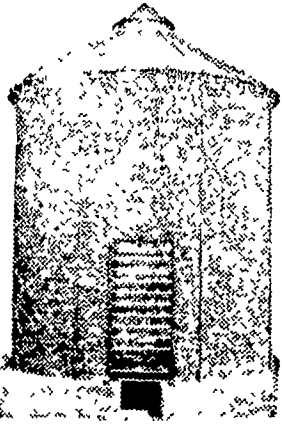


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## Manheim Steer Brings 57 Cents

The Manheim FFA Steer Sale held last week at the Manheim Farm Show, had an average of just over 38 cents a pound on thirteen steers according to Jesse Eitway, Vo-Ag Teacher. Total receipts were \$5,332.95.

The grand champion shown by Doug Shenemberger was the top selling steer on the bid of 57 cents a pound from Kunzler. The steer weighed 1130 pounds and the total selling price was \$644. Reserve champion shown by Ed Donough went to E. W. Martin for 55 cents a pound.

Other buyers were Black and White Holstein Farm; Elam Ginder; Jacob Ruhl; N. G. Hershey; Elmer Geib; Roy Hershey; Elroy Geib; A. F. Moyer & Son; A. F. Moyer Inc.; Gerhart Equipment Co.; Manheim National Bank.

### Swine Sale

In the swine sale, 22 head averaged 36 cents a pound and brought a total of 1,742.10. The champion shown by Daniel Brandt sold for 77.5 cents a pound to E. W. Martin and the Reserve champion shown by Glenn Sauder sold for 49.5 cents a pound to



DOUG SHENEMBERGER with his champion FFA steer at the Manheim Fair that sold for 57 cents a pound in the sale, last week.

Kunzler. The champion trio sold to New Holland Sales Stables for 36 cents a pound.

Other buyers were: Sanitary Food Market; Lappo Market; Groff's Meat Market; Vintage Sales Stables and Hershey Ab.

The Auctioneer was Wilbur Hosler.

## Beef Commercials Grow With Color Television

Taste buds of millions of television viewers are now being tempted by the "sizzle series" of T.V. commercials produced by the Beef Industry Council of the National Live Stock and Meat Board. The commercials show attractive and taste-tempting ways to prepare and serve beef in meals.

Since release date on June 6, 1969, the "sizzle series" has been carried on TV stations with a viewing potential of over 21 million homes. Advertisers in more than 52 television markets have booked the color commercials, the most recent of several series produced by the Council. The rapid growth and popularity of color TV will lead to larger viewing audiences in the future, said John Huston of the Council. He noted that color television has expanded from 3.3 million homes only four years ago to 20 million homes today.

Some of the major consumer centers where the "sizzle series" is being used are Chicago, Detroit, Washington, D.C., Cleveland, Dallas Ft. Worth, St. Louis, Minneapolis-St. Paul, Providence, Atlanta, Sacramento-Stockton, Seattle-Tacoma, Milwaukee, Columbus, Grand Rapids-Kalamazoo, Charlotte, N.C., Honolulu, Denver.

### \* Another Farm Management Profit-Tip from Organic Plant Food

## How to profit by test plotting ideas

Today's narrow profit margin requires higher yields than ever before — yet production costs must be kept at a minimum. There are many exciting farm management ideas now being developed or improved. Look for these new ideas — and use them.

Watch what others are doing. Universities, manufacturers and government agencies are constantly developing and testing new agronomic ideas. Take advantage of their experience and results — test the best of their ideas in your farm management program.

Come to us first. For new or improved ideas in farm management fertility methods and crop-growing techniques, come to us first. We can give you advice and help directly from America's top agronomists. We can help you plan and execute your test plots using the best available fertilizers and equipment. It's never too late to plan for profits.



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Phone 392-4963

### • Farm Calendar

(Continued from Page 1)

Cattle Feeder Tour, leave Lancaster Shopping Center, 10:00 a.m.—Lancaster County 4-H Capon Exhibit, Elks Club, Lancaster.

7:00 p.m. — Lancaster County Farmer's Assn., Annual Meeting, Plan and Fancy Restaurant, Bird-in-Hand

7:30 p.m. — Lancaster County Farm and Home Foundation, Directors meet, Farm and Home Center.

7:30 p.m.—Garden Spot, Young Farmer meet, Vo-Ag Room.

#### Wednesday, Oct. 22

7:00 p.m.—Pickle Co. meeting, Intercourse Fire Hall.

#### Thursday, Oct. 23

2:00 p.m.—Vintage Sales Stables Charlois Crossbred show.

7:00 p.m. — Vintage Charlois Sale.

7:30 p.m.—4-H Holstein Club meets, Farm and Home Center.

#### Friday, Oct. 24

6:45 p.m.—Lancaster County 4-H Dairy Banquet, Methodist Church, Quarryville

7:30 p.m.—Garden Spot 4-H Community Club meets, Donald Myer Barn, Willow Rd.

1:00 p.m.—Manheim Young Farmer's Gun Shoot