



# EAST PENN VALLEY



LIKE US, LOVE US AND PLEASE SHARE US ON FACEBOOK. Feel free to leave a comment about your local advertisers.



SCAN AND GO DIRECTLY TO OUR WEBSITE

# Merchandiser

**Back To School Deadline Is August 5**

Serving Eastern Berks & Western Lehigh Counties.

PUBLISHED BY... THE WINDSOR PRESS, INC. (Family Owned & Independent Since 1958)  
6 NORTH THIRD STREET, P.O. BOX 465, HAMBURG, PA 19526-0465 • FAX: 610.562.2770  
610.562.2267 • Open Monday Through Friday 10 AM - 4 PM

ON THE WEB: [www.windsorpress.com](http://www.windsorpress.com) or [www.epvmerchandiser.com](http://www.epvmerchandiser.com)

You can directly link to any display advertiser's website through our online edition. HIGHLIGHT & CLICK

WE ACCEPT



**Erb ELECTRIC**

Serving The Community For Over 75 Years

15085 Kutztown Rd., Kutztown, PA 19530  
Ph: 610-683-7324 | Fax: 610-683-5499

Monday - Friday 10:00 am to 5:00 pm  
Saturday 10:00 am to 2:00 pm  
Sunday Closed  
PA027347

- Appliance sales & services
- Indoor and outdoor lighting
- Baseboard heat and exhaust fans
- Water heaters

**HOME IMPROVEMENTS**

Jacuzzi Bath Remodel can install a new, custom bath or shower in as little as one day. For a limited time, waving ALL installation costs! (Additional terms apply. Subject to change and vary by dealer.) Offer ends 6/30/24. Call 1-844-826-2535 (\*238149).

Safe Step. North America's #1 Walk-In Tub. Comprehensive lifetime warranty. Top-of-the-line installation and service. Now featuring our FREE shower package and \$1600 Off for a limited time! Call today! Financing available. Call Safe Step 1-833-356-1954 (\*237707).

Want a greener lawn? TruGreen's your go-to for a tailored lawn care plan. Act now and get 50% off your first service with a purchase of an annual plan. Call us at 1-844-634-1742 to learn more. (\*238225).

What do you call a dog on vacation in the desert?  
A Hot Dog ♡!!!!

**HOUSEHOLD ITEMS/ FURNITURE**

Why did the cucumber call in sick for it's vacation?  
It felt pickled!! (:

**MOTORCYCLES/ATV'S**

**Buying Clean Motorcycles & ATVs! Cash paid, loans paid off! Call 610-282-8373!**

DIAGNOSED WITH LUNG CANCER? You may qualify for a substantial cash award - even with smoking history. NO obligation! We've recovered millions. Let us help!! Call 24/7. 1-888-650-9135 (\*235628).

WANTED! MOTORCYCLES! Antique and Classic. Honda, Kawasaki, Suzuki, Yamaha, Triumph, BSA and other foreign models. Paying CaSh. Please Call 717-577-8206 KRMiller1965@yahoo.com (\*234829).

**SERVICES**

A Wise Man Once Said: "You know what happens when you don't advertise? NOTHING"!!!!

**DAN'S PLUMBING Repair Service Alburts, Offers full Commercial Residential Plumbing Services. Fixture Repair, Replacement, Water Heaters, Gas and Electric, Water Treatment, Drain Cleaning, Kitchen and Bathroom Remodeling. NOW OFFERING: Mobile Home Repairs Complete Repiping of Mobile Homes, Heat Tape Replacement, Floor Repairs/Replacement, Painting. Call 610-966-5249 or 610-730-2401 cell number. Licensed Master Plumber, Fully insured PA028381.**

**HOME REPAIR & REMODELING: We Offer Full Home Services from Small Repairs to Complete Homes. Call Us about your Project! Martin Construction 610-683-6120.**

**PET CREMATION Services Peach Tree Cremation Services, LLC, Leesport. Call Derek M.D. Leibensperger, 610-926-2737. Family Owned & Operated.**

**CHILDCARE**

What do you call a fly without wings???  
A Walk ♡♡!

