

## Pa. Angus Breeders Set Marketing Meets

Two meetings designed to help Angus breeders make a profit with performance and merchandising will be held in Pennsylvania March 17-19. Reports Mick Colvin, regional manager for the American Angus Association, West Salem, Ohio.

Both meetings will be held at 7:00 p.m. and the schedule is as follows:

Monday, March 17-- Lancaster, Holiday Inn North.

Wednesday, March 19-- Butler, Garden Gate Restaurant, east of Butler on Highway 22.

This meeting will follow the annual banquet and meeting of the Western Pennsylvania Angus Club.

The buffet dinner will begin at 6:00 p.m. and everyone is asked to send their dinner reservation by March 10 to Ivan Longdon, R1, Renfrew, 18053. Cattlemen interested in only the program are invited to come at 7:00 p.m.

The program for each event has been organized to help breeders plan and carry out a complete advertising and merchandising program for their Angus herd. Included will be information about preparation of a newspaper or magazine ad, what to put in them and where to get expert help. In addition, there will be a special visual presentation about 'Who Are Your Customers?' and 'What Your Market Really Is.' A

member of the American Angus Association's public relations staff will conduct this part of the program.

From the production standpoint, there will be a step by step visual presentation of an Angus herd's involvement in the Angus Herd Improvement Records program. The presentation will show the ease of getting involved in a performance program if a few basic management steps are followed. Climaxing the program will be a discussion of the relatively new Angus Sire Evaluation program. Fred Francis, director of breed improvement for the American Angus Association will conduct this part of the program.

Another area of discussion

will be "A Cowman's Look at Merchandising". This period of time will cover basic merchandising information for the purebred breeder and take an in-depth look at the Angus business from the Association and breeder standpoint. Jerry Morrow, director of regional managers for the American Angus Association will be in charge of this part of the program.

## Youth Wins Lead Class

One of the most popular events at the annual International Suffolk Show is the Ladies' Lead Class, in which young ladies dressed in costumes made of wool exhibit Suffolk sheep in the ring.

This year's winner was Lynn Cox, daughter of Mr. and Mrs. Robert Cox of Media, Pennsylvania. She was sponsored by Four Star Suffolks.

Miss Cox, a freshman at

West Chester State College, modeled a woolen gray and red plaid floor-length skirt with matching tailored vest, worn with a red 100 percent wool turtleneck sweater. Topping everything off was a gray felt hat with a red feather.

Miss Cox received her trophy from John Shonkwiler of Neosho, Missouri, president of the National Suffolk Sheep Association.

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## Isn't it time you took another look at around-the-barn pipelines?

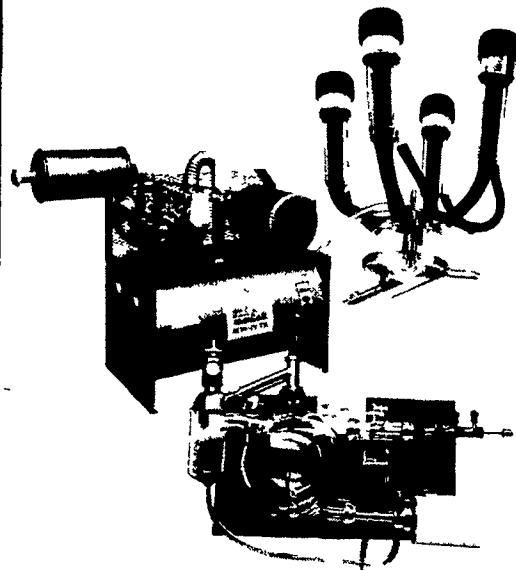
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### Farmers First Names Mentzer

The Board of Directors of Farmers First Bank, Lititz, has announced the appointment of John Mentzer, President & Treasurer of the Ephrata Shoe Co., Inc., to the Ephrata-Lincoln Regional Board.

A graduate of the Valley Forge Military Academy, he also attended Franklin and Marshall College. He is a member of Ephrata Lodge 665 and a director of the Ephrata Chamber of Commerce. His wife, Phyllis, and he reside at 242 Spring Garden Street, Ephrata, with their three sons.

John Mentzer is the third generation to serve on the Ephrata board. His grandfather, Dr. John F. Mentzer, was one of the original founders of The Farmers National Bank of Ephrata. And his father, Ivan H. Mentzer, was a member of the board until his death in 1974.

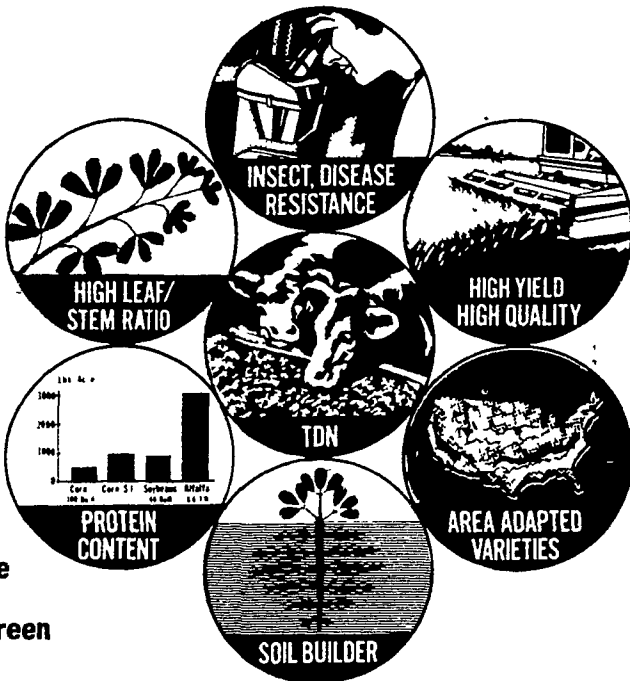
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