

**9TH ANNUAL  
SPECIAL FEEDER SALE**

**SATURDAY, OCTOBER 25, 1969**  
at 1:00 p.m. Sharp

Sale to be held at the Aberdeen Sales Company Livestock Market located in Churchville, Md on 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 I-95 — Kennedy Highway).

**600 HEAD 600**  
**Hereford, Angus, Crosses — Steers, Heifers**

Cattle will weigh between 400 and 1000 lbs and sold on out weights. Majority of cattle are consigned from Harford, Cecil, Kent and Balto Counties. It pays to buy acclimated cattle.

These cattle will be sorted and sold in lots from 5 head to 30 head.

We will accept animals as early as 2 days prior to sale.

ABERDEEN SALES COMPANY Phone 301-734 6050  
Livestock Auction Market Night 301-734-7105  
Aberdeen, Maryland 301-272-1368

**1969 SPECIAL CALF  
and FEEDER SALES**

**SOUTH BRANCH STOCK YARDS, INC.**  
MOOREFIELD, W. VA.

**FRIDAY, OCTOBER 17**  
STATE GRADED CALF SALE

No calves over 600 lbs., no bulls or calves with horns, all calves graded and stamped.

**FRIDAY, NOVEMBER 7**  
STOCK CATTLE AND CALF SALE

This will be clean-up sale.  
All kinds of stock cattle and calves offered.

Both Sales at 7:30 P.M.

Sales sponsored by  
**SOUTH BRANCH STOCK YARDS**  
West Virginia Dept. of Agriculture and  
West Virginia University

**PUBLIC SALE**

OF VALUABLE REAL ESTATE, ANTIQUES  
AND HOUSEHOLD GOODS

**Saturday, Oct. 18, 1969 — 11:30 a.m.**

To be held on the farm of John Cassel, west of Manheim Auto Auction (Rt. 72) along Junction Road, Lanc. Co., Pa.

Real Estate consists of following Part I — located along Junction Road 2½ miles southwest of Manheim — 6 room frame dwelling, bath, well, stoker fired furnace, situated on approx 5 acres (which is in meadow), small barn and approx 600 feet frontage.

Part II located along Auction Road at Lancaster Junction — 14 room frame dwelling, well, 2-car garage, old shade.

Part III located along Mill Road off Junction Road, 2 miles south-west of Manheim, Rapho Twp — approx 9 acres of good pasture land with creek flowing through, plenty of shade.

Part IV 5 acres of woodland located in Penn Twp, near Lebanon Co line.

Real Estate at 2:00 p.m. 10% down payment. Early settlement. For information phone either 665-2455 or 665-5130.

**HOUSEHOLD ITEMS:**

Frigidaire refrigerator (1 year old), GE Electric stove, GE washer and dryer combination, Coolerator freezer, king-size bed kitchen dinette set, living room suite, extra sofa, 9' x 15' rug, floor lamps, gossip bench, (2) matching 9' x 12' rugs, hall runner rug, dining room table (11 boards), China Closet, server.

**ANTIQUES INCLUDING:**

Old cradle, (2) gram cradles, copper kettle, stirrer, oil lights, shot flask, 2 old commode chairs, several old rocking chairs, double-barrel 12 gauge hammer gun, old Ingraham mantel clock, old clocks, 2 needle point chairs, side-board with beveled-edged mirror, old walnut table, 3 rope beds, gold edge hall mirror, old secretary desk, corner shelf, library table, Standard sewing machine, wash stand, blanket chest, 6 old chairs, old picture frames, glass top jars, lots of bottles, crocks, old eye glasses, horse-hair robe, old pitcher, dishes, shebets, knick-knacks, stereoscope and slides, family atlas, Marty's Mirror, 3-prong tools and knives, scrapbooks.

Other household items Inclinator (used for going to and from 2nd floor), luggage, Sunbeam pop up toaster, Hamilton Beach mixer, portable mixer, deep-fryer, electric blanket and numerous other items not mentioned.

Sale by

**JOHN K. CASSEL**  
R#1, Manheim, Pa.

Diller and Kreider, Aucts.

