

New commercials aired for milk

ROSEMONT, Ill. - "Diver" and "Speed Skating" are the latest in American Dairy Association's series of TV commercials, "The Naturals," aimed at children. They feature teenagers swimming and ice

skating, and enjoying milk with younger children.

Participating member organizations' aired the commercials in local markets in October.

ADA, the advertising and marketing services arm of United Dairy Industry Association (UDIA), now has six 30-second spots in the series, which began February 1977.

Each commercial in the series, which will continue through 1978 (two new ones coming out in March, another two in September), features a 14 or 15-year-old enjoying milk while engaging in a skilled activity of his or her own choosing.

In every case, a younger person is shown drinking milk with the teenager, thus pointing out to preteens that milk is a refreshing drink liked and accepted by older children. Parents are not

shown, thus avoiding the inference of parental influence.

According to ADA, youngsters ages 2 to 12 account for more milk consumption by volume (over 40 per cent) than any other age group in the U.S. At the same time, milk drinking by them has declined 20 per cent over the last seven years.

Research sponsored by UDIA's marketing division indicates one of the reasons for this decline is that youngsters think milk is a beverage to grow up and away from. As they get older, they are allowed to drink the powdered mixes

and carbonated soft drinks, so these drinks symbolize growing up.

Findings also show that preteens do not think milk is a "fun" drink. Because of the pressure parents apply on them to drink their milk, they associate it almost solely with the good and virtuous. So they feel it is more appropriate for formal drinking occasions at home, with meals and family, than for spontaneous drinking with friends.

On the positive side, the study showed children do believe milk tastes good, especially when it is cold and consumed with food. And they know milk is good for bones, teeth, and growth.

California Leads in Agriculture

California is the leading agricultural state, with cash receipts totaling nine billion, 102 million dollars. The next high-ranking states in descending order are: Iowa, Texas, Minnesota, Nebraska, Kansas, Indiana, Wisconsin, and North Carolina, reports the USDA's Economic Research Service.

PUBLIC SALE

FARM EQUIPMENT
HOLSTEIN COWS & HEIFERS
FEEDER STEERS
ANTIQUES, Etc.

Thanksgiving Day,
NOVEMBER 24, 1977

TIME: 11:45 A.M. PROMPT

Due to quitting farming will have Public Sale on the premises, located in York County, 4 miles south of York, Pa., on Route #111, thence turn west 1 mile at Reynolds Mill Road, then turn north onto Overlook Drive, first farm, Sale Signs posted.

3 TRACTORS 3

Farmall 350 Diesel; W C Allis Chalmers & cults; D 10 Allis Chalmers & cults; Massey Harris 60 10-ft. self propelled combine, in nice shape; McCormick 510 16 double disc grain drill, like new; good Allis Chalmers 2-row corn planter; New Idea 135-bu. manure spreader, p.t.o., like new; New Idea 2-row semi-mt. trail corn picker; McCurdy gravity flow box on Allis Chalmers chassis; New Idea rubber-tire wagon w/tight bottom box; Int. Harvester McCormick rubber-tire wagon w/metal box; iron wheel wagon w/grease fittings; I.H. McCormick No. 33A loader w/dirt bucket used very little; Int. 7' mower, 2 pt., PTO; McD. roll bar rake; C.H. Grimm 4-bar hay tedder, p.t.o.; Smoker 24' hammer mill; I.H. McCormick 3-14" plow, 2 pt. M M 2-14" plow on rubber; McD 18" disc harrow; tractor 35 spring tooth shovel harrow; 9' single roll packer; 60 tooth peg harrow; 2 pt. rear carrier; snow blade for 350; Grove snow blower, 3-pt.; rear ground scoop; Fairbanks platform scales; 30' wood shifting ladder; electric chain saw 14" blade; grass seeder; 150-gal. gas tank; burlap bags; shovel plow; potato plow w/iron rods; 3 aluminum shovels; 3 iron hog troughs; 10 2"x12"x10" oak plank 18 pieces 16' rooders; 2 hog gallows; hog scalding trough; 3 wooden barrels; good 13-6-38 tractor tire; rope & tackle; wagon load of small farm tools.

