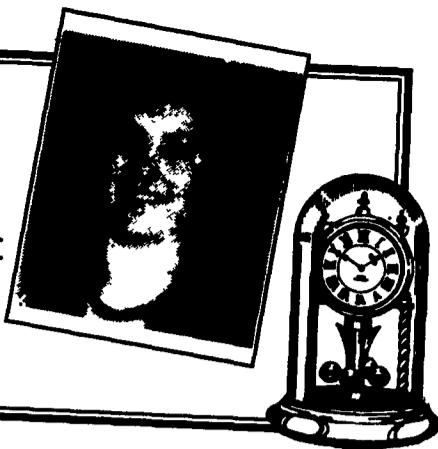


Taking Time
by
Lehigh Co.
Extension Agent

Rebecca Escott



Yesterday I received my priority mail "Official Final Round Entry Documents" for the Publishers Clearing House sweepstakes offer. I rescued the product coupons for future use and promptly discarded the rest...so when my number is picked, don't call me.

Consumers these days are bombarded with offers "too good to refuse" in the mail, on the phone, on TV, in catalogs, at community

events, and even at the front door. Some of the offers are legitimate marketing techniques. Others are true scams designed only to make some fast money at a consumers expense.

Sweepstakes are designed to get people to open an envelope, browse through some product advertisements and then send in an entry form. In return, they may win a prize or cash. Legitimate contests allow participation with or without

a purchase. There should also be no entry fee required. Corporations can afford to give out substantial prizes because the sweepstakes itself generates lots of attention to and money spent on the company's products. The question is, are you being tempted to spend money on a product you don't need because of the lure of an extravagant cash prize?

In sweepstakes contests, winners are selected by either a random drawing or a preselected number. In the preselected system, each chosen number corresponds to a specific prize. These numbers are drawn by a third party before the mailing occurs and is kept secret from the sponsor until the end of the promotion. That's why mailings can truthfully say, "You may have already won."

So how can consumers tell the difference between legitimate sweepstakes mailings and look-alike scams? Check these points:

✓ Are the rules and entry instructions easy to find and

understand?

✓ Does the advertising copy state that no purchase is necessary in order to win?

✓ Do you really know what the prizes are and do you want them? Some pictures can be deceiving.

✓ Is the grand prize awarded to only one winner or is it shared. Shared sweepstakes prizes can sometimes be as little as a few cents. But now the company has your name and address to use for future promotional mailings.

✓ What are your chances of winning one of the major prizes? Remember in legitimate contests, ordering a product WILL NOT increase your chances of winning. Are you spending money unwisely?

✓ What is the postmark on the mailing you received? If you receive a note that says you definitely won but the postmark is a bulk mailing permit number, this means a similar letter went to hun-

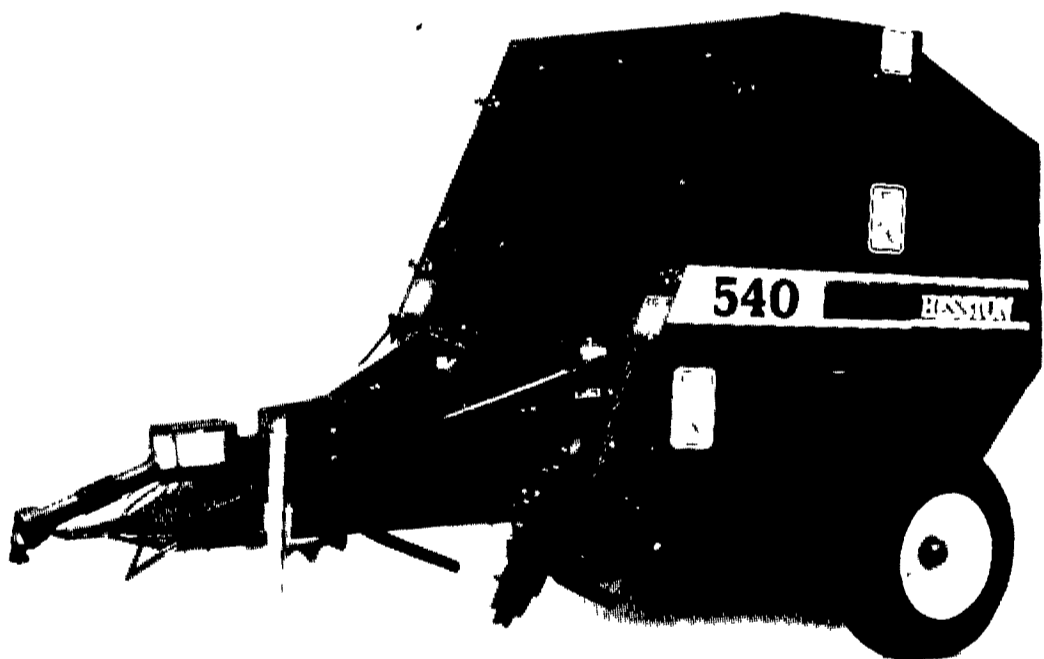
dreds or thousands of others. It's not likely that you won one of the grand prizes with a mailing notice like this.

