

July Is Ice Cream Month, Promotion Forces Unite

ARLINGTON, Va. — The National Dairy Promotion and Research Board and United Dairy Industry Association joined forces for the fourth consecutive summer ice cream promotion, encouraging consumers to purchase additional ice cream during the eight-week promotion beginning in mid-July. "We've worked well with UDIA on the past three ice cream promotions, so we decided to go for a fourth," said William Underwood, New York dairy farmer and chair of the National Dairy Board's Advertising and Sales Promotion Committee. "And Hershey Foods Corporation will join

us for a second year as a tie-in partner to leverage dairy farmer dollars and stretch the promotion budget."

By purchasing a half gallon of ice cream and any two Hershey's toppings, consumers can receive a second half gallon of ice cream free (up to \$2.50 value).

Tie-in partner Hershey's will cover coupon redemption for the free ice cream.

National Dairy Board put up \$1.2 million to pay for television advertising and a one-page newspaper insert announcing the offer. The insert will appear in Sunday newspapers across the country on

July 11. A 15-second commercial highlighting the campaign will air on network, day, prime and cable TV programs July 4-18.

UDIA will fund point-of-purchase materials, promotion materials to grocers and wholesalers, and a retailer display contest.

The summer ice cream promotion is funded in part by America's dairy farmers through the 15-cent checkoff program.

According to USDA, frozen dairy dessert production grew 3.2 percent during 1992. Hard ice cream captured the biggest gain in production for the year at 3.5 per-

cent for total production of 848 million gallons. Frozen yogurt followed, up 2.8 percent for total production of 151.6 million gallons.

Manufacturers typically produce ice cream and frozen dairy desserts on an as needed basis since longterm storage can result

in poor product quality. In 1991, 13.68 gallons of ice cream were produced for every American.

Ice cream accounts for about 60 percent of the frozen dairy dessert market followed by ice milk and frozen yogurt at 23 percent and 10 percent, respectively.

Public Auction Register

Closing Date Monday 5:00 P.M.
of each week's publication

JUNE

WED. JUL. 7 - 1:30PM, Belleville Livestock Market. Canadian Cows & Others. For More Info: Gene Glick.

FRI. JUL. 9 - 10:30 AM, Owner Retiring, Complete Dispersal Of Auto & Truck Paint & Body Shop. Located On Premises 5422 Media Street, West Philadelphia, Pa. George H. Wilson, Auct.

FRI. JUL. 9 & SUN. JUL. 11 - 12 Noon, 2 Major Restaur-

ant Equipment Auctions. Located I-81 To I-83 Colonial Park Exit, Across From Colonial Park Mall- Rt. 22. SUN.- Located I-81 To Paxtonia Exit 26E, Straight To 2nd Light, Turn Left To 6460 Old Jonestown Road. Mark Baranowski, Auct.

SAT. JUL. 10 - 9AM, Furniture & Antiques From Local Estates And The Estate Of Muriel Fitzgerald Of Wilmington, Del. Located At Rudnick's Sales, Route 213, Galena, Md. Harry Rudnick & Sons, Inc. Auct.

SAT. JUL. 10 - 10:30AM, 31 Banks & Lending Institutions Offer Approx. 250 Bank Vehicles. Located Keystone Public Auto Exchange, Rt. 22/322 Between Dauphin & Clarks Ferry Bridge. Keystone Public Auto Exchange.

SAT. JUL. 10 - 11AM, Tractors, Trucks & Equipment. Located At Orchard Equipment At Cumberland Valley Orchard, 12 Mi. N. Of Martinsburg, WV. Take I-81 To Exit 20, Then West On Spring Mill Rd. 1/4 Mi. To Y In Road, Take The Right Over The Mill Rd. 1/4 Mi. To Y In Road, Take The Right Over The Hill To The Crossroads At Grade Rd., Follow Signs To Orchard On Left. Bruce E. Eyer. Edward "Ned" Morrow & Wesley K. Ware, Aucts.

PUBLIC SALE OF TRACTORS — TRUCKS — EQUIPMENT

We will offer for sale the following Orchard Equipment at Cumberland Valley Orchard, 12 mi. N. of Martinsburg, WV. Take I-81 to Exit 20, then West on Spring Mill Rd. 1/4 mi. to Y in road, take the right over the Mill Rd. 1/4 mi. to Y in road, take the right over the hill to the crossroads at Grade Rd., follow signs to Orchard on left

SATURDAY, JULY 10, 1993

SALE BEGINS AT 11:00 AM

TRACTORS — Ford 6600 diesel tractor w/all weather cab; Ford 3600 Diesel Tractor; Ford 3400 diesel tractor w/loader and bucket.

TRUCKS — 1984 Ford F-800 3 ton truck w/ Knapheide 20 ft. grain bed and racks w/17 ton dump hoist, 34,000 mi.

1971 C-70 2-ton apple truck w/cables & winches; 1972 International 24 passenger bus; 1957 International 2 ton apple truck; 1937 GMC 2-ton apple truck; 1948 Buick Super 4-door auto.

ORCHARD EQUIP. — John Bean Diesel 500 gal. speed sprayer w/new Cummings engine; Baker 6000 # Forklift; Clark 6000 # Forklift; Edwards 12 ft. lift w/turn table; John Bean herbicide sprayer, 100 gal. w/boom; Allied Girette Hydra Ladder; 550 gal. fiberglass spray oil tank; 550 gal. steel spray oil tanks, Ford 100 inch rotary cutter. Ford 72 inch rotary cutter; Ferguson 3 pt. hay rake; 24 in. tree hole digger; woodsman 3 pt. P.T.O. circular saw; M.F. 5 ft. Blade; Elec. concrete mixer; approx. 500 18 + 20 BU Bulk Bins (never wet); Picking ladders; many other items used for orchard operations.

