



(Continued from Page A10)

Jersey Inc., and DHIA about the importance of promoting our number one dairy industry and the products we produce. I judged teenage milkshakes at the New York City "Shake It Up With Milk" contest organized by ADADC, met Governor Pataki at the Empire Farm Days, and was crowned the Queen of Winter at the Got Milk Coronation Ice Show in Lake Placid. I found myself running as the milkman for the Olympic Torch "Run for '96" in Albany and Buffalo, dressing as an elf for "Santa's Milk and Cookie De-Stress Express" in Syracuse, and sporting a poodle skirt and letter sweater for the Dairylea Annual Meeting in Liverpool. Each event has had its own special memories, and I will forever cherish them in my heart.

As I have been working closely with the goal-oriented people at ADADC, I have learned that one of the most effective means of dairy promotion is the media. By getting our messages in the newspapers and on television and radio stations, we are able to reach more non-agricultural people. Events such as June Dairy Month, the unveiling of the butter sculpture, New York State Dairy Day and October Cheese Month have included interviews on top television stations in Syracuse and Utica, and radio stations in Oneida, Cortland, Homer and over 300 affiliate stations of Ag Radio Network across the Northeast. In addition, my alternates Tricia Hopkins, Anita Lant, and I have been working on getting publicity in newspapers in the Buffalo,

Albany, and New York City markets.

Dairy promotion is something that each of us can do in our daily lives. I realize now that although milk stickers and cow costumes are fun and necessary ways to promote our products, we have to talk about our wholesome products to the consuming public and convince them to reach for that extra carton of milk or second brick of New York State cheese. Even though my reign as the New York State Dairy Princess comes to an end on Tuesday, February 20, I know that my job as a dairy promoter has just begun. We all can make a difference!

One of the pleasures of being a "REAL" Princess is that you have the opportunity to work with outstanding people! Promotion is a team effort, and I cannot say thank you enough to all that have made this year so special. Tricia and Anita are two very hard workers who have become two of my very special friends. I sincerely thank you for all that you have done! Thank you to all of the 1994 and 1995 Dairy Princesses, Maids, Ambassadors and county committees. Your efforts in your counties are making a difference every day!

I owe a lot of my success as the New York State Dairy Princess to Stephanie Meyers, producer communications specialist, who always works to make our promotions more effective. Rick Naczi, chief executive officer, and Beth Meyer, public relations specialist, and the rest of the ADADC staff have also been essential leaders. Whenever I had questions, these people were more than capable of

finding the answer! Promotion is a team effort, and this team is an example to follow.

Without the love and support from my family and friends in Cortland County, this year could have never been so successful. My mom and dad, brothers, sisters and their families were always very encouraging and helpful. I love you all!

Of course, I would never have been able to have this experience if it wasn't for all of the wonderful dairy farmers in New York State! Being your representative throughout our beautiful Empire State has been an honor and a privilege for me. We are all definitely blessed with a New York State farm family that is full of compassion, hard work, dedication and loyalty. I am proud to have had the opportunity to represent this special group of people! Thank you and God bless you all!

Jonelle Smith
New York State
Dairy Princess

Editor:

As Cambria County Dairy Princess, I would like to thank all the local and state farmers for their support in the past year. The opportunity to serve you, the producers and consumers of the dairy industry, has been an outstanding opportunity.

No other industry can have the satisfaction that the dairy farmers have. To walk into a store and see your product proudly displayed in the dairy cases should be a delight to all of us. To all of us, those products are not just some thing that comes off a production line. These products are the heart and soul of our industry. From start to finish, dairy products are a proud representation of the dairy industry. From the feed of our bountiful laborers to the 4 a.m. milking, products of our industry are totally produced on the farm.

It has been my delight to serve you as a proud representative of the dairy industry and I hope the people I have reached continue to use the most natural of all foods, Milk, and the products that come from them. With the help of the

dairy farmers, the dairy industry will be sure to keep on thriving.

I wish to thank all of you who support the dairy industry and the dairy princess program in the past

years and hope your generosity continues in the years to come.

Promoting in Cambria County,
Marie Lieb
Cambria Co. Dairy Princess

Mid-Atlantic Brown Swiss Calf Scheduled For April 27

FREDERICK, Md. — The 1996 Mid-Atlantic Brown Swiss Calf Sale is scheduled to be held 10:30 a.m., April 27 at the Frederick Fairgrounds in Frederick.

Consignments are still being accepted until March 22. Those wishing to consign a calf should call either Howard Fleming at (301) 475-3440, Harold Long at (301) 271-7577, or Cindy Warner at (301) 371-5206.

The March 22 deadline is necessary so that organizers can have time to publish a sale catalog in adequate time for buyers to review.

Pedigree information is requested as early as possible in order to promote and advertise the consignments properly.

The annual sale has developed a strong record for selling quality animals. Many have been developed into national show quality animals, state and national bell ringers, All-Americans, and profitable additions to many herds.

The sale has been a great place for purchasing 4-H project animals and has also provided some top-pedigreed calves for the merchandising and investment buyer.

Sale organizers have been seeking a strong group of calves that combine a unique blend of production and sound type.

Production Type Sale

In related news, those who travel early for the calf sale can have an opportunity to attend the Mid-Atlantic Production and Type Sale, set for 7 p.m., April 26.

There are to be 25 to 30 young milking cows offered for sale that have strong type, pedigree, and production qualities. Many of the young cows are backed by All-American winners, Bell Ringer nominees and state production winners.

For more information on that sale, call Allen Bassler at (540) 592-3559.



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13.6 - 28.....	6 PLY.....	\$187
14.9 - 28.....	4 PLY.....	\$194
14.9 - 28.....	6 PLY.....	\$217
16.9 - 28.....	6 PLY.....	\$264
16.9 - 30.....	6 PLY.....	\$278
18.4 - 30.....	6 PLY.....	\$317
18.4 - 34.....	6 PLY.....	\$345
18.4 - 34.....	8 PLY.....	\$377
13.6 - 38.....	4 PLY.....	\$211
13.6 - 38.....	6 PLY.....	\$234
15.5 - 38.....	6 PLY.....	\$258
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18.4 - 38.....	8 PLY.....	\$399

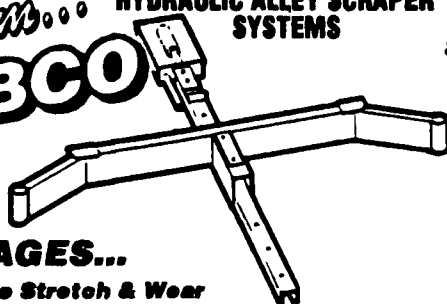
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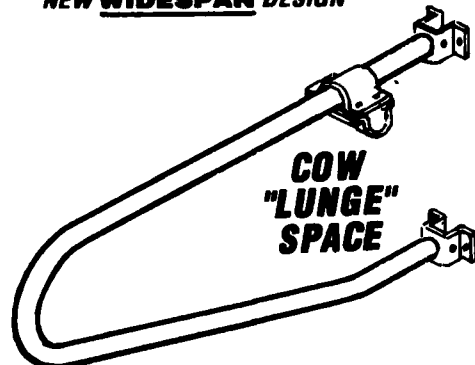


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