



CARDINAL CHIT-CHAT CORNER

Just 3 more weeks until summer officially begins. We're scrambling to send out our new Des Moines Feed Co. products booklet. This is intended for not only an informational tool for your sales force, but a useful guide for your customers as well. While we don't expect a retailer to floor stock every item, be assured you can order it on your next shipment for that "one special customer" asking for it. We still have, of course, the individual brochure leaflets for customer handouts. Don't hesitate to ask for more.

Remember, a knowledgeable sales force is a powerful sales force. And if you get stumped, don't hesitate to call us, we'll try to help. We're here for you.

White Safflower and Nutra Safflower (Golden) continue to be favorites for any song bird. Be sure in drizzly, damp weather to keep the feeders clean and the seed dry and flowing. Birds won't eat moldy seed.