

Free Milk With Your Cookies

COLUMBUS, OH— The all-time great team of milk and cookies has a new teammate for the annual American Dairy Association and Nabisco free milk promotion, NBA All Star and retired forward of the Philadelphia 76ers,

Julius "Dr. J." Erving. The promotion, which begins March 1, will feature Nabisco offering customers one free half gallon of milk at the checkout stand when they purchase a half gallon of milk and any two pack-

ages of Oreo cookies and/or Honey Maid Grahams. Mid East UDIA and other American Dairy Association member organizations will lend their marketing efforts to announce the promotion to the dairy and grocery industries and will provide camera-ready milk carton side panel art.

The theme of the Nabisco-funded promotion is "The Original Dunkers," featuring the great dunking team of milk and cookies. And as part of the year-long celebration of the 100th anniversary of basketball, one of the original dunkers, Dr. J., will be the spokesman for the promotion.

The free milk offer will reach consumers in three ways: through mail-in certificates available at the point-of-purchase displays; from milk carton side panel art; and in a free-standing insert in Sunday newspapers, March 1. The latter is expected to reach more than 45 million consumers.

In addition to the free milk offer, consumers will be able to see how they measure up to Dr. J. when they send for a full-color growth chart poster of the 6-foot 7-inch legendary dunker. The poster is available by mail with the proofs-of-purchase of Oreos and Honey Maid Grahams and \$4.95 plus \$2 for postage and handling.

The Nabisco sales force will also install "FREE MILK" materials and large end-aisle displays in store cookie sections. One of the major pieces will be a life-size cutout of Dr. J. dunking Oreos in milk.

Other lively materials for the dairy aisle include colorful case flags and a banner featuring "The

Original Dunkers" and tear pads for the free milk and the growth chart.

Mid East UDIA expects "The Original Dunkers" to score big with consumers. The 1991 free milk promotion proved to be a success for Nabisco and for dairy farmers. Consumers increased their purchases of Oreos and Honey Maid Grahams significantly and redeemed coupons for 864,100 free half gallons of milk.

Mid East UDIA is one of 25 state and regional member organi-

zations and affiliated Dairy Council units of the dairy farmer-funded and directed United Dairy Industry Association. Mid East coordinates and implements dairy marketing programs on behalf of dairy farmers in Ohio, western Pennsylvania, and parts of West Virginia and northern Kentucky. These programs include advertising, retail and foodservice marketing, nutrition education, communications, and industry promotions.

FREE MILK
(1/2 gallon or larger) up to \$1.50 retail value

from **the Original Dunkers!**
BY MAIL WITH PROOFS-OF-PURCHASE

SEE DETAILS AT NABISCO DISPLAYS IN PARTICIPATING STORES
If there are no Nabisco displays present in your store you can still participate by sending a stamped self addressed envelope to NABISCO FREE MILK OFFER P.O. BOX 8967 CLINTON IA 52736 We'll send you an official NABISCO FREE MILK OFFER mail in certificate. NOTE Void where taxed, restricted or prohibited by law. All requests for NABISCO FREE MILK OFFER mail in certificates must be received by March 31 1992

PLUS... Original Dunkers Growth Chart Offer.
Get a full size, full color Original Dunkers Growth Chart featuring all 6'7" of Julius "Dr. J." Erving!
BY MAIL WITH PROOFS OF PURCHASE SEE DETAILS AT NABISCO DISPLAYS IN PARTICIPATING STORES
If there are no Nabisco displays present in your store you can still participate by sending a stamped self addressed envelope to NABISCO GROWTH CHART OFFER P.O. BOX 9344 CLINTON IA 52736 We'll send you an official NABISCO GROWTH CHART OFFER mail in certificate. NOTE Void where taxed, restricted or prohibited by law. All requests for NABISCO GROWTH CHART OFFER mail in certificates must be received by March 31 1992
1992 NABISCO

Home-Based Business Seminar

WEST CHESTER (Chester Co.) — Do you have a desire to turn your craft or sewing skills into profit? Are you already working as a home-based business person? If so, Penn State Cooperative Extension's "Sewing and Crafts for Profit" seminar will be of interest to you.

Joyce Smith, Ohio State University clothing specialist, will discuss "Is Home-Based Business for You?" and "Marketing Your Product." Learn about "Legal Issues" and "Taxes and Record Keeping" for home-based businesses from Fred Davis, Penn State Cooperative Extension's Resource Management Agent. A "Business Plan" and "Pricing for Profit" are an important aspect of this venture as Winifred McGee, Penn State's small and home-based business agent, will share with the participants. Learn from other successful entrepreneurs during the panel discussion, and network with others who have an interest similar to

your own.

