

# Overview Of The 1998 Big E, 'The Great New England Fall Festival'

**WEST SPRINGFIELD, Mass.** — The Big E celebrates its 77th year and autumn in New England with a spectacular showcase of the region's finest livestock, agriculture, living history, amusements and more. Fairgoers will find attractions to please every member of the family at "The Great New England Fall Festival," September 18 through October 4, with fascinating exhibits, exciting shows and contests, great food and a host of live entertainment that will burst forth over the fairgrounds for the annual 17-day spectacle.

Farm Highlights of the Big E include:

**HARVEST NEW ENGLAND DEMONSTRATION KITCHEN**, sponsored in part by A. Boilard and Sons, Inc. and Salemi Appliance Service, returns to The Big E by popular demand. At a newly expanded location in the New England Center with large capacity seating, demonstrations of cooking and food preparation will be presented every day of the fair by celebrity, local and regional chefs, cookbook authors and culinary school masters. There will be lots of delicious food samplings, as well as Cookbook signings and cooking contests at the fully equipped demonstration kitchen. Guests will include TV chef Mary Ann Esposito, star of "Ciao Italia" on Sept. 18 and Mario Batali of the TV Food Network's "Molto Maria" and "Mediterranean Mario" on Oct. 3.

**THE BIG E CIRCUS**, under the Bit Top, sponsored by Coca-Cola — A must-see attraction with a long-standing tradition at The Big E! Among the top acts from around the world that will be showcased in the intimate European-style tent will be the uproarious Mark Karoly and his comedic Karoly riders. Also appearing will be Nellie Hanneford and the Royal Hanneford Elephants, the spell-binding aerial act of the Marinoffs, Grandma from The Big Apple Circus, a gifted 13-year-old juggler and returning by popular demand, Miss Sylvia Zerbin and her Liberty Horses. The circus is free to the public and show times are daily all during the fair at 1, 4 and 7 p.m.

**AGRICULTURAL COMPETITIONS AND EVENTS** — Many of the finest and most prestigious agricultural contests in the Northeast take place at The Big E. Continuous 4-H and open livestock shows and competitions will be held in the expansive Mallary Complex for beef and dairy cattle, sheep, goats, llamas and swine. On the Avenue of Agriculture, children and adults can get up close to many types of farm animals and learn about the roles they play in modern life. Fairgoers won't want to miss the unique Butter Barn, where they can watch

world-famous sculptor Jim Victor at work on his latest butter animals. They can see the making of and purchase a variety of wool and other fiber fabrics and articles in The Fiber Nook boutique and learn about the milking process in the Milking Parlor for cows, sponsored by the New England Dairy Promotion Board. The Coliseum will be the site of the 4-H Horse Show Sept. 25-27, Ox Pulling Competitions Monday, Sept. 28 and Horse Pulling Competitions on Tuesday, Sept. 29.

**FARM-A-RAMA** — Hatching chicks and other farm critters, domesticated and herd llamas, and colossal Hallamore Clydesdales will all make their home in Farm-A-Rama for 17 days of the fair. There will also be prize-winning produce and horticultural creations on display. The Farm-A-Rama Stage, sponsored by United Waste, will present fun and educational entertainment with a barnyard flair and the "On The Farm" quiz show. Information on vocational agriculture can also be found at one of the most popular family attractions at The Big E.

**BUDWEISER CLYDES DALES** — Crowd-pleasing and magnificent, this famous eight-horse hitch will appear in The Big E Grande Parade, sponsored by Stop & Shop, daily at 5 p.m. and at selected evening classes of Eastern States Exposition Horse Show in the Coliseum. These "gentle giants" will also be on display near the Giant Slide.

**BARN TOURS®** — The Big E offers professionally guided "Barn Tours®" of its agricultural areas daily from 9 a.m. to 5 p.m. Tours depart from the rotunda of Mallary Complex.

**MINIATURE CIRCUS DISPLAY** — In the Hampden County Building, an intricate handmade, hand-painted, 1:48 scale version of the 1946 Ringling Brothers and Barnum & Bailey Circus will enthrall fairgoers. Painstakingly and lovingly crafted over a 22-year period by artist and circus buff Brooke Evans, this enchanting display provides an authentic view of the 1946 extravaganza which includes the Big Top tent, 140 miniature circus wagons and 88 train cars.

**EASTERN STATES EXPOSITION HORSE SHOW** — The 1998 Eastern States Exposition Horse Show, A-rated by the American Horse Shows Association, will take place in the Coliseum, with classes for Saddlebreds, Morgans, and Hackneys Sept. 17-20; for Hunter and Jumpers, Sept. 23-27 featuring the ASPCA Maclay Regional Finals Sept. 27.

