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Roadside markets conference slated for Gettysburg

GETTYSBURG — Financial management and "The Paradox of Pricing" will be major topics for extension marketing specialists from two landgrant universities during next week's thirteenth annual Maryland-Pennsylvania Roadside Marketing Conference.

The event will run from Sunday through Tuesday, February 10-12, in its usual location at the Sheraton Motor Inn, located two miles south of Gettysburg, Pa., on the business route of U.S. highway 15.

Sponsors will again be the Extension Service at Penn State and the University of Maryland, with support from an informal consortium of farmer-toconsumer marketing organizations in the two states.

This year's program chairman is James S. Toothman, extension marketing specialist and professor of agricultural economics at Penn State.

Assisting with arrangements is Jarvis L. Cain, extension marketing specialist and professor of agricultural and resource economics at the University of Maryland in College Park. Cain also will be lead-off

speaker for the Monday afternoon program session. His topic is "Financial

Management for Farm and University of Maryland deadline for the conference Market Operators." specialists will comprise an was February 1. But walk-in

Lead-off speaker for the Tuesday afternoon session will be Ransom A. Blakely, extension marketing specialist from Cornell University, Ithaca, N.Y. His topic is "The Paradox of Pricing for Direct Marketers."

The Cornell, Penn State

and University of Maryland specialists will comprise an informal panel for the final presentation of the conference. Their topic will be ''Direct Marketing Challenges in the 1980s." Panel moderator will be

Laurence L. Yager of

Gettysburg, area Extension

marketing agent.

nd deadline for the conference an was February 1. But walk-in hal attendees are also welcome on- at a slightly higher be registration fee. Total atng tendance last year was 372.

For further information contact Yager at Gettysburg, phone: 717/334-6271, or Cain at the University of Maryland in College Park; phone: 301/454-3801.

York-Adams Grange sets meeting

Advance registration

RED LION — York-Adams Pomona Grange #40 will hold their quarterly meeting, February 9, 1980, beginning at 2:30 p.m., at the Red Lion Grange hall.

A covered dish meal will be served at 5:30 p.m., with the evening session beginning at 7 p.m. with a "Cakewalk."

Gladys Sheffer, Pomona Lecturer, will have as her special guest speaker, Miss Debra Hoover, Harrisburg, for the afternoon program, beginning at 4 p.m.

Miss Hoover was educated at the Pittsburgh School for the Blind, graduated from Bucknell University, has taught in the public school system, and now works at the Mechanicsburg Naval Depot.

The public is invited to hear Miss Hoover on "Advantages and Disadvantages" of her life.

The evening program, beginning at 7:30 P.M. will feature a member of the "Yorkarvers" who will show and tell the art of woodcarving. The evening program is open to the public.

Dues nite was held when Red Lion Grange #1781 met Saturday. January 19,

SADDLE

beginning with a covereddish meal at 6:30 P.M.

The business session was in charge of Lee Burns, Master. Plans to hold a soup & bake sale were discussed.

Naomi Bupp, Lecturer, held a quiz on the "life and times of Ben Franklin," with all members participating.

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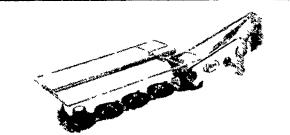
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