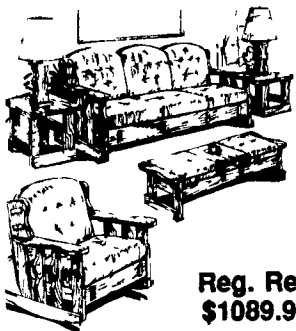
This seminar is sponsored by Penn State Cooperative Extension and will be held at the Meyers Restaurant, Route 309, Quakertown. This one-day seminar is scheduled for Tuesday, March 17, 8:30 a.m. to 4:00 p.m. Advanced registration by March 6, of \$20 is required. This includes lunch, all materials, and .5 Continuing Education Units from Penn State University.

To receive registration material, contact Chester County Cooperative Extension by calling (215) 696-3500.

"The farmer is the only man in our economy who buys everything he buys at retail, sells everything he sells at wholesale, and pays the freight both ways."

John F. Kennedy, campaign address, Sioux Falls, S.D., 1960

UNCLAIMED FREIGHT CO. AND LIQUIDATION SALES INC.



6 PIECE PINE LIVING ROOM GROUP

Sofa, chair, rocker, 2 end tables and a party ottoman.

Reg. Ret. \$1089.95
OUR CASH PRICE ~~\$349.95~~ ★ SPECIAL! **\$329.95**

Your Choice... RECLINER or SWIVEL ROCKER

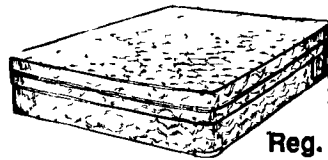
Reg. Ret. \$389.95
OUR CASH PRICE ~~\$129.95~~ ★ SPECIAL! **\$109.88**

Pillow arm style HIDE-A-BED SOFA

With 4" innerspring Queen Sleeper

Reg. Ret. \$1289.95
OUR CASH PRICE ~~\$389.88~~

★ SPECIAL! **\$319.88**



Brand New! Liquidating for manufacturer!

KING SIZE MATTRESS SET

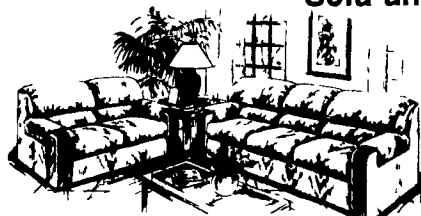
Reg. Ret. \$1000.00 OUR CASH PRICE **\$289.95**
QUEEN SIZE SET OUR CASH PRICE **\$249.95**

2 PIECE CONTEMPORARY

Sofa and Love Seat

Check this low, low price!
Reg. Ret. \$1989.95
OUR CASH PRICE

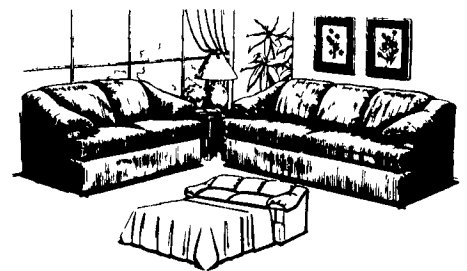
\$399.88



SOFA & LOVE SEAT SET With Queen sleeper

Reg. Ret. \$2,299.95
OUR CASH PRICE ~~\$589.88~~

★ SPECIAL! **\$529.88**



LANCASTER 3019 Hempland Road 717-397-6241	YORK 4585 West Market Street 717-792-3502	CHAMBERSBURG 1525 Lincoln Way East 717-261-0131	CARLISLE 1880 Harrisburg Pike 717-249-5718
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STORE HOURS:

Monday Thru Friday 9 a.m. - 9 p.m.
Saturday 9 a.m. - 5 p.m.
Sunday Noon - 5 P.M.

No Refunds. No Exchanges Cash & Carry FINANCING AVAILABLE
No Out-Of-State Checks Accepted
Out-Of-State Credit Cards Accepted
For purchase with a check, bring proper I.D. and a major credit card
Not responsible for typographical errors

HUNDREDS OF OTHER ITEMS!

We have the lowest prices every day on a full line of household furnishings.

Quality furniture and a whole lot more ... for a whole lot less.