New comer, Morgan and Roda, Attys.

Lunch Available

**Marketing**

(Continued from Page 30)

single or multiple dozen containers

The right place — where do we reach the consumer? It

might be an institutional market or a consumer market. Sales may be made to retailers or direct to the consumer, to

small neighborhood stores or to supermarkets.

The right light — this is the image of eggs in the minds of the consumer. Not the image of eggs in general but the image of your eggs. Pennsylvania's or John Doe's eggs. This is where advertising and promotion enter the picture. What does the consumer think of your eggs?

The right time — timing is very important. Is the desired quantity of eggs available when needed? Also are the proper sizes and qualities available? The product must be available when the consumer wants to purchase the eggs, not when someone wants to produce them.

The right price — no matter how efficient a business is in terms of unit costs, if the unit price is below costs and income is less than expenses there is no profit.

Marketing often is referred to as a controlling valve indicating the flow of product and information. This would include information which should indicate preferences of consumers and the quantity of the product which is needed at the desired price. In order for production to supply the market with the right product in the right quantity at the right price and at the right time, marketing must channel the information from the consumer back to the producer. In turn, producers need this information to plan quantities of layers and times when pullets must be housed.

Much of the emphasis being placed on marketing today is directed toward market orientation rather than product orientation — producing for a market — not producing to market.

Yes, marketing as defined in this article is already being applied by some firms. Perhaps more firms will follow this approach in the future.

**Last Two Winchester Feeder Cattle Sales**

Farmers Livestock Exchange, Inc. Winchester, Virginia  
State Sponsored — Graded — Uniform Lots — All Breeds

Mark these dates on your calendar:

2nd Fall Yearling Sale — Friday, Oct. 17, 1969 — 7:30 P.M.

2nd Feeder Calf Sale — Friday, Oct. 31, 1969 — 7:30 P.M.

Dehorned-Yearlings 500 lb.-1000 lb. Feeder Calves 300 lb.-600 lb.

Wang's Vaccinated heifers — eligible for interstate shipment. Guarantee "No Bred Heifers or Stags" in feeder calves only.

I. Fred Stine  
ADVISOR

P. T. McIntire  
SALE MANAGER

WRITE OR PHONE

**NORTHERN VIRGINIA LIVESTOCK, INC.**

Box 440 Winchester, Va. 22601  
Phone: Area Code 703 662-2946

**9th ANNUAL**

**SPECIAL FEEDER SALE**

**Feeder And Replacement Cattle**

**Mon., Oct. 13th, 1969, at 6:00 p.m. (D.S.T.)**

500 Head of Hereford, Angus and Shorthorn Steer and Heifer Calves

300 Head of Hereford and Angus Yearling Steers and Heifers

150 Head of Holstein and Cross-Bred Steers and Heifers.

If You Are Planning On Buying Feeder Cattle, This Is The Sale To Attend To Buy Some Of The Better Virginia Cattle.

For Further Information

Contact Thomas Eagle Phone 459 4402 or Harry Gochenour 459-3430

**WOODSTOCK LIVESTOCK MARKET, INC.**

On U.S. Route No. 11 Woodstock, Virginia  
The Livestock Auction Center that Farmers of Shenandoah County help to build larger and better.

**Public Auction**

FREE — OVER 500 FREE GIFTS WILL BE GIVEN AWAY AT THIS AUCTION  
GROCERY ITEMS — HARDWARE ITEMS  
ALSO HOUSEHOLD GOODS  
**SATURDAY, OCTOBER 18, 1969**

STARTING AT 10 O'CLOCK A.M. SHARP

Located in Lexington, Pennsylvania on road from 501 to Brunnerville, Pa. Formerly The Lexington Grocery Store. Look for the Texaco sign—Across the street from Markley's Meat Market in Lexington.

Old Coins Will Be Sold At 3:00 P.M. — First 300 Persons Will Receive An Extra Gift — Over 500 Gifts Free.

Plenty of off street parking for this auction — Free shopping bags — Bring your easy chairs along and take it easy — This Auction will be held rain or shine.

