Rodeo last Saturday night:

BAREBACK RIDING
Jimmy Lee Walker; Joe Puryear; Monty Merola.

SADDLE BRONC RIDING
Pick Byrne; Joe Crane; Bill Hamer.

BULL RIDING
Troy Rowen; Roger Stockton; Brad Fudge

CALF ROPING
Robert Todd; Bobby Roberto; Joe Merola.

STEER WRESTLING
Bill Piefer; Joe Bell; Gary Perroth.

TEAM ROPING
George Peters; Shawn Quinn; Mike Rhineer Jr.

GIRLS BARREL RACE
Paula Davis; Chlake Raineau; Nancy Nelson.

SALUTE TO THE DAIRY FARMER WITH THESE SAVINGS

HEAVY DUTY BALE CARRIERS

3-pt. Bale Spike **\$99.99**



MODEL BS-1520

3000 lb. Bale Fork **\$199.99**

MODEL F-3000

1500 lb. Bale Fork **\$149.95**



MODEL F-1510

HEAVY DUTY KORY WAGON GEARS KNOWN FOR TRUE TRAILABILITY

- Rugged Dependability
- Maximum Stability
- Short Turning Radius
- Auto Type Steering
- H.D. Tapered Roller Brg.

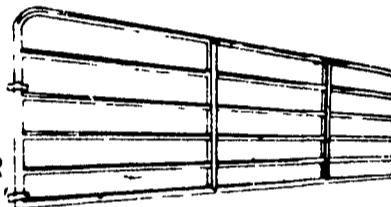


Made In USA PRICES AS LOW AS **\$359.95**

Model	Ton	Wheel Size	Tongues	Reg. Price	Sale Price
5566	5	5x15-5 Bolt	Std.	389.95	359.95
6672	6	6x15-6 Bolt	Std.	439.95	389.95
6872	8	8x15-6 Bolt	H.D. Adj.	539.95	489.95
6072	10	8x15-6 Bolt	H.D. Adj.	639.95	589.95

FARMMASTER

SIX BAR HOT DIPPED GALVANIZED TUBULAR CATTLE GATES



Heavy duty, designed for your toughest areas - feedlots, crowding pens, sale barns. Will withstand abuse from your heaviest animals.

6 Ft.	8 Ft.	10 Ft.
\$24.99	\$30.99	\$33.99
No. 400507	No. 400511	No. 400513
\$38.99	\$43.99	\$49.99

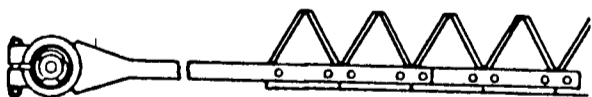
GORDON'S VAPONA® DAIRY CATTLE SPRAY

Ready-to-Use For control of house flies, face flies, stable flies, horn flies, mosquitoes, and gnats. Can be used in hand mist sprayers, walk-through mist sprayers, foggers and overhead mist sprayers on dairy and beef cattle.



1 Gal. **\$4.95** 5 Gal. **\$19.99**

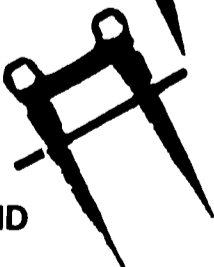
YOUR HEADQUARTERS FOR MOWER REPLACEMENT PARTS



• SICKLE CUTTER BARS

• MOWER GUARDS

• FULL LINE OF PARTS & ACCESSORIES FOR MOWER CONDITIONERS AND WINDROWERS



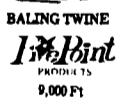
CALF STARTER NUTRENA
50 Lb. **\$4.99**

MILK REPLACER
24-10-5
50 lb. **\$14.99**



BALING TWINE

\$15.49 Per Bale
10 or More **\$14.99** Ea.
BALING WIRE
100 Lb. Box **\$36.99**



HIGH TENSILE FENCING SUPPLIES

High-Tensile Wire
12 1/2 gauge, Class 3 Galv
4,000' per coil, Made in U.S.A. 200,000 P.S.I.
180,000 P.S.I. **\$55.99** **\$69.99**

FW2-3 12 1/2 Gauge Crumpling Sleeve
\$12.49 Pack of 100

Strainer Handle **\$4.79**

In-Line Strainer **\$2.29**

4" Tube Insulator **\$10.89** Pack of 200

Wraparound Insulator **\$10.89** Pack of 10

Type "W" Insulator **.39** ea

Tension Spring **\$4.19**

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Lightbulbs
25W-40W-4000 hrs. **35¢** ea.-Case Lots Only
60W-75W-100W-5000 hrs. **37¢** ea.-Case Lots Only
• Long Life • Brass Base
Lasts Up To 5 Times Longer Than Ordinary Light Bulbs

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