



Salesman of Victor F. Weaver, Inc., New Holland, meet with David Frost, center, well known television personality recently to prepare a major marketing-advertising campaign.

Weaver in January will sponsor Frost's shows, David Frost and The David Frost Revue.

Show with Frost are: left to right, Robert Bingeman, William Patterson, Carl Mosebach, Donald Welk, Mel Mitchell, sales manager, Frost, Roger Halsted, William Pellman, vice president of marketing, Don Herr, Duane Hostetter, Glen Esbenschade, and Bill Buehler.

Weaver's campaign, beginning the first week in January, is aimed at ending the seasonality of prepared chicken product sales.

Besides the prime time TV "special" starring Frost, the campaign will use local spot TV in both fringe and prime time and women's service magazines.

"Traditionally, frozen fried chicken useage peaks during the May - September period, with a noticeable decline in consumer useage January through March," according to William R. Pellman, Weaver's vice president of marketing.

He attributed the decline to a lack of advertising and promotion rather than any real decline in consumer desire for fried chicken.

"After all," Pellman observed, "fried chicken is one of the four most popular foods with people of all ages. We believe," he continued, "that frozen prepared fried chicken is a 12 month a year business."

Pellman noted that people in the East stay home more during the winter because of the inclement weather. He said they also eat larger, more planned meals; entertain more; snack more, and watch more TV.

"We believe by creating intense product awareness during this period, we will be able to modify the distorted seasonal useage curve and increase the Weaver sales volume," Pellman added.

"The drive-in, take-out type of restaurants are the retailer's biggest competition for the impulse-type food product. We believe that the winter campaign will also help the retailer re-establish himself with the consumer as a viable and economical alternative to the Col Saunders type of operation."

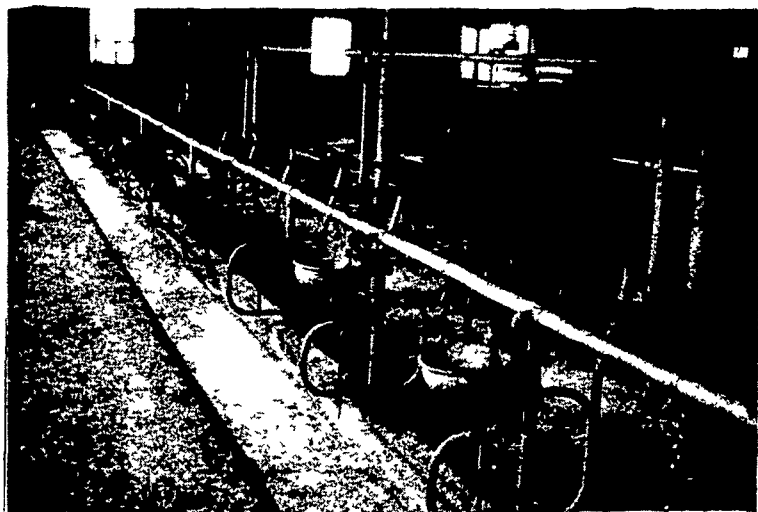
The campaign was slated to kick off with full sponsorship of the David Frost Revue during the week of January 3 and co-sponsorship of the David Frost Show in Weaver's marketing area. It marks the first time that an advertiser has bought out the syndicated Frost Revue in all major eastern markets.

In addition, there will be a local TV spot campaign on 21 stations designed to produce an estimated 150 gross rating points per week in each market.

Full-color, full-page units in regional editions of Good Housekeeping and Woman's Day magazines will be used by Weaver beginning with the February issues.

All of Weaver's frozen fried chicken products will carry an in-pack seven cent off coupon good towards the purchase of Weaver's chicken roll.

Weaver is a leading producer of prepared chicken products and processed fresh chickens. Founded in 1935, the company was the first to successfully market frozen prepared fried chicken.



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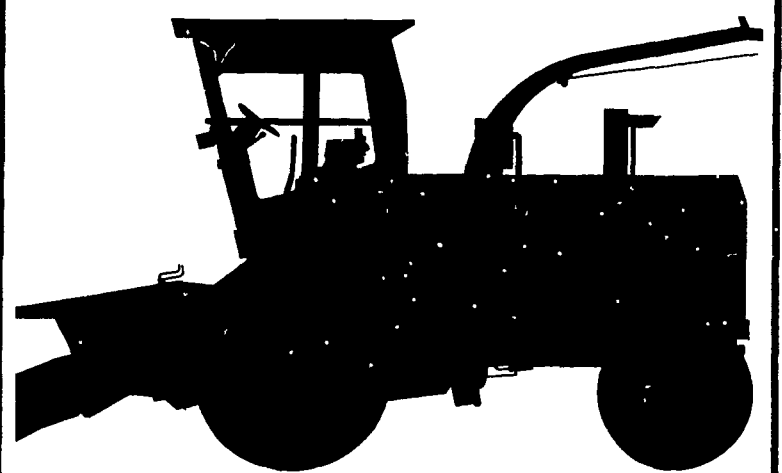
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