**DEAN R. ARNER, AUCTIONEER, LLC**

**PUBLIC AUCTION!**

Thursday, July 5, 2024 at 10:00 AM

Location: 580 Cherry Road, Northampton, PA 18067. Antiques, crocks, sleigh bells, adv. items, Jim Shore angels, clocks, floor safe, outdoor decor., Hess trucks, furniture, HH-goods & much, much more! Check full listing & photos at [www.deanarnerauctions.com](http://www.deanarnerauctions.com).  
**DEAN R. ARNER AUCTIONEER, LLC**  
AY-002077L • PH.: 570.386.3389

**UNIROYAL**

**Uniroyal Tiger Paw**

Features

- Highly sipe tread design with an All Season compound
- Wide, circumferential tread grooves
- DuraShield® construction

Benefits

- Reliable performance in all seasons
- Evacuates water fast for optimal traction on wet pavement
- Offers durability and reliability on the road.

**WE HAVE THE TIRE YOU NEED!**

**KANTNER'S TIRE SERVICE, INC.**

NEW HOURS  
Monday - Friday 7:30 to 5:00  
Saturday & Sunday Closed

230 South Franklin Street, Shoemakersville  
Hours: MONDAY THRU FRIDAY 7:30 to 5:00;  
SATURDAY & SUNDAY CLOSED  
610-562-2567  
[www.kantnerstire.com](http://www.kantnerstire.com)  
Now Accepting: Goodyear Credit Cards

**SERVICES**

**PROPERTY CLEANUP: We clean attics, garages basements, brush piles yard waste and scrap metals, we demo sheds, patio concrete, fences, large and small buildings etc along with lot clearing stump removal and general excavation, small jobs are OUR SPECIALTY! Cal JOHN HEFFNER 610-587-2886**

**RECREATION/ SPORTING GOODS**

What do you call a cat on a beach vacation?  
Sandy Claws!!!! ahahaha

**WANTED TO RENT/BUY**

**BUYING CLASSIC CARS Trucks, SUV's. American and Foreign. Any condition. Buying entire car collections. Paying CaSh. Please Call 717-577-8206 KRMiller1965@yahoo.com (\*234828).**

**CASH FOR YOUR CAR, Call 610-916-7000. Steve Moyer's Subaru.**

**TOYS WANTED: Trains and accessories, all makes. Toy soldiers and other figures, Christmas things, space toys, robots, mechanical banks, trucks, cars, boats, wagons, buildings, fire engines, air-planes, windups, pedal cars, marbles, farm toys, candy, containers, erector sets. Call George 610-372-1681 with any old toys.**

**AUTOMOBILES/ TRUCKS**

Get a break on your taxes! Donate your car, truck, or SUV to assist the blind and visually impaired. Arrange a swift, no-cost vehicle pickup and secure a generous tax credit for 2025. Call Heritage for the Blind Today at 1-844-320-2804 today! (\*238274).

**HOME IMPROVEMENTS**

Eliminate gutter cleaning forever! LeafFilter, the most advanced debris-blocking gutter protection. Schedule a FREE LeafFilter estimate today. 20% off Entire Purchase. Plus 10% Senior & Military Discounts. Call 1-855-791-1626 (\*238224).

**Online Advertising Works Like Magic**

Place your display ad in the weekly online edition of the Northern Berks and East Penn Valley Merchandisers to start the magic. Weblinks are attached to ads and they are posted on Facebook too.

**The Windsor Press** SINCE 1958 INCORPORATED

6 North Third Street  
P.O. Box 465, Hamburg, PA 19526  
610-562-2267 • FAX: 610-562-2770  
[www.windsorpress.com](http://www.windsorpress.com)

**BUYING WRECKED, RUNNING OR DISABLED CARS • TRUCKS • VANS • EQUIPMENT • FORKLIFTS**

Drive in or We'll Pick Up!  
Call: 570.754.7491

**NAFTZINGER USED AUTO PARTS**  
S. 7th St., Box 223, Auburn, PA 17922  
Open Mon.-Fri. 8:30-4:30; Sat. 8:30-2:00; Sun. Closed

**HOLLYWOOD BIRTHDAY PARTIES AVAILABLE NOW**

Must use our paint.

