

60 HEAD 60 HEAD QUALITY DAIRY COW SALE

BLACK & WHITE HOLSTEIN FARM
LANCASTER, PA.

¼ mi. W. of A.B.C. Breeders Unit, and across from Comet Theatre

on Friday Night, Oct. 15th at
8 o'clock Sharp

30 HEAD OF HAND PICKED CANADIAN REGISTERED HOLSTEINS



Lots of size, excellent type and udder conformation, many with good production records. 30 Head choice Wisconsin Grade Holsteins, they are big and fancy, with production to 80 lbs. daily.

All cows fresh or close up springers. Don't miss this sale if you want the best.

Abe Diffenbach
Auct.

H. Kettering
Pedigrees

Chas. Myers
Owner

14th ANNUAL

FALL SPECIAL FEEDER SALE

Feeder and Replacement Cattle MONDAY, OCT. 11, 1971

7:00 P.M. DST

500 Head Hereford, Angus and Charolais Steer and Heifer Calves

300 Head Hereford, Angus and Charolais Yearling Steers and Heifers

200 Head Holstein and Crossbred Steers and Heifers.

If you are planning on buying feeder cattle, this is the sale to attend to buy some of the better Va. Cattle.

For further information contact

Thomas Eagle
703-459-4402

or Harry Gochenour
703-459-4778

Woodstock Livestock Market, Inc.

On US Route 11

Woodstock, Va.

The Livestock Auction Center that Farmers of Shenandoah County help to build larger and better.

Public Auction

**NEW & USED FARM & INDUSTRIAL
EQUIPMENT**

FRIDAY, OCT. 15, 1971

10 A.M.

Located — 4 miles north of York, Pa. on Route 181 or 20 miles south of Harrisburg from Interstate 83 — Exits 10 or 11.

Farm Machinery, tractors and some industrial equipment.

Tractors — IH 706 Gas w/3 lt. hitch, IH 340 w/loader, IH 140, IH 650 Diesel, Farmall Super H, Super A, AC D17 Diesel, AC 160 Diesel w/400 hours, MF 65 Gas w/loader, MF 65 Diesel, JD 720 Diesel, Oliver 1550 and others.

Farm Machinery — Plows, Disc Harrows, Cultipackers, etc.

Corn Pickers — JD 237, JD 227, 2 NI #10, NI 323 1 row pull type, 2 N.I. #324 2-row pull type, 3 NI Super Mtd. pickers to mount on IH and JD tractors, one new New Idea #323 pull type picker. A late model IH 47 baler, New Wagons, rotary mowers, 3 pt. blades, post hole diggers, tractor crimpers, grain bins, etc.

Some industrial equipment.

Note — We will have more tractors and equipment on sale date due to daily buying and trading.

Terms: Cash or good check

**York County Farm & Industrial
Equipment Co. Inc.**

Box 222, Emigsville, Pa.
Phone: 717-764-6412 or 764-5115

COMPLETE AUCTION SERVICE

Panelists Discuss How to Sell More Eggs

More than three dozen egg merchandising ideas were either created or enhanced for an egg producer audience recently in a brainstorming session by eight experts in the field.

The panel impressed the profit-minded audience, which applauded its efforts warmly, at a regular educational session held in conjunction with the 40th anniversary convention of the Northeastern Poultry Producers Council (NEPPCO).

Some of the suggestions emanating from the free-wheeling session, which drew the largest attendance at the three-day show:

"Cut down on cents-off discount special egg promotions which cost producers heavily. Instead,

offer the retailer an advertising incentive. The supplier will pay for the cost of advertising the eggs — a direct benefit to the producer, and a 'cost' only if the retailer actually makes use of the allowance."

"When specials are held, stage them in the areas in which surveys have shown they move fastest. For instance, large eggs sell best in suburban and urban areas. Mediums sell most in rural areas."

"The retailer can increase his gross dollar margin, and not cut into his volume of table (shell) eggs, by offering pre-packaged shell-less, refrigerated hard-cooked eggs."

All of the panelists contributed to the list of 40 sales ideas,

stimulated by moderator Dr. L. A. Wilhelm, of the Poultry and Egg National Board

The pre-packaged eggs represent an additional profit for both retailer and producer, an ideal situation, either colored, or pickled or chopped, according to Harold P. Ehrenfreund, Owlkill Farm, Eagle Bridge, N. Y.

