

Dairy Promoters Leverage Farmer Dollars

ARLINGTON, Va. — The National Dairy Board links up with UDIA for another fall cheese promotion. This year's promotion brings in other partners including the beef checkoff and the Continental Baking Company, makers of Wonder Bread, to stretch dairy farmer promotion dollars.

To bring in tie-in partners, this year's promotion takes a different slant from "Cheese Snack Facts," the promotion theme of the past few years. The theme "Cheese Sandwich Shoppe" will appear in dairy and deli cases to promote cheese and all the other foods that make great sandwiches.

The "Cheese Sandwich Shoppe" promotion will run mid-September through mid-November.

An insert with a coupon at the bottom will appear in Sunday newspapers across the country on Sept. 26, reaching over 42 million subscribers. With the coupon, if consumers buy two Wonder Bread products and any "REAL" cheese, they save \$1 at checkout.

The promotion will include national TV advertising, local radio advertising, the newspaper insert and in-store displays featuring recipe cards, banners, posters and mobiles in the deli and dairy cases.

To entice grocers to extend the promotion in their stores, the promotion will offer in-and out-of-case display contests. This encourages grocery retailers to spruce up in-store displays or offer price incentives to consumers

for cheese and sandwich fixings in their weekly specials.

Last year's UDIA/National Dairy Board fall cheese promotion resulted in sales of 4.5 percent or 12.3 million more pounds of cheese than expected. Expected sales were based on trends for the past three years.

The National Dairy Promotion and Research Board, consisting of 36 dairy farmers from across the U.S., develops and implements a coordinated effort of promotion.

WAYNE, N.J. — American Cyanamid Company and The Shell Petroleum Company announced that an agreement in connection with the sale of Shell Companies' crop protection businesses to Cyanamid has been signed. Terms of the agreement were not disclosed.

Further arrangements will be pursued between the local Shell and Cyanamid companies and will be subject, where applicable, to necessary local company, government, and European Commission approvals.

The agreement involves all of Shell Companies' crop protection products, related intellectual prop-

erty rights, and all marketing activities. It also includes part of Shell's manufacturing site at Paulina, Brazil; the biosciences research center at Schwabenheim, Germany; a major formulations facility in Genay, France; and certain formulation sites around the world.

A high priority issue is the future prospects for employees engaged in the crop protection businesses of Shell and Cyanamid.

"We are very pleased to have reached this important agreement with Shell," said William J. Murray, Cyanamid's group vice president of agricultural products. "Now we can finalize arrange-

ments with Shell's operating companies.

"Once we conclude the necessary operating company agreements and receive governmental approvals, we plan to swiftly integrate the Shell crop protection business with our own," Murray said.

The acquisition would enable Cyanamid to realize substantial synergies in its strategically important crop protection business. It will also gain a presence in the foliar insecticide and fungicide markets, an enhanced global infrastructure, and a promising research pipeline to complement its own.

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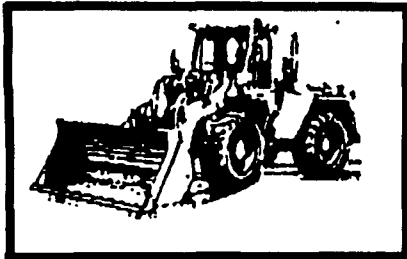
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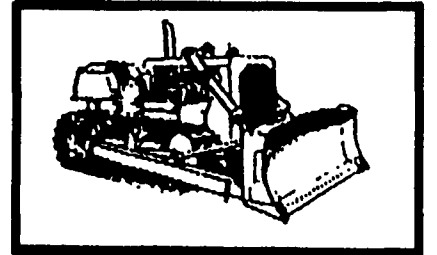
COMPLETE LIQUIDATION

LARGE EARTH MOVING EQUIPMENT AUCTION

EARTHMOVERS UNLIMITED INC.

State College, Pennsylvania

SATURDAY, SEPTEMBER 18th
9:30 A.M.



