

Top Pa. apple marketers are honored

HARRISBURG — Leading grocery industry representatives, foodservice representatives and roadside marketers were recognized at luncheons, March 20-22, for their marketing expertise by the Pennsylvania Apple Marketing Board and National Apple Month, Inc. of McLean, Va. Kay Swartz, Marketing Representative of the Pennsylvania Apple Marketing Board, presided over the luncheon meetings held in Pittsburgh, Mechanicsburg and Philadelphia. More than 80 retail and food-service companies and roadside marketers competed at the national level for honors of out-

standing apple promotions. The total number of finalists in the 1983 Greenthumber Competition for best overall National Apple Month promotions dropped off slightly due to the late fall marketing season, but the quality of the promotions and the challenge of making the top selections lived up to every expectation. Swartz commended all those who had participated for their efforts in marketing apples and the excellent entries they prepared last fall. Fred Corey, secretary-manager of National Apple Month, Inc. related that "Apples are purchased more frequently and consistently than any other fruit in

the supermarket." He concluded, over 90 percent of all families in America purchase fresh apples weekly or more often during much of the year. Thus, apples can account for up to 30 percent of the gross produce department profits". National Apple Month and fall time promotions are major contributors to this very nice set of circumstances. Little wonder that many aggressive, profit motivated retailers, foodservice operators and roadside marketers are very partial to October National Month promotions once they have tried the many traffic building things to be done with apples and apple products.

Recognized by the two organizations were national award winners Penn Traffic Co. Riverside Division DuBois } fourth national honors for corporate chains of fewer than 50 stores
P A & S Small Co. York second national honors for co-operative chains with over 50 stores
Golden Dawn Foods Inc. Division of Peter J. Schmidt Co. Inc. Sharon third national honors for co-operative chains with over 50 stores
Reeves Parvin & Co. Huntingdon fourth national honors for co-operative chains with fewer

than 50 stores Bomberger's Elm first national honors for ARA Services Philadelphia second national honors for contract foodservice operations with over 200 units
Dutch Pantry Family Restaurants Camp Hill first national honors for restaurant chains with more than 50 restaurants
Saga Food Service Nationwide Insurance Co. Harrisburg third national honors for single restaurants or cafeterias
Servomation Corp. AT&T Corp. Piscataway NJ fourth national honors for single restaurants or cafeterias
Ontelaunee Orchards Farm Market Leesport first national honors for retail farm markets
Lerew's Farm Market Dillsburg fourth national honors for retail farm markets
Also recognized were participating companies for their competition finish in the Mid-Atlantic and Southeast region of the national competition.
Corporate chain with more than 50 stores Acme Markets Inc. Philadelphia 1st place mid atlantic, and southeast region
Acme Markets Inc. Forty Fort 4th place mid atlantic and southeast region
Corporate chain with fewer than 50 stores Penn Traffic Co. Riverside Division DuBois 2nd place mid atlantic and southeast region
Konhaus Farm Markets Mechanicsburg 3rd place mid atlantic and southeast region
Giant Food Stores Inc. Carlisle 4th place mid atlantic and southeast region
Voluntary Chain with more than 50 stores P A & S Small Co. York 1st place mid atlantic

and southeast region Golden Dawn Foods Inc. Division of Peter J. Schmidt Co. Sharon 2nd place mid atlantic and southeast region
Associated Wholesalers Inc. York 2nd place mid atlantic and southeast region
Fox Grocery Co. Division of Wetterau Belle Vernon 4th place mid atlantic and southeast region
Voluntary chain with fewer than 50 stores Reeves Parvin & Co. Huntingdon 1st place mid atlantic and southeast region
Independent Stores Bomberger's Elm 1st place mid atlantic and southeast region
Triple G Farm Market Stevens 2nd place mid atlantic & southeast region
Single Restaurant or Cafeteria Saga Food Service Nationwide Insurance Co. Harrisburg 1st place mid atlantic and southeast region
Servomation Corp. Pa. Blue Shield Camp Hill 2nd place mid atlantic and southeast region
Messiah College Grantham 4th place mid atlantic and southeast region
Retail Farm Markets Ontelaunee Farm Market Leesport 1st place mid atlantic and southeast region
Lerew's Farm Market Dillsburg 2nd place mid atlantic and southeast region
DeCou Farm Market Shiloh NJ 2nd place southeast region
State Certificates of Produce Marketing Excellence were awarded to each company and produce manager who participated in the October National (Turn to Page D14)

Now is the TIME to think about your garden and lawn equipment, that is, if you want to save MONEY.