Special discount promotions ought to be formalized well in advance between producer and retailer, so the supplier knows exactly when and what size and in what quantity he will be called upon to provide. This was a suggestion by panelist John B. Schmitt Jr, marketing researcher from Rutgers University, New Brunswick, N. J. This allows the producer to plan both his production and his profits.

An allowance could be provided the retailer who inserts into egg cartons coupons good for the discount purchase of a related product. This practice would induce the housewife to purchase the eggs in order to obtain the cents-off coupon, please the retailer who gets an additional sale and create goodwill with the purchaser herself, according to Alfred N. Schwartz, editor of Poultry & Egg Marketing, Vineland, N.J.

"A tape, plus a continuous playback machine, utilizing a singing, cackling hen, placed near the egg display and played at low volume may sound like a kooky idea, but it draws shopper attention and is a volume-builder," according to Howard M. Helmer, of PENB's New York city office.

"One of the most successful new merchandising approaches has been the sale of eggs packaged in more than one-dozen lots," according to Harold T. Nelson, of the Safeway Stores egg department in Oakland, Calif., who flew east for the NEPPCO convention. He cited the success of two-and-a-half dozen packages as well as half-dozen convenience packs.

"You have to provide a promotional gimmick," warned Leslie W. Driggs, assistant director of the N.Y. Department of Agriculture. "Other commodity producers are doing so and they're grabbing shelf space."

He cited the experience of the oleomargine manufacturer who promoted so heavily in a variety of ways through the years that the number of 'facings' — or containers of his product facing front on the shelves — reached 27.

Terra Alta Stockyards, Inc.

Terra Alta, West Virginia

Announcing to our friends in Pennsylvania

Special October Feeder Sales

Oct. 1 — 2:00 P.M.

Two year olds and yearlings

Oct. 20 — 7:30 P.M.

1,000 head State Graded Calves.

This sale is co-sponsored by the West Virginia Co-operative Extension Service.

Oct. 29 — 2:00 P.M. — Special Roundup Sale —
1,000 head yearlings and Calves

For Further Information on
Special Sales or our weekly Friday Sales

— Call —

Russ Stover, Jr., Manager

Terra Alta, West Virginia
304-789-3591

EARLY FALL SALE

Along Route #222, 7 miles South of Lancaster, 6 miles North of Quarryville, Lanc. Co., Pa., at Carl Diller Barn.

SATURDAY, OCTOBER 23, 1971

1:00 p.m. Sharp

50 HEAD CANADIAN & PA. REG. HOLSTEINS

(a few grades included)

A fine offering of fresh and springing young cows and first calf heifers, plenty of springers for late Oct. and Early Nov., Many classified Good Plus. R.O.P. Records.

Following is a sample:

- Springing 2 yr. old Kingpin dtr., dam's ave. 9 lacts: 16,382m 607f, 3.7 percent still producing
- Spring Farm Reflection Ormsby dtr. 3 yr. 292d 14,765m 554f 3.7 percent inc. She "Good Plus"
- Seiling Pietje Triumph dtr., 2 yr. record 365d 13,262m 454f 3.4 percent. The Dam a Citation dtr. with 7 lacts ave. 17,171m 3.8 percent
- Willmil Ivanhoe Bellringer dtr. — G.P. 81, 351d 19,913m 856f 4.3 percent (Springing for late fall); her dam & grand dams both V.G. with over 20,000m
- Tidy Gent dtr. 2 yr. old with over 13,000m; her dam's records from 15,000 to over 19,000

Dams of animals selling: from 18,269m to 23,105m and 691f to 921f.

Daughters of following: Maview Dunloggin Direct; Whirlhill Kingpin; Mayers Dark Leader; Spring Farm Reflection Ormsby; Forest Lee Rocket Centurion; Dividend Clipper; Seiling Pietje Triumph; Houckhall Rocket Clipper; Glenvue Skychief; Spring Farm Master Maple.

Service Sires: Dividend Clipper; Edgeware Wayne Achilles; Downalane Reflection Emperor; Glenvue Bonanza; Enghill Perseus; Heatherstone Lucky Typeblazer.

Some heifer calves selling, Health charts day of sale, Catalogs available.

Truck Service

Sale by,

CARL DILLER
(717) 464-2233

Auct. J. Everett Kreider

Lunch Available

CATTLE SALES EVERY TUESDAY

LARGE SELECTIONS
OF CATTLE DIRECT
FROM PRODUCERS
EACH WEEK.



**STAUNTON
LIVESTOCK
MARKET, INC.**
C & O Flats
Staunton, Va.