

WINCHESTER SPRING FEEDER CALF AND YEARLING SALE

Friday, April 19, 1968 at 1 P.M.

Farmers Livestock Exchange, Inc. — Winchester, Virginia

STEERS — 2500 — HEIFERS
ANGUS — HEREFORD — SHORTHORN

Heifers from State Bangs and T. B. tested herds and will meet interstate shipment. Dehorned and Vaccinated for Blackleg - Malignant Edema - Hemorrhagic Septicemia. Virginia State Graded.

GUARANTEE "No Bred Heifers or Stags".

T. McIntire, SALE MGR. I. Fred Stine, SECRETARY
For information, write or call: Phone 703/662-2948

NORTHERN VIRGINIA LIVESTOCK, INC.
Box 440 — Winchester, Va. 22601

ANNUAL SPRING STOCK CATTLE SALE

Thursday, April 18, 1968

Sale Starts — 1:30 P.M.

700 HEAD 700

STEERS AND HEIFERS
HEREFORDS, ANGUS, SHORTHORNS
ALL LOCAL CATTLE

BLUE RIDGE LIVESTOCK SALES, INC.
Charles Town, W. Va.

DISPERSAL SALE
of HIGH-GRADE
HOLSTEINS

Along Route 896, midway between Russellville and Meyville, 1½ miles North of Route 10, Chester County, Pa.

WEDNESDAY, APR. 17, 1968

1:00 P.M. Sharp

40 HEAD HOLSTEINS

Health charts, 30 day tested for out of state, mostly 1st calf or younger including some bred Heifers for summer freshening. There are about 25 head to calve between May and September.

All animals sired by Atlantic Breeders Cooperative and bred to the same. Herd had been on owner sampler testing about 1 year. Cattle have size, dairy type, nice udders, and must be seen to be appreciated.

Two Surge Milker Units

047 lb. Delaware Valley Milk Base to be sold.
Dispersion made necessary due to illness.

Sale by

CLIFFORD E. HERSHEY
Oxford, RI

Agents, Diller & Kreider

Lunch

Food Men Told Consumer Is King

This is the year of the consumer, according to Trienah Meyers, with the Economic Research Service of the U. S. Department of Agriculture. She told more than 300 food distributors that she based her statement on legislation proposed and already in force for consumer protection. Meyers spoke at the 11th annual Delaware Conference on Food Distribution held recently at the University of Delaware.

Meyers emphasized the growing awareness of the consumer and pointed out that consumer reactions affect the entire food industry. The only direct contact between most shoppers and the industry is in the store. "This is where they form their opinions and, sometimes, where they display their reactions."

The reasons a homemaker prefers a particular store often don't agree with the reasons a retailer believes influence her, according to Dr. Richard W. Skinner, Kent State University, Ohio. He spoke on consumer research at the conference.

Skinner said stamp programs and the physical organization of a store — what is sold where — are not as important to shoppers as retailers believe. His research shows that homemakers pick one store in preference to another because they want a

pleasant shopping experience.

Consumers want friendly, helpful clerks and a fast check-out lane. She prefers a clean store with a wide selection on groceries that are easily available. Easy parking counts, too. Prices are important, though not as important as many storemen believe, Skinner stated. The price of meat and the everyday prices throughout the store are more crucial than loss-leaders or weekend specials, according to Skinner's research.

Consumers are especially hard to-please about the meat

they buy. They want tender, high-quality meat cuts that are fresh and well trimmed. A wide selection is also important.

Convenience plays a part in the homemaker's store preferences, too; — the hours the store is open, for instance. The location of the store near her home or near other services is another factor.

Skinner advised the food distributors that the food industry should update its consumer research so that better communication between consumer and retailer will be possible.

8th ANNUAL SPRING FEEDER SALE

500 — HEAD — 500

Aberdeen Sales Company
Livestock Auction Market

Located on Md. Rt. 22, 6 mi. east of Bel Air, Md. (via U. S. Rt. 1) and 6 mi. west of Aberdeen, Md. (via U. S. Rt. 40 or 195 — Kennedy Highway) on

SATURDAY, APRIL 27, 1968
at 1:00 p.m. Sharp

All cattle will be sorted and graded to be sold in lots to suit buyers. Majority of cattle are locally acclimated.

Cattle accepted as early as 2 days prior to sale.

Trucking service available.

