

Ag Council starts information exchange

WASHINGTON, D. C. - The Agriculture Council of America's new Media Council set the exchange information between urban and farm media as one of its major priorities at its kickoff meeting held in Washington, D. C. last month. The session was attended by about 25 representatives of the nation's leading farm media outlets.

"The exchange project is an extension of ACA's 'City-Farm Swap' program," explained Media Council co-chairman Royce Bodiford, Farm Director for KGNC-Radio of Amarillo, Texas. "That Swap involves an exchange of weekend visits between city and farm families - our project is going to target the participation of the people who work in farm and big city media."

The purpose of the project is to let a media member learn from audiences in a different market. It would involve the swapping of TV and radio programs, features and columns. The Swap was one of the activities the media group thought it could be most effective. The objective of the group is to utilize the

skills of professional communicators in ACA's effort to build meaningful consumer support for American agriculture. Recognizing the diverse interests of the membership, two subcommittees were established: Farm Broadcasters and Agriculture Publishers and Editors.

Three primary purposes were outlined for the organization: 1) provide independent evaluation of ACA programs to insure they are newsworthy and of a high professional quality and integrity; 2) draw on the contacts, experience and talent of farm media in reaching larger farm and urban audiences and 3) inform farm audiences about specific ways they can take action to build a better relationship with the urban consumer.

"We can play a double role - one, of keeping the farmer informed of his public relations opportunities and at the same time, we have enough contacts in urban areas to get the farmer's story told to consumer," remarked the group's other chairman, Lane Palmer,

editor of Farm Journal magazine.

The Media Council defined membership requirements along voluntary lines so that no activity would in any way compromise the editorial integrity of its members or the outlets they represent. These options of involvement include: providing editorial visibility for ACA programs; providing public service coverage to encourage individual membership support; direct participation in ACA programs designed specifically for the news media; or by providing independent evaluation of the ACA program.

The day before the meeting, Media Council members participated in

ACA's "Farm Line" program, a toll-free telephone bank that lets people at the local level talk directly with national leaders in Washington. Secretary Bob Bergland headed up a panel of top-level officials for USDA and members of Congress that took calls on the subject, "Citizen Guidelines for USDA." Expansion of the audience base for this phone-in program was another major topic of discussion at the session.

The group emphasized that their programs should not compete or overlap with any existing efforts. "Our role will be to coordinate and enhance any individual effort to improve farmer-

consumer communication," said Bodiford, the immediate past president of the National Association of Farm Broadcasters.

In addition to co-chairmen Bodiford and Palmer, those attending the meeting included: Wilson Carnes, The National Future Farmer; Glenn Goss, The Pennsylvania State University; Rich Hull, WIBW-TV-Radio; John Holliman, Associated Press Radio; Ed Jackson, Ag World; Ed Johnson, Agri-Broadcasting Network; Ann

Kaiser, Farm Wife N
Earl McMunn, Ha
Publishing; Jerry P
WMT-TV-Radio;
Slusarczyk, WTLB-R
Mark Vail, KOLM-R
Marvin Vines, KAAV-
and Frank Whitsitt,
mland News.

The Agriculture Council of America, formed in 1974, is a non-political and non-legislative organization made up of individuals nationwide, farm commodity groups, companies that serve farmers. Its purpose is to improve communication between farmers and consumers.

Rules of the road changed

HARRISBURG, - All licensed drivers are urged to obtain a pamphlet outlining the changes in the rules of the road that take effect July 1.

The pamphlet explains the important changes established in the new motor vehicle code which was passed by the General Assembly last year.

The new point system, which generally increased the amount of fines and lessened the number of penalty points assessed for a violation, has been in effect since July 1, 1976.

There are many changes and the pamphlet deals with the major points.

- Allowing a right turn on a red light after a stop and where signs do not prohibit the turn.

- Giving pedestrians exclusive right-of-way at proper crosswalking areas.

- Permitting U turns where they can be made without interfering with the safety of the traffic flow.

- Demanding pedestrians

to cross streets at intersections and crosswalks. If pedestrians do not cross streets at the proper areas they must give the right-of-way to all vehicles.

- Requiring an accident where someone is injured or killed to be reported to the local or state police. An accident report to the Department of Transportation is no longer requested unless police cannot investigate the mishap.

- Allowing passing on the right.

- Holding the vehicle pulling out from a yield sign automatically at fault if an accident occurs.

TRY A CLASSIFIED AD!

PUBLIC SALE

SATURDAY, JULY 2, 1977

9:30 A.M.

Located two miles south of Allensville or 7 miles north of Mill Creek off Route 655 near Mifflin and Huntingdon County line at the home of the late Crist K. Swarey (deceased).

Consisting of large amount of shop tools, blacksmith tools, forge, large anvil, wood working tools, etc. some furniture, 2 rifles, Marlin 12 gauge pump pat. 1889, Stevens 30-30 with scope, Winchester 22 with scope.

Some machinery including Case tractor with crosswise motor in running condition, Size 1-25-45 Serial T30025-3 (reserve bid) plus many other items too numerous to mention.

Come as this is an all day sale.

Owner:

MRS. LENA H. SWAREY

Star Route, Mill Creek, Pa.

Terms - Cash

Mark S. Yoder 483-6769

Daniel P. Zook 483-6791

WILLIAM & KENNETH NIXON

HOLSTEIN DISPERSAL

85 REGISTERED & GRADE HOLSTEINS
(58 Registered balance high grade)
Certified, accredited DHIA classified)

WEDNESDAY, JUNE 29, 1977

At 11:00 A.M.

Sale sight Uniontown, Pa. (Fayette Co.) on Walnut Hill Rd. just off the Uniontown By-pass at Walnut Hill exit.

