

ADA/DC promotions

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ADA will randomly select the names of several stores to check for promotional materials. If the store is not displaying the materials, another entry will be selected.

First prize in the contest is a trip to Mexico, second prize, a Universal gym, and third prize, a camera. A total of 112 prizes will be awarded.

In Pennsylvania 280 kits have been distributed to supermarkets and 504 kits to convenience stores, reported Dairy Marketing Specialist Roberta Bronson.

Shoppers will be exposed to audio dairy advertisements proclaiming "Enjoy more milk, 'cause milk's got more." The fan...har jingle will be followed with information on in-store specials at the dairy case, explained Michelle Martins, a dairy marketing specialist with ADA/DC. A similar second ad will feature nutritional information about milk and an explanation about the "REAL" Seal.

"This is an opportunity to tie in the TV and radio promotions," Martins said. "It reaches people right at the point of purchase."

The in-store audio ads offer an

opportunity to increase the frequency of ADA's message and cost only about 65 cents per 1,000 shoppers, she continued.

ADA will track sales with a follow-up study that will compare dairy sales in major supermarkets using and not using the ads.

Another form of the audio ads, called radio doughnuts, will be offered to dairy businesses at no cost. These ads are similar to the in-store promotion, but contain a blank space for individual businesses to insert their own messages. ADA provides a professional radio spot, and the business pays for the radio time, Martins explained.

Grocery shoppers aren't the only consumers ADA has targeted for promotion: pizza lovers will see tempting photos of pizzas prepared with real dairy products. ADA/DC representatives have been pounding the pavement to persuade pizza makers to sign a contract to use only real cheese on their pizzas.

In return, ADA/DC provides the producer with materials to help inform customers that they are using real cheese on their pizza. These materials include brightly colored decals for on the door, window or cash register, and table

tents displaying mouth-watering pizza photographs.

ADA/DC has developed another contest as incentive for pizza makers to participate in the program. All pizza stores that sign into the program by June 1 will have a chance to win one of four drawings for 200 pounds of mozzarella cheese.

"Our goal is to increase the number of pizza makers enrolled in the program from 600 to 1,000 by year's end," Goslee said. So far, they have 400 signed agreements, with 125 pizza makers representing 151 stores entering the program for the first time. In Pennsylvania, 25 new producers representing 40 stores have signed up.

Transit users in ADA/DC's marketing area will soon be seeing

billboards and subway posters that are part of a new outdoor campaign. The billboards, developed by UDIA, display a soccer player on a milk carton, the "REAL" Seal, and the message, "Milk America's Health Kick."

ADA/DC is also working on a promotion with the makers of Oreo cookies. The new ads will feature a striking visual of an Oreo dropping into a glass of frosty milk, said

Mark Ellis, an account executive with DMM advertising. By June 4 or 5, the new Oreo ads will start appearing on buses and subways. Nabisco will pay the \$60,000 cost of producing the ads and ADA/DC will purchase the media space.

By bombarding the consumer with these ads bearing the same message ADA/DC hopes shoppers will buy more REAL dairy products.



PUBLIC SALE

Personal Property of Jim & Jane Claar located 1 1/2 miles south of Queen on Scrub Grass Road, known as Jim & James Wagon Shed.

FRIDAY, MAY 24

12 Noon

Consisting of: Studebaker buggy good cond., 1947 IH ton truck stake body, 1947 Olds, 4 door sedan, 1943 Jeep, bobsled, New Idea corn husker & shredder, Syracuse hillside plow, Oliver 40 horseplow, steel wheeled wagon, Clipper grain cleaner, 2 pc. 6 pane poplar corner cupboard, old cradle, cherry drop leaf table, iron baby bed, oak hat rack, quilts and handmade bedspreads.

This is only a partial listing.

Terms Cash or approved checks

Auctioneers-

Don Wishard-AU001029L

Stanley Claycomb-AU000155L

Lunch served by Church

PUBLIC SALE THURSDAY, MAY 30, 1985

7:00 P.M.

VALUABLE REAL ESTATE

Located in Salsbury Twp., Lancaster Co., PA. 1 mile north of Rt. 340 along Rt. 897 in village of Springville, 2 1/2 story house, 2 story barn. 5 bedrooms and full bath 2nd floor. 1st floor consists of kitchen and dining area - living room - laundry, partial bath, closed in porch, 2 story barn with stables fore bay etc., 2 car garage and work shop. One and one fourth acre lot.

10% down sale day final settlement on or before July 1.

