



Agency Merchandising Director Jim Whelan (center) and Shop N' Bag Store Manager Francis Brinavera (left) award the \$10,000 "Good as Gold" Grand Prize certificate to Mr. and Mrs. Samuel Magid of Philadelphia.

"Good as gold winners announced

TOWSON, Md. — Samuel Magid, of Philadelphia, has been named the grand prize winner in the "Milk's as Good as Gold" Sweepstakes, sponsored by the Middle Atlantic Milk Marketing Area Advertising and Promotion Agency.

Eighty-year-old Magid and his wife Lillian were awarded a check for \$10,000 at the Shop N' Bag Store, 2417 Welsh Road, Philadelphia - the store where Mr. Magid picked up his winning entry blank while running an errand for his wife.

The sweepstakes was initiated, in March, as a means of introducing consumers in the Mid-Atlantic area to the "REAL" Seal, a symbol of real dairy foods which is akin to a "Good Housekeeping" seal for the dairy industry. The "REAL" Seal, a symbolic drop of milk with the word "real" inside, will eventually appear on all dairy packaging and will enable shoppers to recognize genuine dairy foods from their imitation counterparts.

The sweepstakes was announced in March by means of a four-color advertisement which appeared in

Sunday supplements in Harrisburg, York, Philadelphia, Washington D.C. and Baltimore area newspapers.

The sweepstakes required consumers to clip the "REAL" Seals found in the newspaper ad and compare them with a "Good as Gold" game card in their favorite supermarket. Contest prizes included the Grand Prize of \$10,000 in "real" gold or a check for that amount; five first prizes of \$2,600 in free food; 100 Second Prizes of \$100 in free food and 1000 Third Prizes of \$20 in free food.

Shoppers whose "REAL" Seals did not match those on the game card could also enter a "Second Chance Sweepstakes" for a chance to win any of the unclaimed prizes.

First Prize winners in the sweepstakes were:

- Glen Borden, Burlington, N.J., Pathmark;
- Harry J. Butler, Washington, D.C., Safeway;
- Mrs. G. Pattinson, Sharon Hill, Pa., Acme;
- Sandy Rosner, Melrose Park, Pa., Shop N' Bag;
- Barry Stackhouse, Leola, Pa., Acme.



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