**NATIONAL DRAFT HORSE SHOW** — The might and power of heavy horse teams will rouse

the Coliseum Oct. 1-4 with the prestigious Draft Horse Show, sponsored by Budweiser. The North American Six-Horse Hitch Classic Series 1998 Championship Finals will take place on Oct. 4, offering sights never seen before in these parts, as the finest and most powerful heavy horse teams in the U.S. compete for national honors and top cash prizes.

**THE AVENUE OF STATES** — The jewel-like Avenue of States brings New England's culture and bounty together at one of the most famous and popular attractions at The Big E. Each of the six pristine buildings on the Avenue is modeled after its original statehouse, and visitors will discover inside each state's native foods, products, crafts and abounding recreational opportunities.

**STORROWTON VILLAGE MUSEUM**, sponsored by Yankee Magazine and The Old Farmer's Almanac — Step back in time at Storowton Village Museum, where life is true to history and where fireplace cooking, fascinating craft demonstrations and the blacksmith's handiwork will impress old and young alike. The Storowton Village Green will be abuzz with 19th century life including artisan demonstrations by Nick Nichols' "The Tool Chest," Robert Aborn, "The Broom Squire," William Wigham, "The Village Hatmaker," John Mikola, "The Village Wainwright," A.K. Phillips, "The Village Chairmaker" and Buford Reedy, maker of hand carved wooden bowls. In the Phillips House Garden, the Samuel Adams Micro-Brew Garden will offer frosty beverages and delicious fare.

**THE STORROWTON GAZEBO**, sponsored by Frito Lay — One of childhood's most cherished characters, Winnie the Pooh, will come to life in a full-scale musical adventure created by an Emmy Award-winning writer. Kids will also relish going back in time with Early American Children's Games daily at noon and with additional games at 5:30 p.m. on Saturdays and Sundays.

**COMMERFORD'S PETTING ZOO**, sponsored by Freihofer's and Rondeau Ice & Dairy Bar — Get up close to feed and pet exotic and barnyard animals at two Commerford menageries, at Gates 4 and 7. Kids can also line up for camel and elephant rides at both locations.

**RECIPE CONTESTS AT HARVEST NEW ENGLAND DEMONSTRATION KITCHEN**, New England Center — Fairgoers can watch contestants vie for blue ribbons and prizes at five authentic contest judgments. Entry forms and contest rules are available by calling 413-787-0110 weekdays

from 9 a.m. to 5 p.m. by August 14, 1998.

• **LAND O LAKES® Butter Best Cookie Contest**, Sept. 22 at 11 a.m. — The bests tasting and most creative cookie recipe using LAND O LAKES® Butter will win this delectable competition.

• **LAND O LAKES® Margarine "Sweet Treat Team" Championship**, Sept. 24 at 4 p.m. — Teams composed of an adult over 18 and a youth under 18 are challenged to create a winning sweet treat using LAND O LAKES® Margarine.

• **Pepcid AC "Spice Up Your Life" Cooking Contest**, Sept. 25 at 11 a.m. — Anything goes in this competition to select the best in savory fare, the spicier the better!

• **National Best SPAM® Recipe Contest**, Sept. 28 at 11 a.m. — Fairgoers will see that many unique recipes can be created with SPAM® in this contest sponsored by SPAM® and Hormel Foods.

• **Fleischmann's® Yeast Best-Ever Bread Competition**, Sept. 29 at 11 a.m. — Great bread bakers will rise to the occasion as they tempt the judges with scrumptious breads.

**ANTIQUÉ MOTOR VEHICLES** — On the Avenue of States, fairgoers will enjoy an Antique Car Display on Sept. 20 and Oct. 3, an Antique Steam Engine Fire Truck Display Sept. 26 and 27, and a Street Hot Rod Display Oct. 4. All hours are 10 a.m. to 4 p.m. Vehicles will also appear in The Big E Grande Parade, sponsored by Stop & Shop.

**MOVING ATTRACTIONS** — Watch for fairtime entertainers such as The Mechanical Man, Oscar the Robot, and BiggieE, the official fair mascot, roaming the fairgrounds.

**GATE ADMISSION PRICES** — Anyone can Be A Kid For A Day on The Big E's opening day when everyone gets in for \$6, the

admission price of a child. (Children 5 and under - free) Sept. 19-Oct. 4 Admission prices: Adults - \$10; Children, ages 6-12 - \$6; Children 5 and under - free; Two-Day Pass, good for any two days of the fair - \$16; Senior Citizens Days, for visitors age 60 and over, Sept. 22 and 29 - \$8; After 5 p.m. admission, Monday through Friday - \$8; Pay-One-Price on the Magic Midway, Monday through Thursday - \$12.

