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Press Relations by FREDERICK H. RADFORD & ASSOCIATES

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URTHER INFORMATION

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FOR RELEASE

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"GOING, GOING"

CHICHESTER FARMERS WON'T TAKE NEIGH FOR AN ANSWER - WHEN IT'S FOR THE FLOODS

West Sussex farmers have hit on an original method of raising money for the Lord Mayor's National Flood Fund. The target is £1,000 and they won't take "neigh" for an answer.

They intend to raise the money at a jumble sale with a difference - most of the items on the sale catalogue will be alive:

Anything which can bray, neigh, moo, squeal, cackle, grunt, bleat, quack or crow which can be spared from the farmyard will be welcome at the sale which is to be held in the new cattle market of the ancient city of Chichester on March 4.

Scores of farmers have already decided to spare at least one pig, goat, horse or cow from their farms. Their wives will be sending ducks, chicken and eggs. Their children will be giving up calves foals and other young farm stock.

Contact M. Radfid-s

31/4 cursitor st., fleet st., london, e.c.4.

All the Chichester auctioneers who practise in the city's market have given over their premises as depots prior to the sale. One of them has given window space at their offices to pictures and stories of the floods, and announcements of the sale.

"We have never been called upon to wield our auctioneer's hammer for such a good purpose", one of them said.

Nor will the sale be restricted to livestock. "Everything saleable wanted" is the motto and this goes for farm implements, vegetables, clothing or furniture which is no longer wanted in the farmhouse. Farmers' wives are looking forward to the sale for two reasons - they like coming into Chichester market because it gives them a rare chance to meet other farmers' wives, and because the sale is a good excuse to get rid of many articles which have been making the farm untidy for a long time.