FEED 280 Bushels of ear corn
6 HEAD of HOLSTEINS

Health Chart

2 cows, 1 fresh w/3rd calf, other due Feb.; 4 heifers 3 mo. to 1 yr.; Surge S.P. 11 milker pump; Surge milker unit; 485-lb. cans;

14 HEAD of VERY NICE STEERS
500 lbs. to 900 lbs.

Charolais, Hereford, Angus, and Holstein
ANTIQUES, Etc.

Empire jelly cupboard; very nice oak side board w/carvings; wood butter churn; child rocker; oak chairs; wood measure; 2 copper wash boilers; 2 milk stools; wood box; glass oil lamps; oil heater; picture frames; wood straw fork; 2 school desks; 12 doz. egg crates; 250-lb. milk cans; 25 1-gal., 3-gal., 4-gal., 5-gal., 6-gal., 8-gal. stone crocks; straw knife; furrow plow; hard to find horse-drawn fifth chain hook-up complete; child chest of drawers; youth crib; adding machine; canning jars; iron kettle & stand; iron pot; many items not mentioned. A real lot of farm equipment.

LUNCH AT SALE

NOT RESPONSIBLE FOR ACCIDENTS

ORDER of SALE - Wagon, Antiques, Equipt, Corn, Cattle.

TERMS: Cash or approved check

Owner

CHAUNCEY E. LENTZ,
R.D. #8, York, Pa.

Auctioneer

Clair R. Slaybaugh
Idaville, Pa., Phone 677-7479

PUBLIC SALE

OF

REAL ESTATE (Ranch Home)
Modern Furniture, Household Goods,
1976 & 1968 Buicks, Riding Mower
& Tools

WED., NOV. 23, 1977

at 11:00

Loc. at 328 Park View Drive, Borough of Manheim, Lanc. Co., Pa. (at the North end of Manheim; turn right off Rt. 72 onto Hamaker Road; turn left onto Park View Drive).

White holland stone ranch home w/7 room & 1½ bath & attached 1 car garage. Elec. cable heat, elec. water heater, borough water & sewage, alum. storm windows & doors, nice yard, paved driveway, also sep. frame utility shed. Lot size: 100' frontage by 162' depth more or less. Property open for inspection: Sat.'s Nov. 12 & 19 from 1 till 3. Real Estate to be sold at 2:00.

1976 Buick LaSaber custom (11,000 miles), 1968 Buick Wildcat. Kelvinator: chest freezer & 2 dr. refrig., Coldspot 2 dr. refrig., Whirlpool: auto. washer & auto. dryer. RCA & Zenith port. color TVs, Sound Design AM-FM solid state radio, RCA solid state AM-FM stereo. Walnut, uph., chrome, maple, mahg., & other nice modern furniture. Good & everyday glassware & china. Household articles. 8 HP wheel horse riding mower & other lawn equip., hand & garden tools. Food served.

Sale by

Mrs. Theodore R. Long
Estate

J. David Young, Atty.

Howard Shaub, Auctioneer 464-3541
and Roy C. Probst 464-3190

PUBLIC SALE

VALUABLE 59 ACRE FARM
Saturday, November 26, 1977

At 2 P.M.

Located along Main Street, ¼ mile east of Terre Hill. Between Terre Hill and Rt. 625.

Valuable Farm Containing 59 Acres
(More or Less)

Some meadow and wood land upon which is erected
A Stone Dwelling

Kitchen, three rooms and bath on first floor, 5 bedrooms on second floor. Well and pressure system. Oil fired baseboard hot water heat. S.W. hookup, heating system only one year old.

Storm doors and windows, full basement, insulated attic, wooden windows and cornish covered with aluminum. New roof on house.

Other buildings consist of

Large Bank Barn & Tobacco Shed

Property has road frontage on both sides of road. Land in high state of cultivation, also ideal for development.

10% down day of sale.
For inspection of property by appointment call 354-8981.

