

Dairy association presents advertising award

LANCASTER — Nabisco, Inc. and the Nestle Company, Inc., originators of the "Free Half-Gallon of Milk" promotion in 1975, have been named co-recipients of American Dairy Association's

Distinguished Advertising Award.

In the promotion, a store coupon, redeemable for a free half-gallon of milk, is mailed to customers who submit proof of purchase of Nabisco's Oreo cookies and

Nestle's Quik milk additive.

The award, created by ADA to recognize outstanding creativity in the promotion of dairy products, was presented to executives of the two companies at a New York award ceremony. Nestle-Nabisco's first use of the free milk promotional idea was so successful that the two companies have

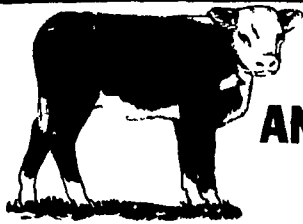
made it an annual January-February event.

More than 14 million gallons of milk were sold as a direct result of Nestle-Nabisco's 1980 promotional effort, according to Alden Grimes, executive vice president of ADA. The figure includes milk required to use the additional Nestle's Quik sold during the promotion

and represents more than 122 million pounds of milk.

Nestle, which controls almost three-fourths of the milk additive market, reports that "Quik" shipments were up 17 percent in 1980 over the same promotional period in 1979. Nabisco's "Oreo" cookies expanded their lead as the largest selling chocolate sandwich cookie on the

market. Norman Fitton, product manager for Nestle's Quik, Walter Mazura, senior brand manager for Nabisco's Oreo cookies, and Ron Schlein, consumer promotions manager for Nabisco, accepted the awards from Grimes and Grover Simpson, ADA's vice president of marketing services.



45TH ANNUAL FEEDER CALF SALE

THURSDAY, OCTOBER 2, 1980
SALE TIME: 7:30 P.M.

All calves will be beef type, steers and heifers. No bulls, off color, or yearling cattle will be accepted. Calves will be weighed in on day of sale and sold in uniform lots, according to breed, grade, and weights. We are sure you will find the type of calves you are looking for.

COME
SHENANDOAH VALLEY LIVESTOCK SALES, INC.

1044 EDMOND ROAD
HARRISONBURG, VA. 22801
PHONE: (703) 434-4482

REGULAR SALE EVERY SATURDAY 1:30 P.M.

THE PENN-MAR SHROPSHIRE SHEEP ASSOCIATION - SPONSORING THE TENTH ANNUAL - REGISTERED SHROPSHIRE BRED EWE & EWE LAMB SALE

At The Keystone International Livestock Expo,
Farm Show Building, Harrisburg, PA
6 P.M.

SATURDAY, OCTOBER 4, 1980

For sale catalog write Ted Kirby
Box 258A, R.D. 2, Macungie, PA 18062

PUBLIC SALE

OF REAL ESTATE
(90 Acre Farm)

WEDNESDAY, OCTOBER 1, 1980

At 2:00 p.m.

Located along Pumping Station Road, R.D. #3, Quarryville, Eden Twp., Lanc. Co., Pa. (from Quarryville take Rt. 372 about 1 1/2 mi. east, Turn right on to Pumping Station Rd. or road leading to Kirkwood. First farm on right.)

Real estate contains 2 1/2 story frame house w/white asbestos siding, 6 rooms & full bath 2 story frame barn equipped for milking, attached tobacco shed w/cellar, stripping room, corn crib & storage shed & 10' by 50' silo 2 story frame horse barn w/tobacco scaffolding. 2 story frame cattle barn w/scaffolding for 3 acres of tobacco. Frame utility shed. 14' by 50' silo w/feeder 2 wire corn cribs

Total of 90 acres more or less. 70 to 75 acres of tillable land, 12 acres of meadow & 8 acres of woodland Farm land extends from Pumping Station Rd. west to Hess Road

Real Estate will be open for inspection Sats, Sept. 13, 20 & 27 from 1 till 3

Sale by
**JOHN L. KACHEL
EVELYN M. KACHEL**

James R. Leonard, Jr. Atty.
John F. Pyfer, Jr., Atty.
Howard Shaub Auctioneer 464-3541
and Roy C. Probst 464-3190



GAP AUCTION

FRIDAY EVE., SEPT. 19
5:30 P.M.

Located off Route 41 - Lancaster Avenue opposite Turkey Hill Minit Market - Cross RR Bridge

ANTIQUES AND HOUSEHOLD GOODS
SOLD AT EVERY AUCTION.

CONSIGNMENTS ON MONDAYS
FROM 8:00 A.M. TO 7:00 P.M.
OTHER DAYS BY APPOINTMENT

Call us for pick-up service

IRA STOLTZFUS & SON, Auctioneers

442-4936 or 442-8254

CONDUCTORS ALL TYPES PUBLIC SALES

PUBLIC SALE

ANTIQUES & TOOLS

MONDAY EVENING, SEPT. 15, 1980

5:30 P.M.

