

American Hereford Association Creates Marketing Department

KANSAS CITY, Mo. — The American Hereford Association, recognizing the need to maintain and increase market share in the livestock industry, is reorganizing its departments primarily responsible for marketing and communications.

It has established the department of marketing and development to help address this issue and the overall image of the Hereford breed. To ensure its effectiveness, a complete reorganization of the communications efforts for the "American Hereford Journal" and American Hereford Association is being addressed.

The new department replaces the former Department of Information at the breed's headquarters in Kansas City, Mo.

The reorganization will enable the American Hereford Association to more effectively analyze industry direction and respond in a timely manner through advertising, public relations, and communications. It will encourage the participation and development of young staff members in non-traditional ways to foster professional growth within the organization.

Debbie Norton of Topeka, Kan., has been selected to lead this effort as director of marketing and development. A native of Grandfield, Okla., she previously served as advertising manager of the "American Hereford Journal."

Norton coordinated all advertising for the monthly magazine and semiannual commercial newspaper, "The Commercial Hereford." She was instrumental in the development of the 1990-1991 Ameri-

can Hereford Association advertising campaign which carried headlines such as "A New Feed Test" and "The Big Change."



Debbie Norton

Norton brings years of experience in the purebred industry and advertising to her post. For 12 years, she was the sole proprietor of Norton Advertising Co., a full service agency specializing in livestock advertising, including a livestock catalog publishing component.

BUY, SELL, TRADE OR RENT THROUGH THE CLASSIFIED ADS

4 BUILDINGS AND SUPPLIES

Allied Steel Buildings, Commercial, Industrial, Agricultural Building YOUR Business is OUR Business A.S. HOOVER, 3125 Manor Road, Coatesville, PA 19320 1-800-942-2591.

POLE BUILDINGS Garages-Horse Barns-Storage-Commercial. 24X40X10 completely erected, \$5,295 Other sizes and options available. WENGER ENTERPRISES 1-800-767-9033

150 8x8x16 used concrete blocks. 717-665-4743.

200+ Seasoned Oak and Larch 4x4x7 1/2' fence posts, \$400. 717/754-3009

Blue Stone from old house. Best offer. 717/768-7012.

For Sale: 2x8 YP, TNG barn flooring, kiln dried, will deliver to Lancaster area, Enos King, Box 128, Rebersburg, PA 16872. answering service (814)231-6303

For Sale. Used Cypress boards, good condition Call (717)548-2564 after 6pm

For Sale: Used 00 Frick Sawmill. Pine and hemlock lumber. Custom sawing at \$.09. Valley View Lumber, RD 2, Box 522, Mifflintown, PA 17059.

FREE BARN Approx 60'x60', not damaged You Remove and Dismantle 215-395-2600.

FREE BARN FOR THE TAKING: Approx. 40'x80'. All good lumber. 717-385-5077

LUMBER: White Pine and Hemlock, cut to your order. We cut long lengths. (717)567-3003.

65'x50' 2 story dairy barn, w/24'x56' 2 story attached straw shed. Built 1929 w/ slate roof. 215-348-8487.

Antique building materials, beams, wide pine boards, flooring, doors, etc 717/249-2304

BARN: Dismantle York County Rt. 30 Hellan Exit 40x90 best offer Call Jim or Bridget (717)246-1111, (717)246-2111. Write P.O. Box 6, Dallastown, PA 17313.

New surplus 32"x16"x1 1/2" GNI wooden I-Beams Priced to sell (717)733-6698. Ask for Clair

Paint, epoxy, enamel, and other industrial grade coatings. Only red available in epoxy, could be used as superb primer, ideal for milk houses, roofs, equipment, tanks, wood siding Enamels \$5/gallon, epoxy \$8/gallon 10 gallon minimum. Other paints available. All top grade. (717)394-4980.

Vinyl Siding and Accessories, White \$39.00, Colors \$42.00. Mifflinburg, PA 717-966-1149.

WANTED TO BUY: Locust posts Must be 3"x6"x7" Paying \$5 00 301-833-9091

Wanted: White pine rough cut lumber, air dried 6 months or more, 1 x 12 - 10 - 12 - 14 215-257-9208.