Property to be sold at 2 P.M.

Terms By

LOUELLA & SAMUEL W. GROFF
Executor for Estate of Martha M. Bixler

Auctioneers

Lester O. Weaver
Barry D. Wanger

Attorney

Eric S. Coots

Not Responsible For Accidents

Production

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Pike, Lancaster; secretary-treasurer, Philip Crouse, Stevens R1; and news reporter, Arlen Keener, Elizabethtown R1. Directors will be Kerry Boyd, Ephrata R5; Steven Kauffman, Elizabethtown R1; Joyce Stoltzfus, Gap R1; Darrel Mills, 1343 Gypsy Hill Road, Lancaster; and Lowell Brubaker, Manheim R2.

In recognition of the Board

of Directors of the Holstein Association, Loren Zimmerman, East Earl R1, was re-elected president. Vice-president is John Barley, Conestoga R2; secretary, J. Robert Kindig, Conestoga R1; and treasurer, Earl Stauffer, Ephrata R1.

The banquet committee was Clyde M. Buchen, chairman, Robert Charles, John Harnish and Lowell Brubaker.

York Kiwanis honors rural youth

YORK - In an annual renewal of urban and rural friendships, farm representatives were hosted to a dinner on November 3 by the York Kiwanis Club.

4-H boy. He has been especially active in carrying projects in the health field.

Highlight of the farm-city meeting was the presentation of Kiwanis awards to three outstanding rural York County youths.

Bonnie Wire was selected the county's outstanding girl for 1977 and was honored by the Kiwanis club for that achievement. The daughter of Mr. and Mrs. Russel Wire, Spring Grove, Bonnie specializes in 4-H photography work and hopes to become a journalist.

Recipients of the outstanding FFA member plaque was Mark Mummert, Admire Road, Dover. The son of Mr. and Mrs. Richard Mummert, Mark is currently the county FFA president and recently won recognition for his years of exhibiting livestock and crops at the York Fair.

State 4-H public speaking winner, Sue Schneider of Wellsville, spoke on the topic "Be Good To Yourself." The award-winning presentation offers the challenge to the listener to not overindulge himself at the expense of others, but to instead be the kind of friend to which others will want to share both their sorrows and joys.

Two 4-H youths also received awards from the York service club for outstanding project involvement. Paul Myers, Thomasville R1, son of Mr. and Mrs. Paul Myers, was named the 1977 outstanding

Other speakers included former 19th District congressman George Goodling and Extension Agent John Smith.

FARMERSVILLE AUCTION

TUESDAY, NOVEMBER 15, 1977

5:30 P.M.

In Farmersville, 3 mi. East of Brownstown, Lanc. Co. Pa. Selling household goods of Emma Zook, Lititz, Pa.

ANTIQUES: Patchwork comfort; kerosene lamp, chest of drawers; dovetailed chest; trunk; sideboard; jelly cupboard; Nippon dish; caned rocker; 2 cane seated chairs; 2 plank bottom chairs (half back newly decorated).

2 pc. livingroom suite; 7 pc. maple dining room suite; 5 pc. bedroom suite; mattress & spring; round maple extension dining table; twin bed and mattress, kneehole desk; 2 bookcases; rockers; taborets; rugs; portable Singer sewing machine; Electrolux cleaner; Hoover upright cleaner; portable mixer; broiler oven; toaster; transistor radio; upright freezer; refrigerator; dehumidifier; air conditioner, used 2 yrs; lawn chairs; power lawn mower, used 2 yrs; pressure cooker; dishes; dinner set; pictures; blankets and bedding; books; flower pots; aluminum folding table; etc. etc.

Also for others: Black Columbia Kitchen range; Majestic kitchen range; 40" Roper gas range; solid cherry bedroom suite; waterfall bedroom suite; Maytag wringer washer; bottled gas space heater; jig saw; etc. etc.

We sell on commission.

Call: JOHN J. RUTT
717-354-5095

Note early starting time.

Next week, November 22, we will be selling antiques and collectibles for the Lydia Stoltzfus Estate of Talmage.