

Outside, the sky hangs sullen and gray. Inside the cavernous, concrete-block building, the air matches the leadeness of the cloud

And I am bored.

This is my afternoon for volunteering in our county's dairy promotion sales booth at the local fair. Days of showers and the winding down of events have cut further into what is normally one of the slower days of business.

Besides the usual business of dipping delicious ice cream, this annual afternoon of dairy booth volunteerism has always served a second purpose: people watching.

Working at home as we do doesn't often provide for such a window on the world. Unfortunately this day, the flow of people is scanty.

Boredom does strange things to one's head. Or maybe it's just the overwhelmingly delicious smell of fresh roasted peanuts from a booth around the corner. Whatever, I find myself pondering things which normally wouldn't get a second thought.

Like the apparent enthusiasm with which people offer their bodies to advertising. Gosh, we spend millions of our own bucks every year to splash promotion for something - from our heads to

our toes. About every fifth person sported a promotional shirt or hat, making for interesting reading.

Travel locations with hands down in the tee-shirt category, featuring vacation sites from Hawaii to summer camp. Also favored are vehicles - trucks to motorcycles and foods. Rock groups, sports, even Mickey Mouse, stroll past the booth in this promotional parade.

"Did your parents really name you 'Milk'? asks a wise-guy exhibitor across the way of my bright blue tee-shirt imprinted with the white letters M-I-L-K. Hey, one has to flow with the trend, and when in Rome....

Hats lean more toward vehicles and equipment, with less space, of course, for creative artwork. One hat wearer, though, isn't about to use his "ad space" for promotional benefit. Printing on the headgear grumbles: "Whatever it is - I'm against it."

People are just as fascinating as tee-shirt reading on a slow

Sometimes the hats and shirts stop to point, laugh, and acquire a dairy promotional favorites: colorful cow erasers which never fail to amuse kids (old and young).

"I want the pink one," pleads a small youngster to the male adult accompanying him. "No, that's purple," the grownup insists, of the

South of Strasburg

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pink, rubbery cow. Saying no more, the youngster accepts the correction from what I mentally label a color-blind individual. When, an hour later another adult called it a Purple Cow. I start doubting my own eyes.

Not the guy who comes along a bit later and acquires one of the erasers. Claiming he's never made a mistake yet, he allows that he'll take one anyway. Just in case.

Dot matrix music, the clicking of a computer printer across the aisle, stirs me from a lenghty yawn. At the computer photo booth, a monitor which shows the subject being photographed broadcasts the picture of a dog. A dog? Moments later, a husky, burly gentlemen leaves with computer printout photo in one hand, and a handsome, fullbred Doberman following on the leash in the other. Capture your loved one in a photo,

"I'll have a soda," announces a small voice from a face I have to lean out over the counter to find. Two small youngsters push a baby in a carriage. No accompanying adult is in sight.

"Sorry, we don't have any soda," I reply. "How about Chocolate milk?'

"I'll have a chocolate milk," says the smudged-face, towhaired, about-five-year-old.

"No Heather," instructs the only-slightly-older, tallest of the three. "It's not free." While I fleetingly debate an out-of-pocket donation, the trio vanishes.

Before long, my stint is over. I gallop to the cattle barns just ahead of a cloudburst and head home through traffic for an evening of chores.

Convinced that such an occasional afternoon of boredom isn't a bad idea at all. Sign me up for next

"Make It With Wool"

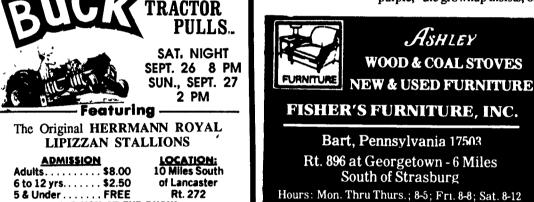
The "MAKE IT WITH WOOL" local contest will be held at 8:00 P.M., October 8, 1987 at the Unionville Community Fair, Unionville High School, in the Chester County Sheep and Wool Grower's exhibit tent.

The contest is open to individuals over 10 years of age who construct their garments using at least a 60% wool fabric -- commercially woven, hand loomed, knitted, felted, or crocheted.

The winners of the junior and senior divisions in this District competition will compete on the State level in November or December. The State winners have an opportunity to win scholarships and other prizes at the National competition in San Antonio, Texas in January 1988.

The purpose of the "MAKE IT WITH WOOL" contest is to focus attention on the beauty and versatility of wool; to encourage use of this incomparable fabric or yarn in sewing, knitting, crocheting, felting, or woven fashionable garments, and to help promote an American-made product -- American Wool!

Entries are due by October 1. Applications are available by contacting: Bobbie Leis, 4003 5th St. Road, Oxford, PA 19363, or calling (215) 932-9638. The contest is sponsored by the Women's Auxiliary to the National Wool Growers Association, a non-profit organization, and the American Sheep Producers Council, Inc.

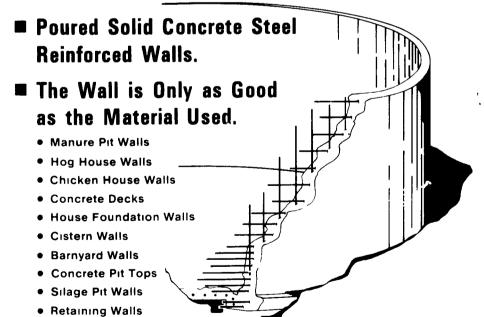


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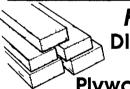
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