

Pork producers to sponsor World Series baseball

LANCASTER — For the first time ever, pork producers will be hitting a home run this year's World Series as the National Pork Producers Council sponsors two commercials per game.

On October 14, CBS and its 360 affiliate radio stations around the country will begin exclusive coverage of the Series. This extensive coverage will allow pork producers to reach a large

audience very economically. In fact, NPPC will reach its audience for 33 cents per thousand viewers, or one penny to reach over 300 people.

The minimum buy for the Series is two commercials for each of the first four games. If the Series continues longer than four games, pork producers will continue to have two commercials per game, but at no

additional cost.

"This is the best time of the year to promote pork," said Russ Sanders NPPC Director of Promotion, "and we have one of the best possible audiences and an exciting event to carry our message. It is just an ideal situation to reach a large number of consumers very economically."

In a seven game Series the pork producers' message

will reach 48 million people an average of 4.5 times. Of significant interest is the fact that almost 40 percent of the Series audience will be women who make the pork buying decisions.

To further add impact to this campaign, NPPC has asked state organizations to contact their local CBS station to buy spots in the same coverage, greatly multiplying the number of

times the producers' message of pork quality and nutrition is heard.

Each 60 second commercial contains information on pork's nutritional qualities, fat content, and cholesterol level as they compare to other foods such as fish. Consumers are also informed of the selection of pork cuts available from their local retailer, such as

chops, roasts, steaks, hams, and more.

N.J. to hold baby beef sale

FLEMINGTON, N.J. — Are you looking for top-quality, selected beef? If so, be sure to come to the State 4-H Baby Beef Show and Sale, to be held at the Flemington Fairgrounds on October 14 & 15. Over 60 of the 120 animals entered will be shown by Hunterdon County 4-H Beef Club members. The animals will be judged on Tuesday morning, October 14, 10:30 a.m. Animals which are considered to have the best quality of grade prime or choice meat, will be sold at the sale on Wednesday afternoon at 1:30 p.m. The public is invited to take part, businesses and individuals alike.

There will be free admission to the show and sale. Spectators and prospective buyers may inspect the animals anytime on Tuesday and Wednesday before the Sale.

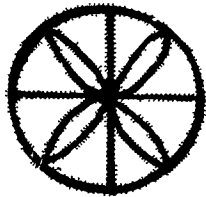
This beef is tops for the freezer. Arrangements may be made at sale time for slaughtering and home freezer packaging.

For further information, write to Donald M. Kniffen, Sr., Associate Specialist in Animal Sciences, Cook College, Rutgers University, New Brunswick, New Jersey 08903 or call him at 932-9514.



\$3.79 Per Gal
Conoco
Permanent
Antifreeze

\$3.64 Per Gal
Conoco
Permanent
Antifreeze
(In 55 Gal. Drum Only)

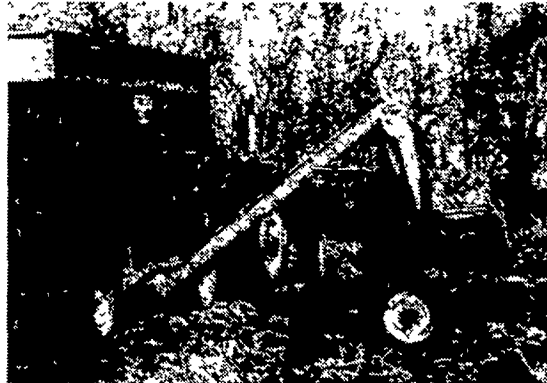


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FARM & HOME SUPPLY

★ SALES — SERVICE — PARTS ★

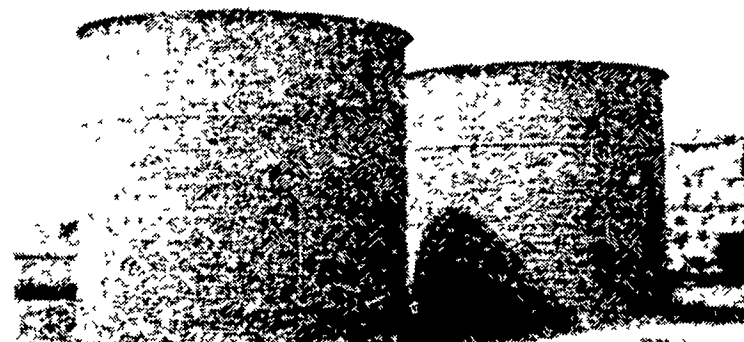
HYDRA FOLD GRAVITY WAGON AUGER



15'8" **\$747³⁹**
15'6" **\$486⁰⁰**

LET'S MAKE A DEAL
SPECIAL
ON BEHLEN CORN CRIBS
ALL CRIBS MUST GO

(While Inventory lasts)



