

Pennfield adds fresh chickens

LANCASTER — Pennfield Corporation, Lancaster, announced they will begin marketing fresh whole chickens and chicken parts under the "Pennfield Farms" name.

The chicken will be processed by the Grimes Poultry Processing Corporation, a wholly-owned subsidiary of Pennfield located in Fredericksburg. The Grimes firm had previously sold the products under its own brand name.

In announcing the new brand, a Pennfield official pointed out that great emphasis will be placed on what he called the "Grimes quality tradition."

"Grimes Poultry Processing Corporation has been in operation for over 40 years, and has always been a pioneer in its field," the spokesman said. "They originated 'assembly line' cut-up processing back in the late thirties and have earned an industry-wide reputation for skill and precision that will be most beneficial in promoting our new Pennfield Farms brand."

Present plans call for Pennfield Farms Chicken to be marketed throughout Pennsylvania, as well as the rest of the north Atlantic region. Responsible for processing Pennfield Farms Chicken and distributing and marketing it in these areas are Dr. Willie Payne, general manager, and Fred Pontz III, head of marketing.

The new brand will be supported by a comprehensive merchandising and advertising program, which is currently under development. The program will include a variety of point-of-purchase materials for grocer use (including rail and case strips, wing tags and case dividers), television commercials and newspaper ads.

Another development of the merchandising and advertising program is the new Pennfield Farms Chicken slogan: "Try some Dutch Country tenderness!"



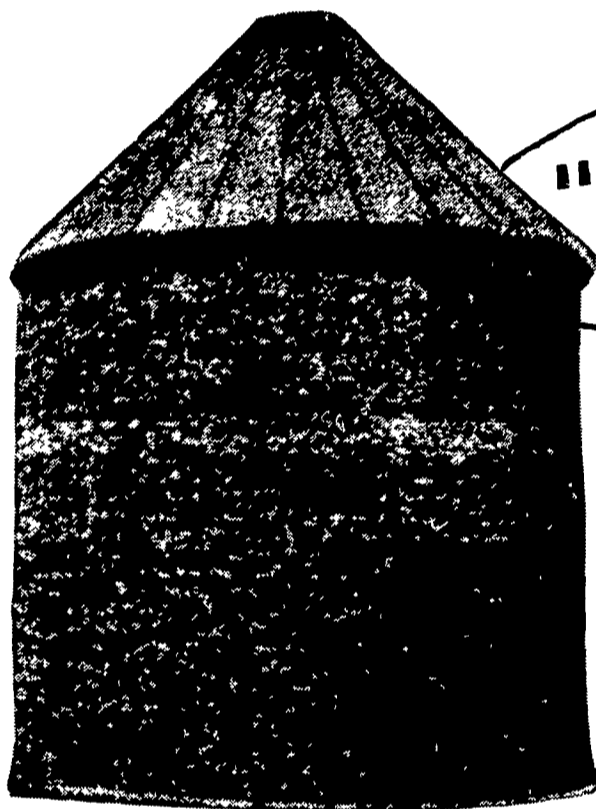
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Printed Circuit Board Assembly

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EL 10	4	16.6'	1205	1363	\$535⁹⁹	\$682.99	\$147.00
EXL 15	4	16.6'	1684	1743	\$659⁸⁵	\$838.85	\$179.00

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ACT TODAY - 1979 SEASON PRICES, SOON TO BE ANNOUNCED, WILL BE UP SUBSTANTIALLY! SALE ENDS AT 3:00 PM - JANUARY 26, 1979

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