

Shoppers Spend More Time, More Dollars And Buy More Eggs

"Few shoppers in today's food markets are aware of the influence that the manner in which foods are presented or displayed has either on their time or pocketbook," reports Patricia Myles, PENB's Director of Home Economics.

A case in point is the recently released information on the Pay Less study by Purdue University. Hy-Line Chicks of Tipton, Indiana, was the egg distributor and a project cooperator.

In this study it was determined that the average shopper spent 115 minutes to purchase \$8.25 of food and related items. And that

she spent 30c more when she didn't have a shopping list. Only 17 per cent had such lists.

At the retail dairy case, where this store displayed eggs, Mrs. Average Shopper shopped for 74 seconds and spent \$1.17 on items selected from 177 different choices.

The dairy case display was rearranged into family groupings, the power or demand items divided by the impulse items, the full-vision or multiple tier display used — even on milk and

eggs — and 62 items eliminated. What happened? Mrs. Consumer then spent 15% more time (87 seconds) shopping. She spent 19% more money (\$1.63). And she bought 10% more eggs.

The consumer tended to shop the revised dairy case more completely. The use of the full vision principle placed more demand items (eggs, milk, cottage cheese and margarine) at eye level. The

elimination of the straight-line display effect created more interesting product group sections — and total sales of the department did not decrease even though 62 items were eliminated.

"This change in egg sales had nothing to do with a change in egg price. It was not affected by either a holiday or an advertising promotion. It simply sold more eggs," concluded Miss Myles.

FEEDER PIG SALE

SATURDAY, NOVEMBER 22, 1969

Watch for sale sign at the Reifsnnyder Rd. along the Brubaker Valley Rd leading from Rt 322 at Clay to Rt. 501

300 HEAD — 35 TO 70 LBS. YORK AND YORKHAMP
At 1:00 P.M.

by MELVIN M. MARTIN

Frank and Paul Snyder, Auct.

800 -- FEEDER CATTLE & CALVES -- 800

Friday, November 14th
at 1:30 P.M. EST

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

Billy F. Owens, Mgr.

Public Sale

of Farm Machinery and Household Goods

1 1/2 Miles South of Conestoga, Off Shenk Ferry Road, 10 Miles Southwest of Lancaster using Route 324.

SATURDAY, NOV. 22, 1969
10:30 A. M.

Super M D Farmall with 3 Pt. Hitch,
Cockshut 35 Tractor with Cults.,
M. H. No. 80 Special 10 ft. Combine,
M. H. Self Propelled Cornpicker,

I.H.C. Equipment as follows No 10 - 16 Disc Grain Drill (good), 531 - 3 Pt Plow, 3 Bottom, 241 Cornplanter and a Fast Hitch Cornplanter, No 100 Fast Hitch Mower, No 2 Hay Conditioner, No 16 Harvester (like new), No 40 Spreader No 15 Side Delivery Rake, Disc Harrows, N.H. 77 Baler, Case Forage Blower, Case Heavy Duty Cut-away Disc Harrow, Spring Harrow, J D Side Delivery Rake 3 Pt., J D Crimper, Brillion Cultipacker, Case Cornpicker, John Deere P T O 1 Row Potato Digger, 2 Row Potato Digger, Bemis 2 Row Tobacco Planter

1961 B 160 I.H.C. TRUCK, 16 FT. STAKE BODY,
CATTLE RACKS, 30,000 Miles (Good)
1953 STUDEBAKER PICKUP WITH RACKS

2 Forage Wagons with False Endgates Unloading Unit, 2 Smoker Elevators, Grain Bin on Wagon Corn Diag, 2 Tobacco Wagons N H Cornsheller No 4A Bean Cat Hammermill, 2 Ton Feed Mixer P T O, 12 ft Grain Auger 8 000 Tobacco Lath 2 Bale Boxes, 60 ft. Endless Belt, Mounted Wood Saw, Platform Scales, Bag Wagon, Grain Cleaner, Hog Feeders, Troughs, Hand Corn sheller, Straw Cutter, Log Chains

4 Electric Brooders, Fence Posts, Tobacco Clippers, Cow Clip pers, Milk Cans, Buckets, Tools, Shovels, Forks and other articles not mentioned. The above equipment has been very well cared for.