✓ Is this a sweepstakes that requires no purchase or fees or is it some other kind of product promotion that may include charges to 900 numbers, shipping/redemption fees, taxes, purchase of a product in order to qualify, etc.

✓ Who is the sponsor of the mailing? Disreputable companies sometimes use a variation of a nationally recognized name.

Sweepstakes offers are not the only things that con artists can distort to get consumers to spend money unwisely. The credit card industry and telemarketing associations are also battling fraud. As a consumer, it pays to be skeptical and ask questions. Never spend money that you are not willing to lose. And remember, "If it sounds too good to be true, it most likely is."

BIGGER BALES. WITHOUT A BIGGER TRACTOR.



**Now's The
Time To Buy!**
See Dealers Below
For Company Programs,
Financing And
Warranty Information

When we designed the 540, we knew you wanted a higher capacity round baler with versatility and convenience. We also knew you liked your tractor.

Truth is, you can keep your present tractor. Because with the 540 attached, all you need is a minimum 45 PTO hp tractor. We built the 540 with all the features of a large baler but in a compact, low-profile design. The direct-feed, open-throat design makes for fast bale starts and easy operation, and the variable chamber makes bales from 30" to 51".

You'll be able to handle a wide variety of crops with great maneuverability. All with your current tractor.

So stop in at your AGCO/Hesston dealer listed here and ask about our flexible financing plans for the 540. Or our wide selection of other equipment, all backed by the AGCO Warranty Program. Hesston. It'll change the way you look at hay fields forever.



HERNLEY'S FARM EQUIPMENT, INC.
2095 S. Market St. Elizabethtown, Pa.
717-367-8867

STOLTZFUS FARM SERVICE, INC.
Rts. 10 & 41 Cochranville, Pa.
215-593-2407

ZIMMERMAN'S FARM SERVICE
School Road, Rt. 1 Bethel, Pa.
717-933-4114

STANLEY'S FARM SERVICE
RD 1, Box 46 Klingerstown, Pa.
717-648-2088

UMBERGER'S OF FONTANA, INC.
RD 4, Box 545 Lebanon, Pa.
717-867-2613



Every Family Must Have this Magazine!
A New, Unique Magazine with art, history, new & old interesting articles that everyone will enjoy—but will be of particular interest to the older generation and to plain folks.

- ♥ A Beautiful Painting on Every Cover
- ♥ PA Dutch Writing by Bill Clouser, Spring Glen
- ♥ Kathryn's Korner - A Section for the Ladies
- ♥ Kid's Korner - Stories and Puzzles for the Kids
- ♥ A Power Section - Early Uses of Steam & Electricity
- ♥ Old & New Articles on Farming
- ♥ Interesting Wildlife Articles
- ♥ A Continued Story of the 19th Century Dutch Immigrants coming to Michigan from Holland. Read how the mysterious man in bearskin finally made himself known!

Subscribe by January 9, 1995 to receive your first monthly issue beginning in January!

Send your check or money order in the amount of \$20 (for US residents), \$25 for Canadian Residents or \$29 for Residents of all other countries to:

The Old Country News, Dept. L, R.R. 2 Box 59, Millersburg, PA 17061

HEAVY DUTY HOOF TRIMMING TABLES



- 12-year building experience in the tables design
- 2"x2" tube frame chute
- chute measures 75"x28"x72" high
- 4" casters for cradle fold-up
- Two hydraulic cylinders for extra stability

• 2 10-inch lift belts

• 3500 lb. axle with or without brakes

• tool box for D.C. pump and battery protection

• manure grate to keep work area clean



- fold away side gate
- removeable head board
- 45 min. video from International Hoof Trimming School of Canada

Delivery Available

THREE MODELS TO CHOOSE:
1. PORTABLE 2. STATIONARY 3. 3 POINT HITCH

BERKELMAN'S WELDING
RR 7, AYLMEER, ONTARIO, CANADA N5H 2R6
(519) 765-4230