LOCATION: From Route U.S. 220 Tyrone, PA. Exit to Rt. 453 South for approx. 3.7 miles, left State route 4013 North for 2.1 miles to sale site. (From Harrisburg & East use Route 22/322, at Lewistown continue Rt. 322 West to State College).

HILITES INCLUDE: 20 Crawler Tractors 20: 1989 & 1988 Komatsu D475-EROPS-Ripper, (4) Komatsu D455A-EROPS-Ripper, (2) Komatsu D65P, Komatsu D37E-2, Komatsu 155A w/Ripper, 1985 FA FD50, (2) 1984 FA FD40, (3) FA 21C, JD 550C, Terex 82-30B, 10 Crawler Loaders 10: 1988 Komatsu D66S, (5) Komatsu D75S, Komatsu D57S, 1988 Benati 716, Cat 977, Rubber Tired Loaders: Cat 992C, 1988 Cat 988B, 1984 Cat 980C, 1985 Cat 966D, 1991 Cat 950F, End Dumps: (3) Euclid R85, Terex 33-11B, Motorscrapers: (2) Cat 657B, (2) Cat 637D, (3) Terex TS24A, Hydraulic Excavators: (2) 1985 International Dresser 650B, IH 630, Komatsu PC220LC, Benati 120, Cat 225, JD 690B, Cranes: Pettibone 60TK 30 ton, Link Belt 18 ton, P&H W180 Rt. 18 Ton, Bucyrus Erie Crawler, Lima 2400B Dragline, Screening Plants: New Extec 6000 Portable, 6 Tractor Loader Backhoes 6: (2) 1989 Case 580K 4x4, 1988 Case 580K, Case 580 Super E 4x4, (2) Case 580 Super E, Forklifts: Ross 6,000 Lb., Cable Plow & Trencher: Vermeer LM20 Plow, Air Trac & Rock Drills: 1986 IR ECM350 w/VL140, 1986 IR 825 Air & Rock Combo, Logging Equipment: Clarke 664 GM Skidder, Attachments: Cat, Komatsu, Terex, Komatsu, Fiat Allis Track, Cylinders, Buckets, Cutting Edges, Survey Equipment: (5) Leitz Transits, Engr. Rods, Trench Box, Agtek Earthwork Computer Engineering System, Light Plants, Welders & Pumps, Rollers & Compaction Equipment, ** Completely Restored 1914 Model T Ford, 15 Utili-

ty Trucks: 1980 Mack R686ST Lube Truck, 1987 Mac CS250 Tire Truck, Mack R0686S Triaxle Rolloff, 1987 Nissan w/Hobart Welder, 1987 Nissan Fuel Truck, 1986 Nissan 22' Flat Bed, (4) 1987-1986 Nissan Mechanic Trucks w/Cranes, Real Estate: (3) Tract of Land, 28, 14 & 38 Acres, 25 Minutes From State College - Ideal for Family Residence or Farmette + 2500 Sq. Ft. Office Bldg. +7400 Sq. Ft. Shop Facility, 7 Mack Truck Tractors: (2) Mack R686ST T/A, Mack U795ST Triaxle, Mack F615ST Triaxle, 10 Dump Trucks: (2) Mack R686 T/A, Mack R685 T/A, Mack DM685 Triaxle, Mack RD612SX Triaxle, Mack R-Model S/A, GMC S/A, IH S/A, 1987 White-Volvo S/A, 35 Equipment Trailers 35: 1981 Rogers 55 Ton Detachable, Smithco 35 Ton Detachable, Talbert 40 Ton Drop Side, 1993 Custom 6 Ton, (3) Demolition Trailer, (3) Rip-Rap Trailers, (6) Tank Trailers, (4) Flat Beds, (9) Office Trailers, (3) 1990 Golf Carts, Plus Large Quantity of Shop Equipment, Tools, Fittings, Parts, (8) Rooms Office Furniture and More!!

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