

PDPP To Celebrate

White Lite At Ag Progress

Pennsylvania Dairy Promotion Program will celebrate the early success of its White Lite 2% milk label at Ag Progress Days August 18-20 by distributing White Lite hats, balloons and stickers to all comers.

And the statewide promotion group has made sure visitors can find its booth.

"Just look for the giant White Lite billboard along Main Street," board chairman Jim Harteis suggests.

White Lite is big news in dairy circles this year. The generic trade name was developed by Pennsylvania Dairy Promotion Program to help dealers promote 2% milk, the Cambria county dairyman explains. In Western Pennsylvania

where White Lite was introduced in supermarkets this spring, he adds, 2% milk sales are running 11% ahead of 1986.

At Ag Progress Days, show-goers also will have a chance to view White Lite TV commercials and pick up official entry forms for PDPP's low fat recipe contest.

As a special added attraction, Harteis adds, a drawing for free Penn State football tickets will be held daily at PDPP's booth.

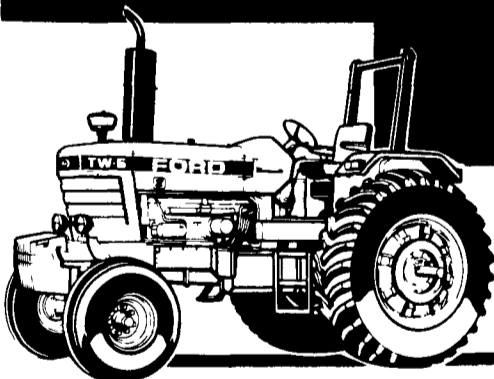
Information on the Pennsylvania Dairy of Distinction program also will be available at the booth.

Some 4,000 state dairymen contribute over \$2 million annually to finance Pennsylvania Dairy Promotion Program's advertising, promotion and research activities.

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AS LOW AS* **4.5%** APR



*ASK FOR DETAILS	ANNUAL PERCENTAGE RATE
24 MO.	4.5%
36 MO.	5.5%
48 MO.	6.5%
60 MO.	7.5%

See Our Representative At The Ford Exhibit At Ag Progress Days, Loc. E. 2nd St.

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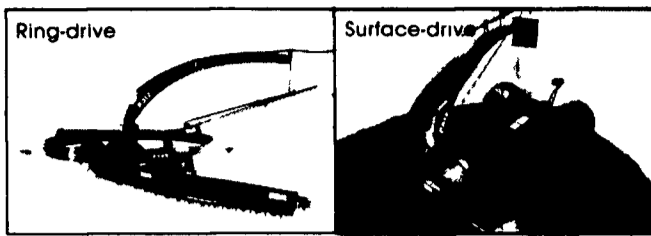
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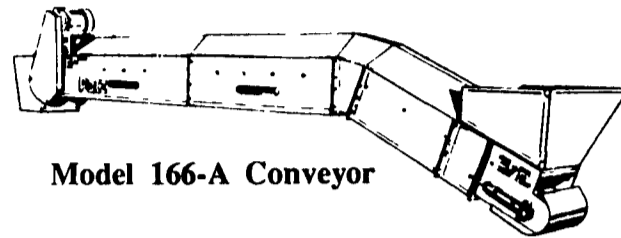
FEEDING SYSTEMS

From

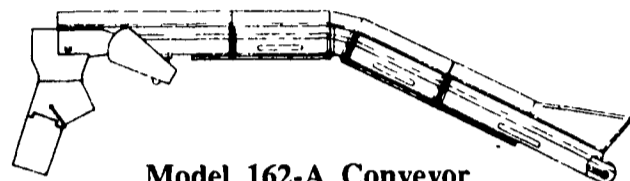


Silo Unloaders

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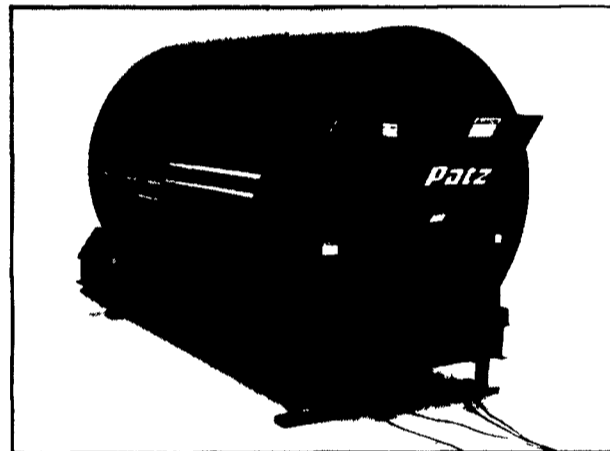


Model 166-A Conveyor



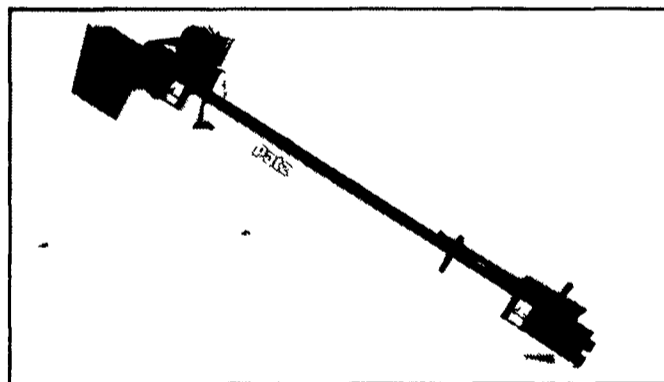
Model 162-A Conveyor

Silo



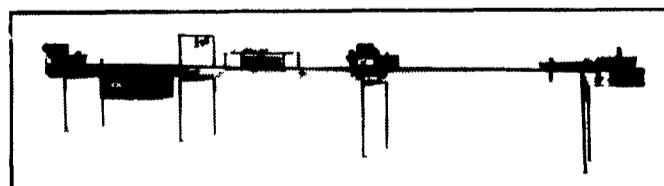
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