**Iron Triangle Paintball Club**

7720 Chestnut St. (Rt. 100), Zionsville, PA 18092  
[www.irontrianglepaintball.net](http://www.irontrianglepaintball.net)  
610.965.4382



## Neighborhood **Ozgood's** Grill & Bar

★ ENJOY OUR WEEKDAY SPECIALS EVERY WEEK ★  
 Mon.: Burger Night • Tues.: Seafood Feature Night  
 Wed.: Chef's Choice Night • Thurs.: Shrimp Night  
 Fri. & Sat.: Themed Weekend Specials • Sun.: Chef's Choice Night

Great Chicken, Seafood, Steaks,  
Burgers, Sandwiches & Wings

**Friday, July 26<sup>th</sup> & Saturday, July 27<sup>th</sup>**  
**PRIME RIB**  
 USDA Choice Cuts Of Slow Roasted Prime Rib  
 ALSO SERVING OUR REGULAR MENU  
 Open Daily 11 AM - Like Us On Facebook  
 4 Lincoln Road, Kutztown, PA 19530  
 484.641.5222 www.ozgoodsgrillandbar.com

**HOURS:**  
 Wed. & Thurs. 4:00 pm - 7:00 pm  
 Fri. & Sat. 4:00 pm - 8:00 pm  
 Sun. 11:30 am - 7:00 pm

**DEUTCH ECK**  
(DUTCH CORNER)

LENHARTSVILLE, PA • 610.562.8520

**This Week: July 24, 25 & 26**  
**Next Week: July 31, Aug. 1 & 2**

Reservations Highly Suggested

Sandwiches  
Platters  
Homemade Desserts  
Dine-In & Takeout

**Pig Stomach**  
**Corn Pie**  
**Chicken Pot Pie**  
**Shepherd's Pie**

**You can e-mail your display ad!**  
 display@windsorpress.com

### COMMUNITY CALENDAR

East Penn Valley & Northern Berks Merchandisers

Any nonprofit organization may send us notification of your upcoming events. We will publish this information in the Merchandisers of your choice for a \$5 flat charge per paper per week.

Community Calendar listings are limited to 35 words or less for the nonprofit cost of \$5 and must be submitted in writing. In addition, we are able to run the event information at No Charge for 1 week in both Merchandisers if a Display Ad is also run. This information must be received no later than the Thursday prior to publication date. Mail information and payment as needed to The Windsor Press Inc. Community Calendar, PO Box 465, Hamburg PA 19526-0465, or email to: classifieds@windsorpress.com, FAX: 610.562.2770, or bring the information into our office at 6 N. Third St., Hamburg, PA. Questions can be directed to the office at 610.562.2267.

**Ja Mar Groceries**  
More 4 Less

61 Kempsville Rd., Kutztown, PA 19530  
 HOURS: Mon.-Thurs. 8 a.m.-5 p.m.;  
 Fri. 8 a.m.-5 p.m.; Sat. 8 a.m.-4 p.m.  
 610.683.6055

**Discount Groceries And Product Overruns**  
 • Fresh Produce • Bulk Foods • Milk  
 • Lunch Meats & Cheese • Frozen Foods  
**Specials Effective July 25, 2024 to July 31, 2024**

Caramel Candy Bar Ice Cream	48 oz.	\$1.89
Fine Line Broccoli Florets	32 oz.	\$3.29
McCain Crinkle Cut Fries	20 oz.	\$2.39
Triple Cheddar Shredded Cheese	8 oz.	\$2.19
Pepperoni Pizza Lunchables	4.3 oz.	\$ .59
Ultimate Cheese Blend	2 lb.	\$4.99
Honey Cashew Granola	9 oz.	\$1.79
Peanut Butter Chocolate Chip Bars	9.6 oz.	\$1.99
Wide Egg Noodles	12 oz.	\$1.39
Heinz Tomato Ketchup	14 oz.	\$ .99
Jif Simply Creamy Peanut Butter	15.5 oz.	\$2.49

**Deli:**  
 JF Martin Turkey Ham . . . . . lb. \$4.49  
 Oven Roasted Turkey Breast . . . . . lb. \$4.69

**Produce:**  
 Large Cherries . . . . . lb. \$2.99

**RECREATION/SPORTING GOODS**

Why did the tofu refuse to play cards on vacation? It didn't want to deal with any beef.♥♥♥!