**ADVANCE ADMISSION PRICES** — Advance Adult Admission Tickets - \$8 (a \$2 savings) advance adult tickets (13 years of age and above) are available at all Stop & Shop supermarkets Aug. 23-Sept. 12 and at The Big E box office now through Sept. 12. Advance Magic Midway Vouchers - \$10. Exchange on Pay-One-Price days Monday through Thursday to ride all the rides or any other day for 30 ride coupons. Advance midway vouchers are available at Stop & Shop locations in Western Massachusetts and Connecticut Aug. 23-Sept. 12 and at The Big E box office now through Sept. 12.

**BIG E EXPRESS PARK AND RIDE PROGRAMS** — PVTA buses serve The Big E daily from the Springfield Sheraton and Marriott hotels, the I-91 North and South parking garages and the Holiday Inn in downtown Springfield and from West Springfield hotels including the Hampton Inn, Super 8 Motel, Comfort Inn and Suites, Quality Inn, Red Roof Inn, Bel Air Motel, Ramada Inn, Econo Lodge, Days Inn and Red Carpet Inn, Knoll Motel for hotel guests. Call 413-781-PVTA for more information. Additional weekend shuttle service will be available from the Holyoke Mall, Fairfield Mall and Chicopee hotels for hotel guests, Wal-Mart and Eastfield Mall in Springfield, West Springfield High School and Enfield Square.

## Golden Harvest Adds Corn

**BLOOMINGTON, Ill.** — Golden Harvest Seeds, Inc., has added Roundup Ready® Herbicide Protected Corn to its technology portfolio for corn hybrids through an agreement signed with Monsanto.

Golden Harvest hybrids containing the Roundup Ready gene will be available in limited distribution for the 1999 growing season with Corn Belt-wide distribution for the 2000 growing season, pending successful testing, Golden Harvest Executive Vice President, Jim Shearl said.

"This technology was accessed because it brings value to our customers," said Shearl. "Because it is an independent brand, Golden Harvest is free to select technologies from any of the various technology developers. Golden Harvest's autonomy allows us to choose the technologies with the greatest value to our customers."

Golden Harvest National President Lester Thorp says the company's agronomists will study hybrids containing the

gene during the 1998 growing season through its Agronomy Up Front™ program. The program studies all Golden Harvest hybrids including the effects of specific herbicide programs and how these herbicide programs effect yield.

"Through Agronomy Up Front, we share valuable research information that allows our customers to make the most informed decisions to achieve maximum yield potential and profit," Thorp said. "Studies on this new technology will complement the herbicide-resistant product studies and traditional product management studies our customers have come to expect from Golden Harvest."

AgriCulver, Inc. Trumansburg, N.Y. is the Golden Harvest distributor for the Northeast. Rod Porter, product manager with AgriCulver, remarked, "We are pleased that AgriCulver will be able to offer Northeast growers an additional choice in Roundup Ready Corn technology."

# MILK

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## Kutztown Fair Posts Goat Show Results

**KUTZTOWN (Berks Co.)** — Kutztown Fair conducted its goat show on Monday here at the fairgrounds.

Following is a list of show placings.

### KUTZTOWN FAIR GOAT SHOW RESULTS

**ALPINE**  
Kid Birth To 5 Months 1 Jennifer Neiman  
2 Jennifer Neiman  
Doe 1 Year and Under 2 Not In Milk 1 Jennifer Neiman 2 Jennifer Neiman

Junior Champion Doe Jennifer Neiman  
Reserve Jennifer Neiman  
Doe 2 Years and Under 3 1 Jennifer Neiman 2 Jennifer Neiman  
Doe 3 Years and Over 1 Jennifer Neiman 2 Jennifer Neiman  
Senior Champion Doe Jennifer Neiman  
Reserve Jennifer Neiman  
Grand Champion Doe Jennifer Neiman  
Reserve Jennifer Neiman

**LA MANCHA**  
Kid Birth To 5 Months 1 Tatum E. Fisher 2 Tatum E. Fisher  
Junior Champion Doe Tatum E. Fisher  
Reserve Tatum E. Fisher  
Grand Champion Doe Tatum E. Fisher  
Reserve Tatum E. Fisher

**RECORDED GRADE**  
Kid Birth To 5 Months 1 Jennifer Neiman  
Champion Jennifer Neiman

**BEST OF SHOW**  
Jennifer Neiman

**SHOWMANSHIP AND FITTING**  
Seniors 1 Jennifer Neiman  
Juniors 1 Tatum E. Fisher  
Grand Champion Jennifer Neiman  
Reserve Tatum Fisher

**SHOWMANSHIP**  
Seniors: 1. Jennifer Neiman.  
Juniors: 1. Tatum E. Fisher.  
Grand Champion: Jennifer Neiman.  
Reserve: Tatum Fisher.