HOUSEHOLD GOODS

3 Piece Living Room Suite, 10 Piece Dining Room Suite Piano, 2 Wardrobes, Sewing Machine, Large Chest Freezer, 6 Cane Seated Chairs, 2 Rockers, 4 Kitchen Chairs, Utility Cabinet, Floor Lamps, Table Lamps, Tables, Speed Queen Washer, Twin Laundry Tubs, 2 Meat Benches, Meat Grinder, Shoe Lathe Egg Grader and Keenco Egg Washer, Egg Baskets, Quilting Frame, 4 qt Pasteurizer, qt and pt Jars, Play Pen, Some Antique Dishes Punch Bowl with 5 Cups, Wood Potato Masher, Chocolate Set, Some Nippon China, etc

HOUSEHOLD ITEM 10:30 TILL 12. SMALL ITEMS 12 to 1.

Terms by
HENRY SOUDERS

Kreider and Diller, Auctioneers

Lunch By New Danville Fire Co.

DILLER & STOLTZFUS

REGISTERED HOLSTEIN SALE

MOSTLY CANADIAN CATTLE

SATURDAY, NOV. 15, 1969

Location: Along Rt. 222, 6 miles South of Lancaster on the Carl Diller farm.

40 HEAD

Including some Grade cows. Mostly fresh or close springing young cows and first calf heifers with D.H.I.A. records from 12,000 lbs. milk to 20,000 lb. milk of which a number are classified.

Bloodlines represented — Kingpin, Marquis, Forest Lee Rockette Centurion, Lassie Leader, Rockman, Oats Farm Gallant R.A., Tidy Burke Cyclone Cricket, and others.

Catalogs upon request.

Sale at 12:45 Sharp

by
CARL DILLER and
JOHN J. STOLTZFUS

Auctioneer — J. Everett Kreider

Farmers present at 12:15 will receive meal tickets.

Public Auction

FRIDAY, NOV. 21, 1969
STARTING AT 10 A. M.

20 to 30 TRACTORS MANY MAKES AND MODELS

International, Ford, John Deere, Allis-Chalmers, Case, Massey-Harris, Massey-Ferguson, Oliver

FARM MACHINERY

Harvesters, mowers, cornpickers, blowers, hay balers, etc
Some Lawn and Garden Equipment

Attention DEALERS & FARMERS:

Bring your own surplus equipment in to be sold on consignment.

Dry Goods man will be here for the Ladies.

TERMS — CASH

We buy, sell, trade, wholesale—daily.

Used Parts for most make & model of Tractors & Farm Machinery.

CONDITIONS BY

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So. Race St.

Myerstown, Pa

717-866-2138

Rentzel and Horst, Auctioneers

TREASURERS TO DISTRIBUTE ANTLERLESS DEER LICENSES

Pennsylvania county treasurers are scheduled to begin distributing antlerless deer licenses on Monday, November 10.

For those who have not yet applied, antlerless licenses are still available in ten counties. These are the counties which still have licenses Allegheny, Beaver, Centre, Chester, Delaware, Lawrence, McKean, Montgomery, Tioga and Washington.

County treasurers will be permitted to issue antlerless licenses to non-residents beginning November 15.

Dress Forms

It took centuries to come up with a workable model of the dressmaker's dummy or dress form, says Mrs Ruth Ann Wilson Penn State Extension clothing specialist. The first try was a muslin form stuffed with cotton batting. Next came wire forms, some like adjustable wire cages. Rubber dress forms that could be blown up like a balloon came next. By the 1940's the sculptured dress form made its appearance. It could be shaped right on the body. The newest dress form can be adjusted to individual measurements at six places.

A good leader is one who can inspire others to do what he wanted done, anyway



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