**MISCELLANEOUS**

Did you hear about the ice cream truck accident? It crashed on a rocky road♥♥♥!  
 What do you call a dinosaur that takes care of it's teeth? A Flossiraptor♥♥♥!

7/28/24, Pioneer Grange Tipton, order deadline for Italian Hoagie Sale, \$6. Pickup Monday 8/5 at the Grange hall 3-5pm. Orders 610-463-7213.

Make a Difference  
**RECYCLE**

**MISCELLANEOUS**

**DENTAL INSURANCE** from Physicians Mutual Insurance Company. Coverage for 350 plus procedures. Real dental insurance - NOT just a discount plan. Do not wait! Call now! Get your FREE Dental Information Kit with all the details! 1-877-553-1891 www.dental50plus.com/macnet #6258 (\*237830).

**MISCELLANEOUS**

Portable Oxygen Concentrator May Be Covered by Medicare! Reclaim independence and mobility with the compact design and long-lasting battery of Inogen One. Free information kit! Call 855-837-7844 (\*238226).

**MISCELLANEOUS**

Prepare for power outages today with a GENERAC home standby generator \$0 Money Down + Low Monthly Payment Options. Request a FREE Quote Call now before the next power outage: 1-855-465-7624 (\*236269).

**MISCELLANEOUS**

Stroke and Cardiovascular disease are leading causes of death, according to the American Heart Association. Screenings can provide peace of mind or early detection! Contact Life Line Screening to schedule your screening. Special offer- 5 screenings for just \$149. Call 1-866-518-8391. (\*234826)

**Halys Automotive**  
Complete Auto Service

Keeping Your Car On The Road!!

- privately owned and operated
- personal service every time
- complete auto repair brakes, shocks, exhaust

**Best State Inspection Price In Town ONLY \$38<sup>95</sup>**  
 Includes Both Stickers & MCI Fee. Pass or Fail

**\$10<sup>00</sup> OFF ANY PURCHASE OVER \$100**    **\$20<sup>00</sup> OFF ANY PURCHASE OVER \$200**    **\$30<sup>00</sup> OFF ANY PURCHASE OVER \$300**

HALYS AUTOMOTIVE, Maxatawny • 610.683.6707  
 Excludes Tires And Batteries. Must present coupon.  
 Not valid with any other offers. Offer expires August 31, 2024. WP

**\$500 OFF ANY SYNTHETIC OIL CHANGE**

AMS Oil or Pennzoil HALYS AUTOMOTIVE, Maxatawny • 610.683.6707  
 Must present coupon. Not valid with any other offers.  
 Offer expires August 31, 2024. WP

15801 Kutztown Road • Rt. 222, Maxatawny, PA 19538  
 610.683.6707  
 Mon. - Fri. 7:30 to 5:30; Sat. 8:00 to 12 Noon  
 We accept all major credit cards

**DIRECTV OVER INTERNET** - Get your favorite live TV, sports and local channels. 99% signal reliability! CHOICE Package, \$84.99/mo for 12 months. HBO Max and Premium Channels included for 3 mos (w/CHOICE Package or higher.) No annual contract, no hidden fees! Some restrictions apply. Call IVS 1-866-629-6086 (\*235224).

Don't let the stairs limit your mobility! Discover the ideal solution for anyone who struggles on the stairs, is concerned about a fall or wants to regain access to their entire home. Call AmeriGlide today! 1-844-317-5246 (\*236966)

**NEED IRS RELIEF \$10K-\$125K+** Get Fresh Start or Forgiveness. Call 1-877-705-1472 Monday through Friday 7am - 5pm. PST (\*237987)

What do you call an alligator in a vest on vacation???