Owners

ISSAC & LAVINA BEILER

Auct. Steve

Steve Jr. Petersheim

AU001349L

717-786-4624

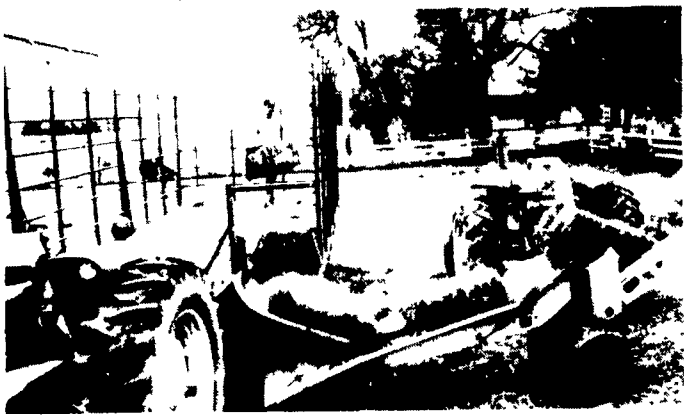
Farm Wives Love

the NEW Meyer's 'Wife-Saver' Steel Bale Throw Box!



— but watch it, girls. It's so easy to unload everyone will want your job!

You'll never walk more than a few steps to unload even the last bale. Simply slide the bales on to the conveyor and away they go! There's no more leaning over the elevator to straighten bales



There just isn't room here to tell you all about the new Meyer's Semi-Automatic Steel Bale Throw Box. You'll just have to see it at your dealer.

It's only fair to warn you that once you have seen it, you'll never be satisfied with any other kind!

The best part is it's sold at a price you can afford!

For Your Nearest Dealer Contact:

R.J. Lee

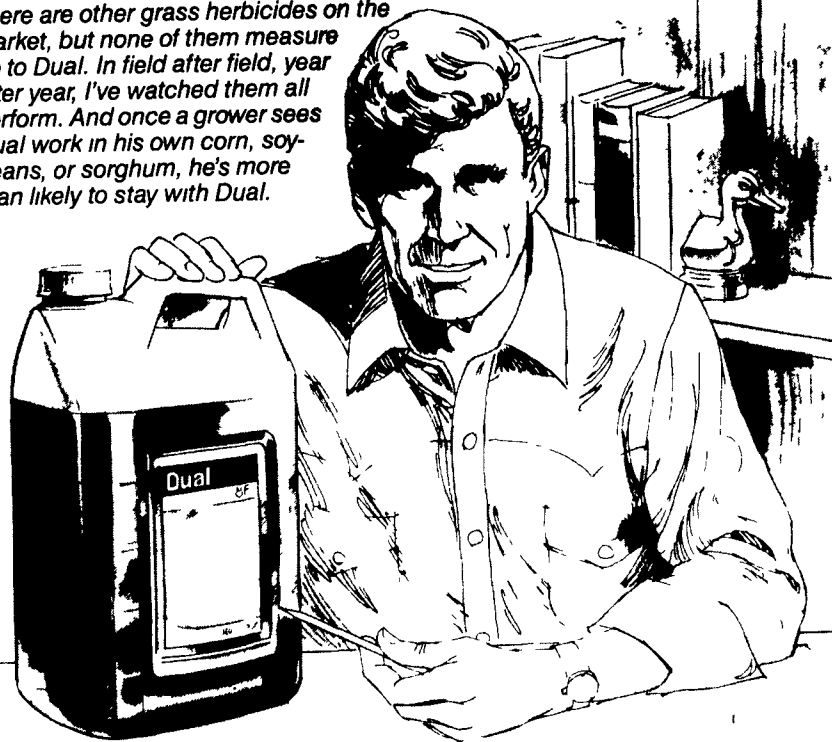
Manufacturers Rep.
Carlisle, Pa. 17013

717/243-3966



"HERE'S WHY I SELL DUAL"

There are other grass herbicides on the market, but none of them measure up to Dual. In field after field, year after year, I've watched them all perform. And once a grower sees Dual work in his own corn, soybeans, or sorghum, he's more than likely to stay with Dual.



Why I recommend DUAL:

- Excellent control of the problems like nutsedge fall panicum, and foxtails. And it controls black nightshade in beans
 - Lasts longer to keep late grasses from spoiling harvest
 - Yield Dual delivers excellent grass control which has been proven to be a key factor in yield studies
 - Low per acre cost Because Dual rates are measured in pints, not quarts
- Finally I support Dual because Dual's the only one helping to get the farmers' message to the public on network television. That helps all of us

LONGER LASTING
Dual

Dual trademark ©1984 CLECO

Collegeville
215/489-9378

Newtown
215/968-3827

Dublin
215/249-3117

Shelly
215/256-8731

Clover Leaf, Inc.
215/536-4252

AGWAY Your Country Values Store