DHIA herd average 15000M, 570F. Several top cows milking to 21,000 milk just fresh. Others due through August & Sept. sired by & bred to select ABC bulls, also selling 600 and 400 gal. bulk milk tanks, DeLaval Milkers and Surge dumping station.

Auctioneer - Sale Mgr. - Wylie S. Rittenhouse
Pedigrees - Bruce Murchinson
412-438-0581

PUBLIC SALE

OF VALUABLE REAL ESTATE,
HOUSEHOLD GOODS, A FEW ANTIQUES,
AND A FEW TOOLS

SATURDAY, JULY 9, 1977

Located along Route 10, 1 1/2 miles north of Route 30, at the foot of State Hill, 1 mile south of Compass, Chester County, Pa.

REAL ESTATE consists of:

A TRACT OF LAND

Consisting of 3 Acres & 79 Perches more or less, on which is erected a

2 Story Frame Dwelling House

with 5 rooms and bath. New forced hot air heater, spring water, small barn, garage and shop. Good roofs on buildings.

HOUSEHOLD GOODS

Philco refrigerator; bottle gas stove; breakfast set; antique 6 leg drop leaf table; utility cabinet; kitchen stools; 2 couches; 2 overstuffed chairs; 9 x 12' rug; throw rugs; child's rocker; rocker; antique stand; 2 small tables; card table; iron bed spring and mattresses; wardrobe; antique commode; antique dresser; portable sewing machine; 3 radios; wash stand; bed clothing; antique library table with claw feet; Maytag washer; tin pie cupboard; twin wash tubs; brass scales; wooden towel racks; 2 garbage pails; treadle sewing machine cabinet; new window fans; dishes; crocks; jars; jugs; ice tongs; slaw cutter; tin match box; garden hose; electric heater; cooking ware; old milk bottles; extension ladder; step ladder; buck saw; 2 benches; milk cans; plastic hose; old Victrola; walnut, poplar and oak lumber; rope and pulley; pea and beam scales; bag cart; trussels; wooden rake; emery grinder; electric drill with hedge trimmer; 30 gal. drum; rotary pump; reel mower; lawn spreader; tool chest and wood working tools; tree trimmer; lawn chairs; shovels; forks; chains; buckets; C-clamps; etc.

Sale at 11:30 A.M.; Real Estate at 2:00 P.M.

Conditions of sale by

RALPH M. HETTINGER

Power of Attorney for Eugene L. Hettinger Attorney, Milton Apfelbaum

Leroy Zook,

Leon Kurtz, Auctioneers

Inspection of property July 2 from 1:00 to 3:00 p.m. or by appointment, call 354-0218.

PUBLIC AUCTION

4.8 ACRE FARM

SATURDAY, JULY 9, 1977 2:00 P.M.

Location: Take Route 272 north from Ephra to Schoeneck Road, north to Schoeneck square turn right onto Queen St. 1 mile property on left along Steinmetz Road. We Cocalico Township, Lancaster County, Penna.

Real estate consists of the following: tract of land containing approximately 4.8 acres having there erected 2 1/2 story frame dwelling containing large kitchen, dining room, living room, laundry, half bath on first floor. Second floor contains 3 bedrooms and bath. Attic storage, basement, asphalt shingle roof aluminum siding. 1 1/2 story summer house used as room.

Large frame bank barn with truck bay and shed area. 26 x 80 block hog fattening house with 3 ton feed bin with automatic auger and fans. 10 x 50 mobile home with 14 x 14 attached room completely set up. 3 block garage with basement; corn crib, and other buildings, 2 wells, macadam drive, fruit trees, and other mature trees.

Sale time 2:00 P.M.

Sale by,

D. LaMAR & EDNA A. GOOD

R.D. 1, Stevens, Pa.

215-267-7733

Eaby & Eaby, Attorneys

Auction conducted by,

John E. and Paul E. Martin, Auctioneers
717-733-3511 - 717-733-3305

NOTE: Do not miss this fine opportunity to own the "Country property". Subdivision possibilities. Open house on Saturday, June 25 & Saturday, July 2, from 12:00 Noon to 4:00 P.M. or by appointment call 215-7733 or call auctioneers.

PUBLIC SALE

VALUABLE 9 1/4 ACRE FARM

THURSDAY EVE'NG JUNE 30, 1977

at 6:00 P.M.

Located: Midway between Lititz and Manheim on Rt. 772, close to the Longeneckers Brethren Church.

VALUABLE 9 1/4 ACRE (APPROX.) FARM

To be offered in 3 Separate Tracts and as a combined Unit.

TRACT No. 1. - Consists of a lot of 5 Acres. (approx 1078 ft. x 205 ft. Level fertile land.

TRACT No. 2. - Contains 1.8 Acres (approx) erected thereon a 9-Room 2 1/2 Story Brick Dwelling. 1st. floor contains 5 rooms & Powder room, 2nd floor has 4 rooms & bath, Cement basement, Hot-water Heating, Balcony, Laundry & 2-car garage attached. Lawn Mature shade trees, good well on property. Also 1 story 30x60 ft. concrete Block building. Small barn and other out buildings.

TRACT No. 3. - Consists of a lot 2 1/2 Acres. (approx) with 500 ft. road frontage along Rt. 772, and 213 ft. depth, with well on lot. This is also a fertile level lot. Also suitable for 5 building lots.

This property is ideally located in a lovely country setting, and has various possibilities. Your inspection invited. Open Thurs. June 23, 6 P.M. to 9 P.M. or by appointment. Call 285-5024 or 665-5664.

Sale for

CLAYTON DIFFENDERFER,

Warren Diffenderfer, Executive

D. Young, Atty.

Wolgemuth & Shaffner Aucts.

Ph. 665-5664