*An Investigator!!!*

**Support Local Business**



# AUCTION LISTING

7-25-24 580 Cherry Road, Northampton D. Arner  
 8-10-24 Jake's Flea Market Treasure Barn, RT. 100, Barto G. Miller  
 9-28-24 3836 Pricetown Rd., Fleetwood, PA G. Miller

**CHECK HERE FOR CURRENTLY SCHEDULED AUCTIONS TO APPEAR IN THE EAST PENN VALLEY AND/OR NORTHERN BERKS MERCHANDISER.**  
 The listing published courtesy of The Windsor Press, Inc., Hamburg, PA

## NORTHERN BERKS *Merchandiser* AND EAST PENN VALLEY *Merchandiser*

Serving Homes & Businesses  
 PLUS Worldwide With Our Online Editions!  
 PUBLISHED EVERY WEDNESDAY BY



OFFICE HOURS: MONDAY - FRIDAY 10:00 A.M. TO 4:00 P.M.  
**YOU CAN CALL, FAX OR EMAIL US ANYTIME**  
 Family owned and independent since 1958

**WE ARE HERE TO SERVE YOU!**

The Windsor Press, Incorporated, publishers of the Northern Berks Merchandiser and East Penn Valley Merchandiser, reserves the right to review all material submitted for publication, and to reject any material, in whole or part, which The Windsor Press, Incorporated, in its sole opinion, deems inappropriate for publication.

We assume no financial responsibility for any typographical errors in any advertisement, but will reprint that portion of an ad in which an error occurs.

The closing time for both the Northern Berks Merchandiser and the East Penn Valley Merchandiser "classified advertisement" and the East Penn Valley "display advertisement" is Thursday at 4:00 p.m. of the week prior to publication; the Northern Berks display advertisement is Friday noon. Any deviation from this will be published in both papers.

## The Windsor Press *Current Hours & Contact Information:*

**Our East Penn Valley and Northern Berks Editions Are Online Weekly.**

**CURRENT OFFICE HOURS:**  
**Monday - Friday 10 a.m. to 4 p.m.**

### OFFICE & CLASSIFIED DEPT.:

Call or Fax  
 Monday through Friday  
 or Email  
 classifieds@windsorpress.com

### DISPLAY & SALES:

Call our office Monday, Thursday, or Friday;  
 or Email  
 display@windsorpress.com or  
 Eric Francis 610.780.4285  
 eric@windsorpress.com  
 or Al Delong 484.280.6916

### PRINTING NEEDS:

Email  
 ryan@windsorpress.com  
 or Call  
 Monday, Tuesday,  
 Thursday, Friday, Ext. 313

### COPY & FAX SERVICES ALSO AVAILABLE

6 N. Third St., PO Box 465, Hamburg, PA 19526-0465  
 610.562.2267 • FAX: 610.562.2770  
[www.windsorpress.com](http://www.windsorpress.com)

## READER'S

# Recipe



## CHOCOLATE ROLL

3/4 cup Flour  
 1/4 cup Cocoa  
 1 tsp. Baking Powder  
 1/4 tsp. Salt  
 3 Eggs  
 1 cup Sugar  
 1/3 cup Water  
 1 tsp. Vanilla  
 1 quart Chocolate Mint or Vanilla Ice Cream, slightly softened

Preheat oven to 350°. Line jelly roll pan, 15x10x1, with aluminum foil or waxed paper; grease. Mix flour, cocoa, baking powder and salt. Beat eggs in small mixer bowl until very thick and lemon colored, about 5 minutes. Pour eggs into large mixer bowl. Beat in sugar. Beat in water and vanilla on low speed. Mix in dry ingredients, beating just until batter is smooth. Pour into pan, spreading batter to corners. Bake 12-15 minutes.

Loosen cake from edges of pan, invert on towel sprinkled with 10X sugar. Carefully remove foil; trim off stiff edges, if necessary. While hot, roll cake and towel. Cool on wire rack. Unroll cake. Spread with ice cream. Roll up; wrap in plastic wrap. Freeze until firm, about 6 hours.