Terms of Sale:

Cash or good check on day of sale.

I.D. required for bidding number.

Arrive early to register.

Not responsible for accidents.

Lunch rights reserved.

BRUCE E. EYLER

Auctioneers:
Edward "Ned" Morrow
Wesley K. Ware
Clerk — Charles E. Ware

Lic. No. 198-93
Lic. No. 1006-93



Public Auction

of Valuable Real Estate
Thurs., Aug. 19, 1993
Sale At 7:00 P.M.



4 Dwellings — 1 Barn

Located 2 miles east of Lanc. at 2071 Old Philadelphia Pike or Rt. 340, East Lampeter Twp., Lanc. Co., Pa.

4 1/2 Acre M/L, Zoned R-2

2071 — Cape Cod concrete block w/ siding dwelling w/storm window and doors. Kitchen w/built in cabinets, gas stove, refrigerator, dining room, living room, enclosed porch, 1/2 bath, laundry bedroom. Second floor — 3 bedrooms w/closets, wall to wall carpet, full bath, balcony. Full basement, oil fired hot water heat summer and winter hookup. Outside entrance, public sewer.

2071A — 2 story concrete block garage w/apartment above. 28'x51 1/2' 4-bay w/3 elect. door opener, work space. 1/2 bath and laundry hookup, oil fired hot water heat w/summer and winter hookup.

Apartment — Eat in kitchen w/built in cabinets, large living room, 2 bedrooms, wall to wall carpet, full bath, porch w/ outside steps, hot water heat, public sewer, well, shed.

2071B — 12'x55' Amherst mobile home. Kitchen w/gas stove and refrigerator, dining room, living room, 2 bedrooms w/ wall to wall carpet, full bath, oil fired hot air heat, on site sewer, shared well.

2071C — 12'x55' mobile home. Kitchen w/gas stove, refrigerator, living room, 2 bedrooms w/wall to wall carpet, full bath, laundry hookup, oil fired hot water baseboard heat, town sewer, shared well.

Barn — 22'x30' 1 1/2 story concrete and frame barn w/horse stalls, work area, tack room, storage above.

Open for Inspection — Sat., July 31 and August 7 from 2:00 till 4:00 p.m. or for appointment, call 355-0846.

10% Down Day of Sale;

Balance On or Before Oct. 19, 1993

Terms By:

Carl D. Lapp

Verna M. Groff

Edna M. Wyble

Janet L. Lapp

Executors for Amos M. Lapp Estate

Auctioneers:
Robert E. & Jeffrey R. Martin 656-7770
AU000580L
Randall L. Ranck
Young & Young, Attorney

It's All in the CLASSIFIEDS



TWO MAJOR RESTAURANT EQUIPMENT AUCTIONS

Roy Rogers - Colonial Park
July 9 - Friday - 12 Noon

Directions: I-81 to I-83 Colonial Park Exit. Across from Colonial Park Mall, Rt. 22.

This firm is known to only buy the finest equipment available. Total liquidation includes (3) Henny Penny Fryers, Vulcan 4' Gas Grill, Blodgett Confection Oven, (2) Fry Master Fryers, many Holding Cabinets, SS Tables, Metro Shelving, Sinks, Safe, Beautiful Dining Room - Chairs, Tables, Booths, Counters, Decor., so much more.

Roo's Place - Harrisburg
July 11 - Sunday - 12 Noon

Directions: I-81 to Paxtonia Exit 26E, straight to 2nd light, turn left to 6460 Old Jonestown Road.

Strong on Pizza & Sandwich Equipment, Blodgett Gas Pizza Oven, Comstock Castle Gas Range w/Grill and Oven, US Berkel Slicer, Bain Maries Mantiwoic Ice Maker, 6' Hood, (12) Ply Mold Booths Burgandy, Many Counter Appliances, a Ton of SS and Paper Items.

Contact Auctioneer for Full Listing.
Will Fax or Mail.

Mark Baranowski, AU 2570
(717) 657-2317

PUBLIC AUCTION

Owner retiring, Complete dispersal of Auto & Truck Paint & Body Shop

Friday, July 9, 1993 at 10:30 AM

to be held on premises,

5422 Media Street, West Philadelphia, PA.

Selling:

2 large air compressor, Quincy & Ingersoll - both 3HP, antique anvil, Craftsman drill press, a large Howe bench vise, 10 fire extinguishers, file cabinet, 4 wood clamps, 14 metal clamps, Malsbary steam cleaner, bench grinder, 8 scuffle stands, 38' wood extension ladder, numerous truck paint, Dupont & Imron body shop paint, 5 large paint cabinets, 4 National sand painters, truck lug wrenches, 3 pair of jack stands, (3) 6' step ladders, 3 hot paint spraying machines, 10 gallon paint pressure pot w/gun and nozzle, (2) 10 ton walker and weaver floor jack, Arodac inline air sander, B&D body grinder, central pneumatic metal cutters, 3/8ths and 1/2" Rodac air tools, many various sockets such as Snap-On, Craftsman, etc. Many drill bits, a large rivet gun, many hand tools, 360 Solar battery charger, log chains, Atin-Warner port-a-power, metric tools, 1 ton chain fall, 8 ladders, antique oak file cabinet, heavy duty truck puller set, and many other items.

For Information, Call

George H. Wilson, Auctioneer
215-593-7290, Cochranville, PA
AU-001020-L