25 Tools & Attachments Available



Tuff-bilt

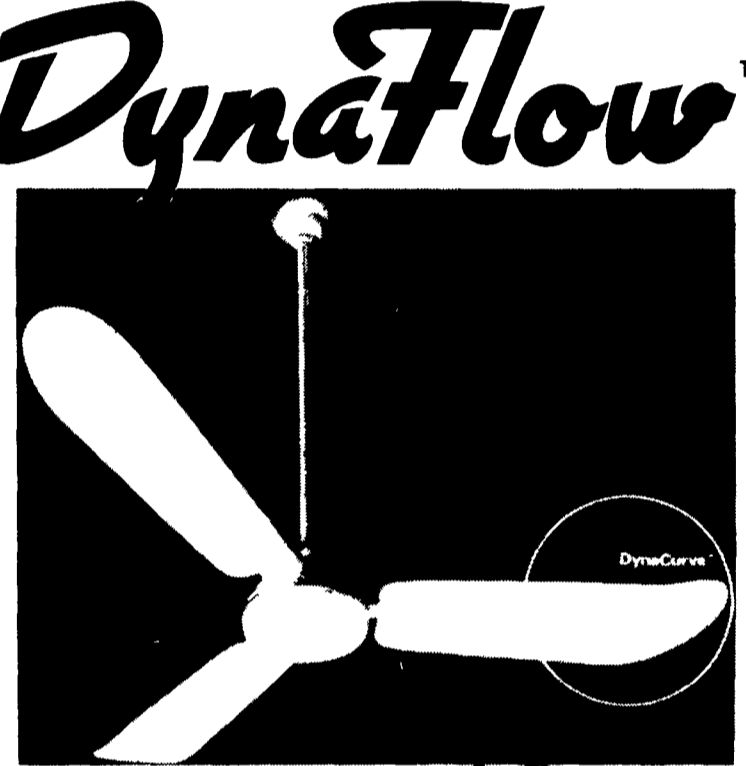
ALLEN H. MATZ, INC.
505 E. Main St., New Holland
Ph: 717-354-2214
SERVING THE COMMUNITY THIRTY-FOUR YEARS

LANC. CO'S OLDEST FORD DEALER

G & G HIGH PRESSURE Agricultural High Pressure Washing

* Washing of Poultry Buildings, Barns, Disinfecting, Fly Spraying and Dairy White Washing

BARRY GARBER
RD 1, Box 626
Elizabethtown, PA 17022
717-367-3649



DynaFlow™

56" - METAL BLADES

ROTOR is made of electrical sheet steel stampings. The conductors consist of copper bars in slots riveted to the copper and rings and soldered. The rotor is spigoted with the bearing brackets. The endshield of the rotor is fixed by three steel screws and nuts to the rotor body.

STATOR is made of electrical sheet steel stampings which hold rigidly in position on to the steel shaft. Synthetic enameled copper wire is used for windings thoroughly impregnated with varnish and stoved. The slot insulation consists of varnished cambric and a wedging strip of fiber.

CAPACITOR is mounted between the fan and downrod for reducing consumption of electricity and longer service.

METAL BLADES 1/16" thick

BEARINGS are lubricated with quality grease. The entire weight of the revolving portion of the fan is taken by the ball bearings.

QUESTION?

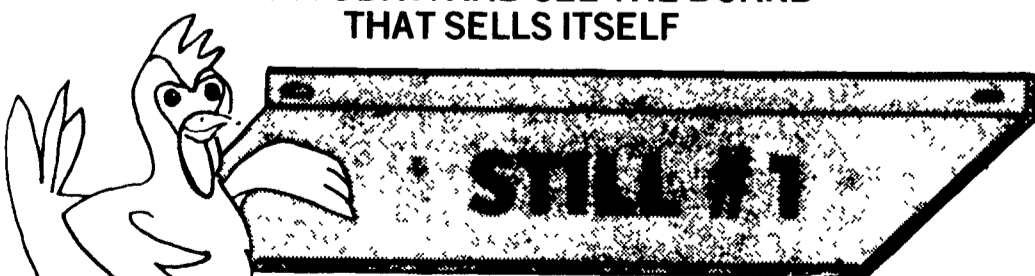
WHY HAVE OVER 60 POULTRYMEN REPLACED THEIR DROPPING BOARDS WITH CHEMGRO'S HIGH DENSITY PLASTIC DROPPING BOARDS?

ANSWER!

IT'S SIMPLE, OUR BOARD IS UNMATCHED IN THE INDUSTRY!

- SUPERIOR STRENGTH AND DURABILITY
- THICKNESS, A FULL 1/4" THICK
- WILL NOT RUST OR CORRODE
- AVAILABLE IN 8' AND 10' SECTIONS
- FITS MOST MAJOR CAGE SYSTEMS
- ALL NECESSARY HARDWARE AVAILABLE
- PLASTIC SCRAPER BLADES ALSO AVAILABLE
- BOARDS FULLY GUARANTEED BY MANUFACTURER

CALL TODAY: AND SEE THE BOARD THAT SELLS ITSELF



CHEMGRO

BOX 218
EAST PETERSBURG, PA 17520
Phone 717-569-3296

SPECIFICATIONS

Sweep	56"	Amps at full speed	0.38
Downrod	30"	RPM bottom speed	90
Watts Consumption full	82	Amps at bottom speed	0.22
Volt - amps at full speed	84	Air delivery (CFM) full speed	16,500
Power Factor	0.951	Maximum air velocity Ft /M	650
RPM at full speed	280	Gross Weight	32 lbs

7 Year Warranty

Pre-Summer SALE

PLACE YOUR ORDER NOW
A ONE-TIME OFFER

Reg. Price.. \$79.00 **NOW... \$69.00**
5 OR MORE..... \$59.00

SWINE & POULTRY SYSTEMS SPECIALISTS
FARMER BOY AG. INC.
410 E LINCOLN AVE MYERSTOWN, PA 17067 PH 717 866-7565
Quality Is Our Name - Low Price Is Our Aim