

# Lancaster Farming

## SECOND SECTION

### "Season With Summer" New Beef Promotion

Homemakers and backyard chefs are always on the look-out for new cook-out ideas. From July through September they are being advised to "Season With Summer" by the Beef Industry Council of the National Live Stock and Meat Board.

"Summer used to be a slack sales period for fresh beef," states Donald E. Walker, Secretary of the Council. "Then came the outdoor cookery boom.

The idea caught on with such intensity that summer has become a season of strong consumer demand — of enthusiastic interest in new ideas for meals from the grill. Special promotions for beef in the summer are certainly worth the effort. They represent a sure-fire opportunity to convert that enthusiasm into increased beef sales and a better market for beef cattle."

Why promote beef for outdoor (Continued on Page 18)

### Dog Training Season Will Open August 1

Pennsylvania's dog training season will open on August 1, Game Commission Law Enforcement Chief James A. Brown reminded sportsmen this week.

Dogs may be trained from sunrise to 10 p.m. EDT from August 1 through October 26, and from sunrise to 9 p.m. EST from October 27 through March 31. Raccoon dogs may be trained until 1 a.m. EDT from August 1 through October 26, and until midnight EST from October 27 through March 31.

Brown said that to train dogs legally on Sunday the consent (Continued on Page 19)

### Student Trainee Is Spending Summer With Soil & Water Service

J. Michael Zimmerman, 1822 North Brook Drive, is serving as a student trainee with the Lancaster County Soil and Water Service this summer. Zimmerman is a 21-year-old native of Lancaster County and graduated from Manheim Twp. High School in 1965. He started college at the Altoona Campus of the Pennsylvania State University as an associate degree student in agricultural business and graduated in June.

After continuing his education to receive a baccalaureate degree in agronomy and completing the Army ROTC program, Zimmerman wants to continue his career with the Soil Conservation Service.

He is not in charge of an Indian corn research and production project done through the Agronomy Club at the University. He is also chairman of the Tribunal at the University and in charge of a student-to-student public relations project which is carried on by the College of Agriculture to make contact with high school students all over the state to interest them in agriculture as a vocation.

At the Altoona Campus, he



J. Michael Zimmerman

served on the campus publicity committee and assisted in coaching the campus swimming team.

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