Located: South of Mountville, Pa. Along Central Manor Rd. at Herrs Fruit Farm (at Old Sales Barn)

1972 350 Chevy 3T. truck w/box., 1973 Ford LTD, good cond., Dinner Bell, Settee, side board, Dresser, China Closet, two Stereo's, Hoover floor polisher, Commercial elec. mixer, w/bowls, 2 wash boilers, wash tub & boards, slaw cutter, fireplace screen, 2 cherry seeders, wooden rug beater, silver candle holder, Carnival, Wedgewood, salts, Depression, Nippon, 22 K. Gold pitcher, silver pocket books, Baseball cards & books, shoe lathe, pencil box, tin boxes, agate, crocks, bottles, lanterns, sadirons, old lights, picture frames, furniture, Old flyer elec. train, etc. Radial armsaw, Homelite chain saw, Riding mower, straw cutter, shovels, rakes, planes, wooden barrel, sno blower, tree horses, FRESH FRUIT and numerous useful items. Lunch available

NOTE: Bring your chairs, Continuation of Memorial day sale by

**ROBERT HERR
C.H. WOLGEMUTH & ED JOHNSON AUCTS.
Ph. 665-5664**

SOUTHERN TIER SHOWCASE SALE

FRIDAY, SEPTEMBER 19, 1980

At 8:00 P.M.

Owego, N.Y. Located at the Tioga County Fairgrounds on Rt. 170, west of Owego.

Selling 80 head of selected Registered Holsteins. Featuring a Jan. '80 Marvex out of an "EX-91" "3E" Pawnee Farm Arlinda Chief with records to 30,993 milk and 1,178 fat; 2nd dam is "VG" Perseus with over 100,000 milk ALSO: an "EX-91" Elevation with 806 fat and due to Kingpin; plus her '78 Kingpin daughter due to Jemini. ALSO a really fancy Glendell that was All West Virginia Intermediate Heifer Calf, and due to Pete.

For details on these and other top consignments see the September New York News and The Aug. 25 World.

Sponsored by:

**THE BROOME-TIOGA &
TOMPKINS COUNTY HOLSTEIN
CLUBS**

Bradley Pickert Chr.
607-657-2795

William Kent, Inc.
Sale Manager & Auctioneer
Bergen, NY
Ph. 716-494-1890 or 768-7549

PUBLIC AUCTION

on the Farm located in Kentmore Park
Take Rt. 213 South from Galena, Md. to Rt. 444
before Kennedyville, Md.

MONDAY, SEPTEMBER 22

at 11:00 A.M.

FARM MACHINERY

Allis Chalmers 7060 Diesel Tractor (dual wheels-air/cond.-radio), Allis Chalmers 185 Diesel Tractor, Allis Chalmers XT-190 Diesel Tractor, Series 3; AC 18' Fold-up 2300 Disc; AC Side mount 7' Mower, AC Loader, AC 6/16 Plows & Harrow, AC Round Baler, Athen Chisel Plow, Midwest 6/30" Cult., Int'l. 400 Air Corn Planter 6/30", Int'l. 101 Disc Drill, Ontario Drill, PTO Grass 2 Bu. Seeder, N.I. 150 Bu. Flail Spreader, 2 1/2' Fold-up AC Field Cultivator, N.H. Rake, 2 Flat Wagons, Chattanooga 12' Cultipacker & 3 Section Cultipacker, King Wise Elevator, AC 6' Rotary Mower, JD Rotary Hoe.

1970 Dodge 2 Ton Grain Truck, 1962 Ford 10 Wheel Truck, Corn Sheller, Walking Plow, Old Sleigh, Tools, Bolts, Gates, Feeders, Etc.

"Some Household Goods - (sells first)"

Owner,
DAN QUINN, JR.
Kennedyville, MD.

H. RUDNICK & SONS, INC.
Sales Managers & Auctioneers
of Galena, MD.
Phone: (301) 648-5100

LUNCH

6th ANNUAL

DAIRY SHOW & SALE

WED., SEPTEMBER 17

at the Valley Stockyards, Inc. Rt. 199, Athens, Pa.



RIBBONS

PRIZE MONEY

GRAND CHAMPION
JUDGING 10 30 A M

We expect many Top Purebred & Grade Cattle for this Sale

VALLEY STOCKYARDS, INC.

ATHENS, PA. Tele: 888-9333

RESTAURANT WILL BE OPEN

4 CLASSES
Fresh Hol Cows
Dry Hol Cows
Holstein Heifers
Mixed Breed

RESERVE CHAMPION
SALE 1 00 P M

Cattle Received All Day Tuesday Only

Upperman, Auctioneer

Eberly, Clerk

PUBLIC SALE

To be held on the premises at Pinola Feed & Supply, 1628 Pinola Road, Shippensburg, PA., 1 1/2 mile north of Route 11, in Pinola ...

THURSDAY EVEN. SEPT. 18

At 6 P.M.

Having sold our business we will sell the following:

1967 - 3/4-Ton GMC Pick-up, 1968 Chevrolet 1/2 Ton Pick-up, 1968 1 1/2-Ton GMC Dump, Old International 1 1/2-Ton Truck with Hoist, Overhead Cable Hoist to Dump trucks, 2-8-Ton Feed Bins on Long Legs, 1-10-Ton Feed Bin, Fertilizer in Bags, Lot of 2 1/2-Gallon Plastic Containers, Pallets, 1-1 1/2 Ton Feed Mixer, 1 Tyler Fertilizer Spreader (needs repairs), 1 Case Corn & Bale Elevator, 1 Mayrath Elevator for Parts, 1-8-inch by 20-foot Auger, new; Black Iron Pipe, Plastic Pipe, Pant, Roof Coating, 1 Oak Desk, 1 Metal Desk, Miscellaneous Chairs, Filing Cabinet, LATHEM TIME CLOCK, CALCULATOR, 3M PHOTO COPIER, good; Metal Storage Bins, Bolt Bins, Pegboard Display Rack, Air Conditioner, 2 Good Platform Scales, Nails, Fly Spray, 2 NEW SUBURBAN COAL OR WOOD STOVES, "RIGID" Threading Tools, and many other articles!

PINOLA FEED & SUPPLY, INC.