For further information, contact the following:

Aberdeen Sales Company
Livestock Auction Market
Aberdeen, Md. 21001

Phone: 301-734-6050 — Night: 734-7105, 272-1368

Steers Eating Habits Studied

Steers don't dawdle much over meals, even though they have nothing to do but eat.

An electronic surveillance system used in ARS tests showed that when steers were near the feeder, they ate 94 to 97 percent of the time.

Knowledge about the time animals actually spend eating is basic to studies on eating habits of cattle — studies which help determine feeder space needed per animal or proper lighting of feedlots.

The electronic system, installed by beef cattle nutritionist P. A. Putnam did away with the boring job of monitoring, cattle behavior with a stopwatch. Now, when a steer comes to the feed bunk, he breaks an electric light beam, thereby activating a recorder attached to a time clock.

Rate of feed consumption did not vary significantly during the 24 hours of the day. Time spent eating varied with the type of feed, however. Steers took half again as long to eat, a ration of coarsely-ground hay plus limited grain as one pelleted hay and liberal grain.

PUBLIC SALE
OF VALUABLE
FARM MACHINERY
PERSONAL PROPERTY, PONIES

SATURDAY, APRIL 27, 1968

At 9:30 A.M. Sharp

At 898 Locust Grove Road at Locust Grove Gardens Development in Windsor Twp., York County. The undersigned will offer at public sale the following —

Ford 530 baler used only a very little, like new, Ford 1947 model tractor - engine was overhauled and has good rubber, Ford single row corn picker, 2 rubber tire wagons, manure spreader, John Deere disc drill, Ferguson orchard cultivator, Ford two bottom plow, two wheel rubber tire trailer, post hole digger, sprayer, disc, cultipacker, dump wagon, Ferguson potato plow, tractor chains, 2 bottom plow, Papec hammermill, double row corn planter, spike harrow, dump rake, tobacco ladders, 2 hay ladders, two - 1 row tobacco planters, 2 riding cultivators, several thousand tobacco lath, cement mixer, corn sheller with motor, ground scoop, grain conveyor belts, 2 range shelters and other poultry equipment, several horse cultivators, plow, set of hoers, water pumps, saw, portable compressor mouter on wheelbarrow, bran duster, clover seed sower, platform scales, lot of old radiators, small chain hoist, log chains, seed corn, chicken & turkey crates, pipeless hot air furnace, lot of wheels cut down for rubber tires, lot of implement parts, bag truck, ladder, lot of berry crates & boxes, several electric motors, several barrels with vinegar, grinding wheel base, several vises, Deka model D100 battery charger like new, 2 drill presses, several drums, roll of fence wire, metal wheelbarrow, tap & die sets, Porter Cable skill saw, ¼" and ½" electric drills, mitre saw, tool box (lots of small tools of all kinds, garden tools of all types, forks, shovels, baskets, several piles of iron, approx. 2 ton of coal, several rolls of wire, lot of hardware job lots, some household goods consisting of upright freezer, electric stove, 2 heatrolas, iron bed, refrigerator, washing machines, table radio, also antiques consisting of copper kettle, 3 iron kettles, several kettle rings, outside kettle furnace, 2 strings of sleigh bells, butter churn, wagon wheels.

PONIES AND EQUIPMENT

4 pony mares, one about to foal - all are broke to ride or drive, small mare colt 2 months old. Lot of good pony harness, bridles, etc. 2 - four-wheel pony wagons, 2 - two-wheel sulkies, 2 bob sleds, and many other articles too numerous to mention. Lots to sell - come early.

Not responsible for accidents on day of sale.
Lunch available on the grounds by Craley Fire Co.

TERMS: CASH

MALINDA R. BEAVERSON

Jacob A. Gilbert, Auctioneer
Gilbert & Frey, Clerks

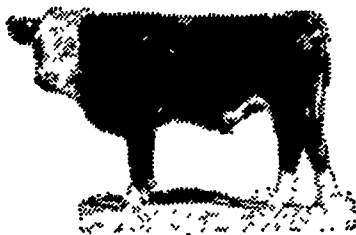
1968 FEEDER CATTLE & CALF SALE

SOUTH BRANCH STOCKYARDS, INC.
Moorefield, West Virginia

FRIDAY, APRIL 19, 7:30 p.m. EST.

ESTIMATED
1600 TO 1800 HEAD

2 year olds, yearlings and calves.
All long haired West Virginia Cattle.



Sponsored by

West Virginia Dept. of Agriculture
and the South Branch Stockyards, Inc.