Log homes and barns, wide yellow pine flooring, antique wide white pine flooring. Call 717-374-7122.

D&S Roofing & Siding
All materials and labor
10% Off Until June 1, 1991
(717) 768-7329

★★★★★★★★
TWIN HEMLOCK BUILDERS
• Pole Buildings
• Riding Arenas
• Equipment Sheds
• Storage Sheds
• Garages
• Pavilions
• Etc
• Also Remodeling
Call For Free Estimates
215-445-9864
★★★★★★★★

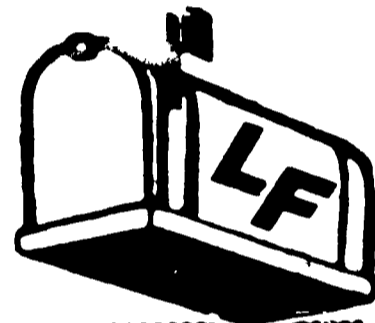
CLASSIFIED AD ORDER BLANK

PLEASE WRITE CLEARLY

MAIL TO:
LANCASTER FARMING
P.O. Box 609, Ephrata, PA 17522

DEADLINES:
SECTION C - WEDNESDAY
AT 5:00 P.M.

SECTION D - THURSDAY AT 9:00 A.M.
OF EACH WEEK'S PUBLICATION



NOTE: Please do not use this form for Mail Box Market Ads, see instructions with Mailbox Markets.

Name _____
Address _____
City _____ State _____
Zip _____ Phone (____) _____

Please publish my _____ word ad _____ times starting with the _____ issue. Classify under # _____. I enclose _____.

Box Replies: Ads with answers coming to a box number, c/o Lancaster Farming: \$1.50 per ad per week additional.

This newspaper will not be responsible for more than one incorrect insertion of any advertisement

CLASSIFIED ADVERTISING RATES

34¢ per word per week - 1 or 2 times
28¢ per word per week - 3 or more times

11 word minimum

Words	1 Time	2 Times	3 Times
up to 11	3.74	7.48	9.24
12	4.08	8.16	10.08
13	4.42	8.84	10.92
14	4.76	9.52	11.76
15	5.10	10.20	12.60
16	5.44	10.88	13.44
17	5.78	11.56	14.28
18	6.12	12.24	15.12
19	6.46	12.92	15.96
20	6.80	13.60	16.80

Lancaster Farming
1 E. Main St.
Ephrata, Pa. 17522
717-394-3047
or Litz
717-626-1164

PHONE HOURS:
Mon., Tues.,
Wed. & Fri.
8 a.m. to 5 p.m.
Thurs.
7 a.m. to 5 p.m.

OFFICE HOURS:
Mon. thru Fri.
8 a.m. to 5 p.m.

The following categories are available for your classified advertising. In Section D. Deadline-Thursday morning at 9 of each week's publication

- 1- Farm Equipment
- 1a- Construction Equipment
- 2- Farm Eq. Wanted
- 3- Silos and Unloaders

The following categories are available in your classified advertising. In Section C. Deadline-Wednesday afternoon at 5 of each week's publication.

- 4- Building and Supplies
- 5- Grain Equipment
- 6- Dairy Equipment
- 7- Livestock Equipment
- 8- Cattle
- 9- Horses & Mules
- 10- Sheep & Goats
- 11- Swine
- 12- Artificial Breeding
- 13- Hog Eq. & Supplies
- 14- Poultry & Supplies
- 15- Feed & Seed
- 16- Fertilizer
- 17- Plapts
- 18- Fruits & Vegetables
- 19- Nursery
- 20- Lawn & Garden
- 21- Services Offered
- 22- Custom Work
- 23- Help Wanted
- 24- Situations Wanted
- 25- Business Opportunities
- 26- Household
- 27- Pets
- 28- Lost
- 29- Found
- 30- Computers
- 31- Notice
- 32- Miscellaneous
- 33- Recreational Vehicles
- 34- Autos
- 35- Trucks & Trailers
- 36- Real Estate

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40

(Phone Numbers Count As One Word)