**YES, OVER 500 FREE GIFTS WILL BE GIVEN AWAY AT THIS AUCTION.**

Push Button Hot Point Electric Range (this range has 2 ovens), Zenith AM/FM Table Model Radio, Crosley Floor Model Radio & Record Player, Old Coins of All Kinds, Silver Dollars — Indian Head Pennies and Many Others Will Be Sold, Sears Motor Bike (With Only 900 Miles), Nails of All Sizes, 5,000 Machine and Carriage Bolts, 1" to 12" Long; New General Electric Grill, 12" Iron Skillet, Sugar Bin - 2 Sections, 4 Spool Cabinets — 1 With Desktop; Garden Tools of All Kinds; 100 Pair of Boots and Rubbers, Electric Vaporizer, Child's Old Swing, Old Books, Nail Kegs, Anso Camera (Like New), 1 Pan Binoculars (Size 6 x 30) Kerosene Lamps and Globes, Also Lantern Globes, 2 Clothes Trees, Twin Wash Tubs — Porcelain, Lots of Freezer Boxes Anti-Freeze — Zexex and Prestone, 26" Boys' Bicycle — Good Condition, Electric Trains, Large Size Wheelbarrow, Used Automobile Tires, Old Cupboards and Doors, Shutter Hinges.

**GROCERY STORE EQUIPMENT** — 8 Ft Meat Case — Very Good Condition, 6 Grocery Carts, 6 Ft Dairy Case Also in Very Good Condition, 2 Scales — Pennsylvania & Toledo, Pie Rack — Holds 10 Pies, Price Markers, 1 Double Checkout Broom & Mop Floor Rack, 1 Tape Machine, 1 Sealing Tape Machine, 1 Wrapping Table, 150 Ft Shelving — Sold in Sections, Peg Boards, 1 Old Scale with Ball Weights, 2 Picnic Chests — 1 Large 1 Small; Baby Food — Plenty For Everyone That Needs Baby Food — Jr & Strained Garden Hose 18" x 24" Lawn Roller, Thread of All Kinds — In All Colors, All Kinds Embroidery Thread — All Colors, Garden Tool Floor Rack, 1 Old National Cash Register, Dishes, Sleds, 2 Table Model Radios, Drugs, Cigarettes (Sorry must be 21 to buy any Cigarettes), Roofing Paper & Roof Coating, 1 Old Platform Scales Grocery Trucks - 1 curved - 1 straight. Many Other Items Not Mentioned.

NOT RESPONSIBLE FOR ANY ACCIDENTS — REFRESHMENTS BY THE LADIES AUX OF BRUNNERVILLE FIRE CO  
Sale Will Be Held Rain Or Shine Under Roof

Sale by

**MR. & MRS. R. G. DONMOYER**

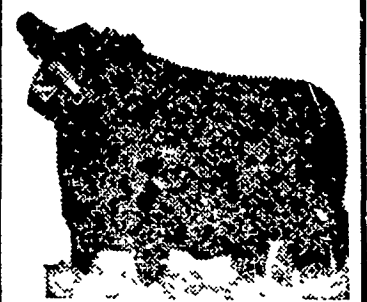
Conducted By:  
**J. OMAR LANDIS AUCTION SERVICE**  
R. D. 1, Manheim, Pa.  
**LANDIS & GIRVIN, AUCTIONEERS**  
665-4800 or 665-5054

**Overweight A Major Problem**

Our society, with an economy of plenty but a lack of physical activity sets the stage in many cases for overweight, says Mrs. Ruth J. Buck, Penn State extension foods and nutrition specialist. No age is spared the problem. Generally at middle age, persons experience the greatest difficulty in keeping their ideal weight, although infants, teenagers and young adults are victims of unwanted pounds.

**CATTLE  
SALES  
EVERY  
TUESDAY**

LARGE SELECTIONS  
OF CATTLE DIRECT  
FROM PRODUCERS  
EACH WEEK.



**STAUNTON  
LIVESTOCK  
MARKET, INC.**

C & O Flats  
Staunton, Va.