PLASTIC TARPS

		Reg.	SALE
Black 6 Mill Thickness	20' x 100'	\$45.59	\$38.95
Construction Grade	24' x 100'	\$55.95	\$49.95
	40' x 100'	\$97.95	\$89.95

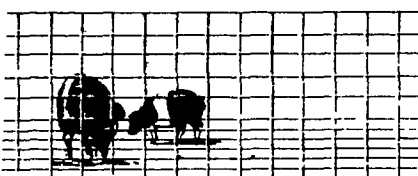
STANDARD ROLLER CHAIN



20% OFF
All Roller Chain &
Links In Stock
20, 40, 41, 50, 60, 80

CHAIN BREAKERS **\$16²⁹**

HOG PANELS



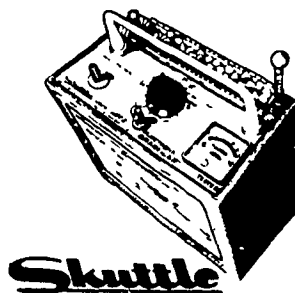
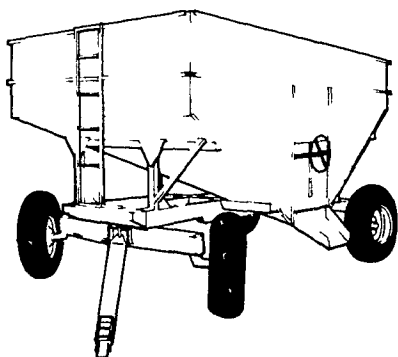
Height Length
34" x 16' **\$17.99**
38" x 16' **\$18.99**
52" x 16' **\$19.99**
Combination Panel

38" x 16' - Special for Calf Hutches

KORY GRAVITY BOX

Model S-165
• Silts - 7 ga. • 165 Bu.
• 970 lbs. • Heavy
• 60" Height Duty
Reg. Price \$489.95

Special Price **\$449⁹⁵**
Less Wagon & Tires

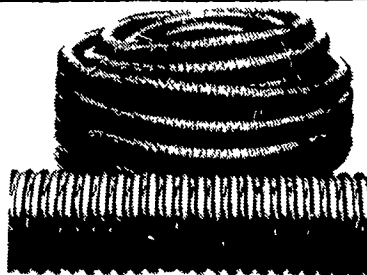


Electronic, Portable MOISTURE TESTER

Will test grain sample in (1) minute. Battery operated for direct use in the field. Saves you time and money. Compact weighs less than 5 lbs. and simple to operate. Operates on a 6 volt leak proof type battery and contains no vacuum tubes or critical components requiring maintenance. Dial plates are furnished for all common types of grain with each grain having its own plate calibrated to read directly in percent moisture. No Mt 2
Reg Price \$89.99
Sale Price **\$69⁵⁰**

FIELD DRAIN PIPE

4" Solid or Perforated **23¢ /Ft.**
6" Solid or Perforated **56¢ /Ft.**



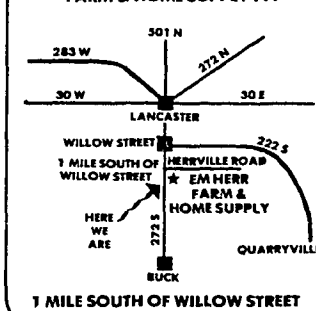
R.D. 1 RTE 272 SOUTH,
HERRVILLE RD.
WILLOW STREET, PA
Phone: (717) 464-3321

Store Hours:

Mon.-Thur. 7:30 A.M.-6:00 P.M.
Sat. 7:30 A.M.-5:00 P.M.
Fri. 7:30-9:00



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