Frost.

### Chocolate-Almond Roll:

Omit ice cream. Beat 1 cup whipping cream, 1/4 cup 10X sugar and 2 T. Cocoa in chilled bowl until stiff. Beat in 1/2 tsp. vanilla. Fold in 1/4 cup toasted sliced almonds. Spread roll. Roll up. Refrigerate.

### French Silk Frosting:

1/3 cup Margarine or Butter, softened 1 oz. melted unsweetened Chocolate (cool)  
 1-1/3 cups 10X Sugar  
 1 T. Milk 1/2 tsp. Vanilla  
 Beat margarine, sugar, chocolate and vanilla on low speed until blended. Gradually beat in milk until fluffy. Frost roll.

Send your recipes to: The Windsor Press, Inc.

6 N. Third St., PO Box 465, Hamburg, PA 19526-0456  
 Fax: 610.562.2770 or E-mail: [display@windsorpress.com](mailto:display@windsorpress.com)

You can e-mail your commercial and personal printing needs to:  
**ryan@windsorpress.com**



## THE *Merchandiser* CLASSIFIED AD FORM:

**STEP #1 ENTER YOUR:**  
**PHONE NUMBER** \_\_\_\_\_

**NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

*(This information is for our records only)*

**STEP #2 CHOOSE A CATEGORY YOU WANT YOUR AD PLACED UNDER - (PLEASE CHECK ONE BOX.)\*\***

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Announcements      | <input type="checkbox"/> Farm Equip./Livestock     | <input type="checkbox"/> Miscellaneous   | <input type="checkbox"/> Recreation/Sporting Goods/Equipment |
| <input type="checkbox"/> Antiques           | <input type="checkbox"/> Garage/Yard Sales         | <input type="checkbox"/> Mobile Homes    | <input type="checkbox"/> Seasonal Equipment                  |
| <input type="checkbox"/> Automobiles/Trucks | <input type="checkbox"/> Help Wanted               | <input type="checkbox"/> Motorcycle/ATVs | <input type="checkbox"/> Services                            |
| <input type="checkbox"/> Auto Parts & Svcs. | <input type="checkbox"/> Home Improvements         | <input type="checkbox"/> Pets & Animals  | <input type="checkbox"/> Wanted To Rent/Buy                  |
| <input type="checkbox"/> Boats/Motors       | <input type="checkbox"/> Household Items/Furniture | <input type="checkbox"/> For Rent        | <input type="checkbox"/> Valentine's/Special Occasions       |
| <input type="checkbox"/> Childcare          | <input type="checkbox"/> Lost & Found              | <input type="checkbox"/> Real Estate     |  |
| <input type="checkbox"/> Computers/Office   |  | <input type="checkbox"/> RVs/Campers     |  |

**SUPER AD (Bold Type)** (\$2.00 additional per ad, per week, per publication)  
 FREE to Commercial ads

**Card Of Thanks DISPLAY AD \$20.00**  
 Per Publication  
 EMAIL: [display@windsorpress.com](mailto:display@windsorpress.com)

**STEP #3 ENTER YOUR AD EXACTLY AS YOU WANT IT TO APPEAR** (Please print legibly...Please use punctuation...One word per box, please)

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.

**STEP #4 CHOOSE A PUBLICATION**

DEADLINES FOR ALL CLASSIFIEDS IS THURSDAY, 5:00 PM

- East Penn Valley Merchandiser  
 Northern Berks Merchandiser  
 Both (Cost Would Be Double)

**STEP #5 ENTER NUMBER OF WEEKS THE AD IS TO RUN:**

(PLEASE CHECK ONE BOX.)

