

# 'Ahh, The Power Of Cheese' TV Advertising Expanded For Holidays

HARRISBURG (Dauphin Co.) — To boost holiday cheese sales, the dairy farmer-funded and -directed American Dairy Association and Dairy Council Mid East, on behalf of the Pennsylvania Dairy Promotion Program, stepped up its cheese TV advertising efforts in November and December.

Consumers can see "Ahh, the Power of Cheese" TV commercials more often as a result of the expanded cheese media plan and thus, are reminded more frequently about the satisfaction

and pleasure of eating cheese.

Specifically, the "Santa" commercial will have increased airtime in 14 markets in Ohio, West Virginia, and western Pennsylvania. "Santa" humorously shows one family getting hefty rewards — including a new sports car, a pony, and other elaborate gifts after leaving Santa a cheese snack. It's obvious that cheese has the power to affect people deeply — even Santa Claus.

Aimed at cheese lovers, the "Ahh, the Power of Cheese" advertising campaign accurately

reflects how cheese lovers, who represent 73 percent of the population, believe. Research indicates that cheese lovers are likely to think there is "something wrong" with somebody who does not like cheese because cheese is one of the world's most popular foods. With so many varieties and flavors, there is bound to be a type of cheese that appeals to most everyone, so a cheese lover is almost "suspicious" of anyone who does not like cheese.

## Ida's Notebook

by  
Ida Risser



Time to prepare for Christmas and I feel as though I've just celebrated Thanksgiving. But, the calendar says it is time to prepare Christmas cards. As I usually put a note in my 100 some cards, it does take a while to get them ready. They will need a whole roll of stamps. We must remember how nice it is to hear from relatives and friends who live far away when we get their cards.

A constant reminder that Christmas is coming is the fact that there are a number of brightly wrapped gifts sitting on our dining room table. Our daughter from Indiana was here and left them so that she would not need to mail them later.

This year I made a list of things that I need in case my

children ask me. However, I can't get my husband to tell me what he wants. Maybe he has everything that he wants.

Finally, we are getting some room in our freezers as we slowly eat the vegetables and fruit that I froze this summer. That space will soon be occupied by boxes of cookies. I start a few weeks before the holiday and freeze a wide variety of cookies as I'll need them to pack boxes for our neighbors.

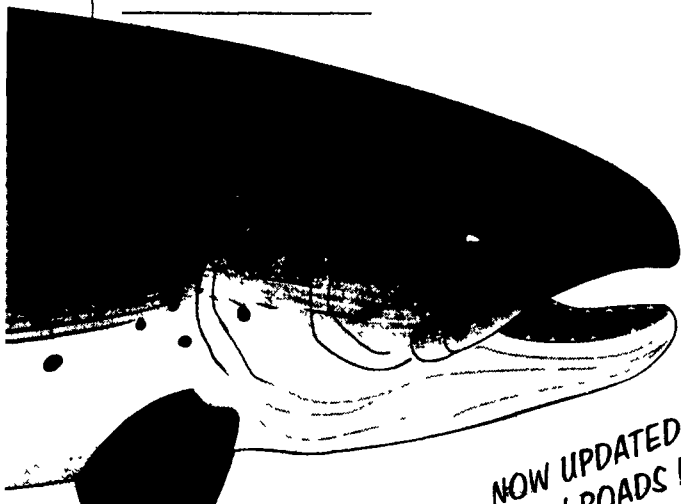
While my husband was away deer hunting in Tioga County, I decided to recover the arms of an upholstered chair. I am no seamstress and so it took me hours compared to someone who knew how to do the job. But the arms are protected and that is what matters.

Over the holiday we got to see almost a dozen of our grandchildren. The two oldest are in college and the youngest one was two months old. It is a memory full of many hugs and kisses.

# Lancaster Farming Antiques Center

See pages B22-B26

## Streams and Lakes



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The map is also known as the LOST STREAM MAP to some anglers.

Professor Higbee succeeded in creating a map of the highest detail possible...a map that shows every stream and lake. He painstakingly plotted by hand, the location of 45,000 miles of streams onto a 3 x 5 foot map.

The map sold extremely well -- until it was lost several years later. Incredibly, the printer entrusted with the original drawing and printing plates declared bankruptcy, then carelessly hauled Higbee's 30 years of work to a landfill.

The few remaining dog-eared copies became a prized fisherman's possession. Professor Higbee was offered \$400 for one of his last maps. And state agencies were forced to keep their copies under lock and key.

Experts told Professor Higbee that reprints were impossible, because the maps were printed in non-photographic blue.

Then, in 1991, at the age of 91, Howard Higbee's dream came true. Computers made it possible to reprint the map. Holding an updated map, Howard said, "I never thought I'd live to see this day."

## RAVE REVIEWS

"It is amazingly detailed and names some creeks in the Mohawk Valley that can't even be found on topographic maps"

John Pitarres  
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Howard Brant  
THE NEWARK STAR-LEDGER

"It is in showing where to find out-of-the-way trout streams that makes the map such a treasure to the fisherman Joe Gorden  
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Johnstown

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Dave Henderson  
THE ITHACA JOURNAL

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# Stream Maps of Pennsylvania, New York, New Jersey Maryland/Delaware

## Why every fisherman needs these maps

It is estimated that 10% of all the fishermen catch 90% of the fish. Regardless of which group you fall into... there's a sure way to up your odds... simply try new fishing waters. Fish where few fishermen ever fish.

Professor Higbee's Stream Maps are the first and only highly detailed maps of their kind... showing virtually all of the streams, rivers and lakes in each state.



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A guidebook is included FREE with each state map. It will pinpoint the "select waters" for specific species of fish in each state. Locate STREAMS and LAKES both alphabetically and geographically.

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## LANCASTER FARMING

Dept. Map

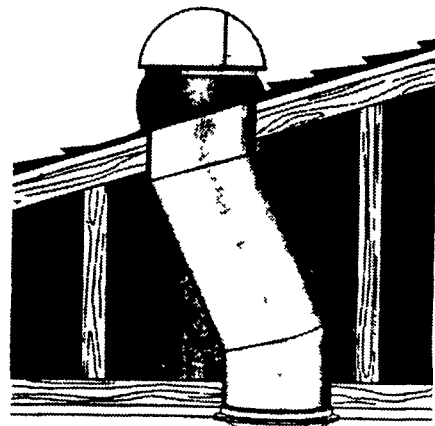
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