

Cicero said, some 20 centuries ago, "Life has a single path, and the race is run but once. To each stage of the route is given some special quality—the weakness of infancy, the impetuosity of youth, the serious application of adulthood, and the sedateness of maturity—and any of these stages can and will be boresome, if the liver has not learned to live with himself and his kind." Suppose this would still apply?

## Winners Named At Horse Show

The Warwick Township Lions Club held its 12th annual Horse Show last Sunday at Forney's Polo Field, Rothsville. J. Carroll Tischinger, Cockeysville, Md., served as the judge, Robert Dodson Lititz R4 was the ringmaster and Marvin Feiler, Lititz R3, was the announcer.

Winners in the 20 classes were: Lead Line Pony, Little Miss Muffet, Susan Simpson, West Chester; Jumper Warm Up — Peter Gun, Elmer Kreiner, Cedar Springs Farm, owner, Lititz; Junior Working Hunter — Bay Rum, Eileen Flickinger, Hamburg; Western Pleasure Horse — Jacah's Key-O-Te, Bob Stoyer, Schuylville Haven.

Walk Trot Equitation — Little Miss Muffet, Susan Simpson; Working Hunter — Bay Rum, Eileen Flickinger; Children's Horsemanship — Six Nations, Patti Gilfert, Birdsboro; Children's Horsemanship Contessa,

## New Billboard Service For Beef Advertising

Motorists and pedestrians, too, soon will see bigger-than-life beef ads because of a new, outdoor advertising service launched by the Beef Industry Council of the National Live Stock and Meat Board.

Four full-color billboards fea-

Lisa Wendel, Lititz; English Pleasure Horse — Down Loun, Jim LeFevre, Ephrata; Junior Working Hunter — Bay Rum, Eileen Flickinger.

Knock Down and Out — Sibon, Richard Garo, Mechanicsburg; Working Hunter Under Saddle — Bay Rum, Eileen Flickinger; Road Hack — Amyr Valmae, L. D. Williams, W. H. Grier, owner, Darlington, Md.; Jr. Working Hunter — Back Court, Louise Warmer, Kenny Smullen, owner, Oxford; Jr. Working Hunter, Championship — Bay Rum, Eileen Flickinger; English Pleasure — Camelot Castle, Carol Vergot, Round Table, owner, Lititz.

Working Hunter — Bay Rum, Eileen Flickinger; Working Hunter Championship — Bay Rum, Eileen Flickinger; Open Jumper — Tar Heel, Paul Mahr, Buddy Hafer, owner; Open Jumper Championship — Peace Charlie Kenny Smullen, Herbert Shank, owner, Oxford.

turing steaks, roasts, and beef-burgers are now available for beef merchandisers — food stores, packers and industry organizations.

Primary distribution is through the major outdoor ad companies that sell about 90% of all outdoor poster space.

"First in Flavor", "Tenderness is Roast Beef", and "Steak Tonight" are the standard slogans that accompany the beef pictures. Each giant poster has room for an individual message.

Response to initial mailings has been enthusiastic and indications are the outdoor posters will be used heavily in the large metropolitan areas where the concentration of beef customers is found.

Cattle and calves on feed for slaughter market in the state totaled 78,000 head on April 1. This was 2 percent less than a year ago.

Marketings of fed cattle during the January-March quarter of this year were 27,000, up 1,000 head from the same period in 1968. Placements at 21,000 were the same for both years.

The Pennsylvania Crop Reporting Service said that 39,000 head are expected to be marketed during the April-June quarter, 2,000 more than for the same quarter a year ago.

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**RED ROSE HORSE PELLETS** This feed is a combination of grains and highest quality roughage type ingredients in pellet form. It's ideal if you want only one form of feed for your horses.

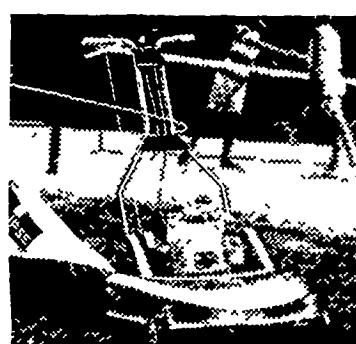
**RED ROSE EQUINADER** Perfect for top dressing. Equinader is a complete supplement that eliminates the need for "hit or miss" feed additions.

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