Run:  1 Week  2 Weeks  3 Weeks  4 Weeks  \_\_\_\_\_

Enter Starting Date Of Ad \_\_\_\_\_

Total Amount Paid \$ \_\_\_\_\_ Check # \_\_\_\_\_

**STEP #6 CHOOSE METHOD OF PAYMENT**

(PAYMENT MUST ACCOMPANY AD)

We Accept Cash, Check, Money Order, (3% Credit Card Convenience Fee)

Credit Card Information: NAME ON CARD \_\_\_\_\_

ACCOUNT # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

TYPE OF CARD: VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ Discover \_\_\_\_\_ CVC Code: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Mail Ad With Payment To: THE WINDSOR PRESS, INC., PO Box 465, Hamburg, PA 19526-0465

Bring Ad and Payment To Our Location At: 6 N. Third St., Hamburg, PA 19526

Place Your Ad By Phone By Calling 610.562.2267

Please have your account number and expiration date available.

We Are Not Responsible For Incorrect or Inaccurate Information or Mistakes Either in The Classified Ads or In Any Other Advertisement In This Paper.

### RATES:

#### REGULAR AD:

Up to 20 words \$6.00 per issue per week. Additional words after 20 - 10¢ each

#### COMMERCIAL AD:

Up to 20 words \$9.25 per issue per week. Additional words after 20 - 10¢ each  
 Commercial ads include any person or group normally engaged in offering goods or services in a business environment and include: Rentals, Items Manufactured or Bought for Sale or Resale, Babysitting Service, Help Wanted, Business Listings, etc.

UNDER RULES ESTABLISHED BY THE PENNSYLVANIA HUMAN RELATIONS ACT, ANYONE WISHING TO SELL OR LEASE RESIDENTIAL OR COMMERCIAL PROPERTY OR SEEKING TO HIRE AN EMPLOYEE CAN MAKE NO REFERENCE IN THEIR ADVERTISING TO SEX, MARITAL STATUS, AGE, RELIGION, ETHNIC BACKGROUND, RACE, COLOR, DISABILITY, CHILDREN OR SUPPORT ANIMALS. Special Instructions: We will try to print your classified ad in the next issue after receipt, but reserve the right to hold for the following issue. Please write legibly. Please use only one word per space. Each word in a business name or address will count as one word.

Tear Sheets Will Not Be Sent To You For Your Classified Ad.

# Once Upon A Time....

There was an owner of a very successful ice cream shop. This owner built his business by having the creamiest ice cream around and by letting his customers know about them through extensive advertising. His business was so successful that he was able to send his son to a prestigious Ivy League school where his son was studying to receive his M.B.A.

One day the son came home for a break and promptly questioned his father "Dad, don't you know that there is a recession going on out there?" The father replied that his business was going very well, but the son persisted telling his father "Dad, you've got to cut back." So the father, figuring his son knew all about business, followed the son's advice. He promptly cut his advertising budget and then cut his cone & ice cream orders. Before long, business in fact did slow down. So the father replied to the son "You were right, son. Business is terrible. There is a recession going on out there."



6 N THIRD STREET  
 PO BOX 465  
 HAMBURG, PA 19526-0465  
 610-562-2267  
 FAX: 610-562-2770  
 display@windsorpress.com  
 Mon. - Fri. 10 am to 4 pm  
 www.windsorpress.com

# Back-to-School Advertising

## That Makes the Grade

Make sure you're reaching your target audience this back-to-school season with strategic advertising. Let us help you shine a spotlight on your products and services for the new school year with eye-catching ads.

Your advertisement will appear in the August 14th online issues of the East Penn Valley and the Northern Berks

# Merchandisers

To learn more about the opportunities available to help grow your business, contact your sales representative or our office today!



**YOUR CHOICE OF FOUR SIZES WITH SPECIAL PRICING:**

**1/8 Page: \$95**

**1/4 Page: \$190**

**1/2 Page: \$380**

**Full Page: \$760**

**DEADLINE:  
MONDAY,  
AUGUST 5,  
2024**



6 North Third Street, P.O. Box 465  
Hamburg, PA 19526-0465  
610.562.2267  
FAX: 610.562.2770  
display@windsorpress.com  
www.windsorpress.com  
Office Hours: Mon. - Fri. 10.4

**YOU MAY ALSO RERUN YOUR AD FOR THE SAME LOW PRICE ANY TIME IN SEPTEMBER!**