

# LANCASTER FARMING... The Most Useful Tool On The Farm!

The 1989 Starch Farm Market Report Indicates That Our Readers Continue To Rate Lancaster Farming A Very Important Tool In The Operation Of Their Farms. Examine The Results Of The Starch Report Below And Decide For Yourself Why Lancaster Farming Advertisers Get The Most For Their Advertising Dollars!



## 1989 STARCH Farm Market Report

Based on the 55 Major U.S. Farm Publications

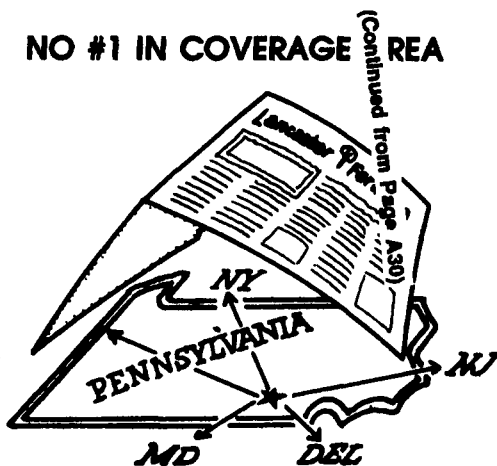
- # 1** In Readers Visits To Dealers! Lancaster Farming Readers Respond At Double The National Average \*
  - # 1** Nationally & Locally In Readers Discussing Advertised Products & Services \*
  - # 1** In Readers Who Clip Out Advertisements! Over 3.5 Times The National Average \*
- Plus** Readers Spend An Average Of Over Two Hours Reading Each Weekly Issue.

**Be Sure Your Ad Is In The Lancaster Farming —  
Our Pages Do The Talking!**

\* RATINGS FROM THE 1989 STARCH PROFILE OF FARM MARKETS AND THE 55 MAJOR PUBLICATIONS SERVING THEM  
(STARCH - A Nationally Recognized Print Media Rating Organization)

**Over 47,000 Paid Subscribers...CALL US NOW**

NO #1 IN COVERAGE REA



Office: 1 E. Main St., Ephrata, Pa.

P.O. Box 609

Ephrata, Penna. 17522

Phone 717-394-3047 - 626-1164 - 733-6397

Fax No. 733-6058

NO #1 IN COVERAGE AREA

