

# Roadside market advertising described

An effective advertising roadside marketing endeavor, says Carl German, campaign is essential to any

extension crops marketing specialist at the University of Delaware.

The marketing specialist recommends that advertising start at least two weeks in advance of any seasonal produce carried. Research has shown that an advertising campaign works best when it peaks one week before the produce is available.

There are two major types of advertising open to the operator of a roadside market. One of these reaches the public through what German calls the "time" media of radio and television. The other includes such "space" media as newspapers, regional magazines, in-the-market display signs, bag inserts, printed flyers, direct mailers, and roadside signs. Each of these reaches a potentially different audience.

How much is spent on advertising will depend on the seasonality of the market. Seasonal products require a greater expenditure for advertising (as a percent of sales) than a market which is open all year. It is considered good business in retail marketing to spend two-three per cent of gross sales for advertising. But the amount needed to spend will depend in part on the length of time the operator has been in business. Some operators have had to spend as much as ten per cent, but have felt it paid off well for them.

A carefully planned campaign will help get the most from advertising dollars. Slogans, trademarks and other techniques which personalize the operation in the mind of the consumer all help make ads have greater impact. The use of your name, a historical event or a natural surrounding in your campaign will help people remember you. A catchy

slogan such as, "If it's any fresher it's still growing," is one way to get their attention.

Newspaper advertising has proven a good way to reach the public in small to medium sized cities, says German. Use of the classified ad section permits the operator to make frequent updates on crop maturity and availability. Spot announcements on the radio are a good way to draw beach crowds that pass your way in the summer. Due to costs, these spots must be short and to the point.

Direct mailings can be used by small roadside or


pick-your-own operations to tell people when produce will be available. A postcard to repeat customers lets them know you care about their patronage and helps to keep them satisfied. In addition, you may gain new customers through them.

Point-of-purchase advertising, including market signs, is the least expensive and most successful method for most roadside operations. All such advertising should be neat, attractive and well maintained. Height and width of letters are very important, especially if signs are to be read by passing motorists.

**STIHL SG17**

**MISTBLOWER — DUSTER**

- Easy starting, even while mounted on back
- Weight 17.6 lbs.
- Upward range 32 ft.
- Air velocity 330 ft. per sec.



Ample Supply in Stock  
**DAVE'S ENGINE SERVICE**

In rear of Stauffer's Machine Shop  
1/4 mile south of Murrell on Pleasant

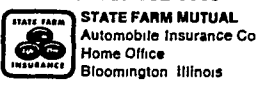
Valley Rd., RD3,  
Ephrata, PA

**Person to person health insurance**

It can help you pay off your loan if you're disabled. Call me.

J. Wilbur Sollenberger

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Smoketown, PA  
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STATE FARM MUTUAL  
Automobile Insurance Co.  
Home Office  
Bloomington Illinois

## New company formed

The Ag Best Corporation has been founded in Napanee, Indiana and will soon be producing a complete line of portable and modular confinement buildings for livestock.

Howard Sellers, president of Ag Best is founder and owner of Sellers Manufacturing with home offices in Wakarusa, Indiana.

Stan A. Evavold will serve as marketing manager of the recently founded company. Evavold was formerly director of marketing at Tasco and most recently was the marketing manager - Buildings at Star Agri Products in Goshen, Indiana.

Carl Van Gilst will be engineering manager of Ag Best. Formerly he was

Livestock Systems Engineer at Star Agri Products.

The principals of the new company will draw from their long experience in farm confinement buildings and equipment to design and build small units to large complexes for distribution throughout the U.S. in addition a full line of livestock confinement equipment will be produced by the company.

**TRY A  
CLASSIFIED  
AD!**

**SPRING  
FEVER SALE**

**EARLY SEASON PRICE REDUCTION**

**BUY NOW**




**SAVE**

### The Harvester With Big Capacity To Match Your Big-Tractor Power


Haylage... or silage. The Badger Forage Harvester handles big chopping jobs with ease. It's power-matched for tractors up to 175 hp. Left-handed delivery minimizes side draft. Lets you operate with dual-mounted tires. Choose from two models. Multi-row crop heads and hay pickup attachments available. See us for more information.

See Your Local Badger Dealer



<p><b>FISHER BROTHERS</b></p> <p>136 W. High St. Red Lion, PA Ph. (717) 244-2178 &amp; 862-3406</p>	<p><b>A. C. HEISEY FARM EQUIPMENT INC.</b></p> <p>RD1 Jonestown, PA (717) 865-4526</p>	<p><b>CARL L. SHIRK</b></p> <p>RD5 Lebanon, PA Ph. 274-1436</p>
<p><b>SHOW-EASE STALL CO.</b></p> <p>523 Willow Rd. Lancaster, Pa. Ph. 299-2536</p>	<p><b>GRUMELLI'S FARM SERVICE</b></p> <p>Mechanics Grove Quarryville, Pa. Ph. 786-7318</p>	<p><b>LLOYD E. KREIDER</b></p> <p>RD1 Cochranville, PA Ph. (215) 932-2934</p>
<p><b>RALPH KETTERER</b></p> <p>Perkasie, RD2 Deep Run Road Ph. (215) 766-8531</p>	<p><b>ISSAC W. HURST</b></p> <p>RD2 East Earl, PA Ph. (215) 445-5767</p>	

**KERR MCGEE  
CHEMICAL CORP.**



(PREVIOUSLY THE BAUGH COMPANY)

Manufacturers of dry homogeneous fertilizers, as well as one of the major producers of superphosphate on the east coast of U.S.A. Basic in phosphate and potash. We own and operate three manufacturing plants located in two states - located in Philadelphia, PA and Baltimore and Cambridge, MD.

With companies such as Advanced Ag and Brookside Lab., you know the importance of gypsum in conditioning the soil. Superphosphate is about half gypsum. Since we produce superphosphate, we then use it as extensively as possible in all our fertilizer analyses. Because of formulation, 10-20-20, for instance has very little (if any) superphosphate; but, 5-10-10 contains nearly one-half ton. Superphosphate is 12 percent sulfur as well as rendering available such other nutrients as calcium, magnesium, sodium, aluminum, barium, iron, boron, copper, zinc, and manganese. These trace elements are not found in any other phosphate source. Consequently, buying a blended product cheaply priced may not be so cheap after all.

Your Kerr McGee representatives are well trained; having contacts with state universities as well as chemical companies to research your problems and aid in your farm management.

**WHY NOT GIVE US A CALL??**

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<p><b>Kerr McGee Chemical Corp.</b></p> <p>Ben O. Stoltzfus R2 Honey Brook, PA 19344</p>	<p><b>M. D. Lumis and Son</b></p> <p>Uwchland, PA 19480 Ph: 215-458-5211</p>
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**KERR MCGEE TERRITORY SALES MANAGER:**

**Joseph H. Kershner**

Route 1 Box 97A  
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**It's Know How That Counts!**