

Executive Believes Industry Should Make Products Better to Boost Lagging Sales

WITH THE "You Auto Buy" campaign now in full swing in Lancaster County, it was interesting when we ran across an article by Ovid Riso, manager of the advertising and sales promotion departments of Philco International Corp., blasting "You Auto Buy."

Riso started by saying, "With cars falling apart, electric appliances causing shocks or falling apart in service, and patent medicines that make you sick, no wonder consumers keep their money in the banks."

"In this age of space travel, to offer expensive cars that give the public no more than 10 to 12 miles to the gallon is disgraceful because, confidentially, our scientists are not that far behind their European colleagues," he says.

The adman even gave tomato farmers and cigar industry a rap because of the way he finds products packaged. "Inveterate cigar smokers are wary of that hidden (and cheaper) lower layer in the box. It's like farmers putting the overripe tomatoes at the bottom of the basket."

"And all this in the face of prices that are higher than they have ever been. The public has been sales-conditioned and won't settle for the old values any more. Yet sales and ad campaigns pound away at the public with a never-ending offensive aimed at trying to change the anti-buying attitude."

Riso says that customers can afford

to buy, but possessing enough money is no reason to spend it for cheaply made, over-priced goods.

"Why," he asks, "don't manufacturers give the public good reasons for buying their products? Why don't they wave the flag at themselves and give better values. 'Not bargains,' as the President said in a recent speech, 'but values.' Ten miles to the gallon indeed!"

"Now that things are somewhat tougher, watch the boys in all the industries unwrap their latest marvels—new developments with 'miracle' features which, if marketed earlier, might have offered real values, thereby staving off the threat of a depression."

Riso concludes that this a value-less recession. "The public will buy if industry gives it the opportunity by handing it decent quality at reasonable prices. But it certainly won't spend its hard-earned money for items sky-high in price and cellar-deep in quality. Until value reaches price, its caveat emptor all the way."

We believe that Riso has a point, although he belabors it a bit too vigorously. And we believe that in agriculture generally, the manufacturers, stung and hurt by the farm recession which started some four or five years ago, have done what he says should be done by other firms.

Never in the history of agriculture have farmers gotten a better dollars worth of feed and equipment.



This Week in Lancaster Farming

BY JACK REICHARD

50 Years Ago

75 Years Ago
Heavy rains made front page news in Pennsylvania, 75 years ago this week. It had been raining for several days and in many sections it poured in torrents.

At Wilkes Barre the Baltimore dam covering several acres on the outskirts of the city, gave away, flooding the properties of the Delaware and Hudson Co and the Baltimore mines.

A Scranton, rain fell incessantly for two days, damaging crops and causing several dams to break. At Stroudsburg the glass works were flooded and the cellars of many homes filled with water.

In the Reading area the country roads and wheat fields were badly washed. At Macungie, on the East Penn Railroad, a ditch 200 yards long and several feet deep was formed by the water, tying up all rail traffic.

Paxton Creek in the Harrisburg section, overflowed its banks, filling cellars, washed away fences and put a furnace in one of the rolling mills out of order. The Susquehanna had risen five feet in twelve hours.

At Allentown, the water in the Lehigh River had risen twelve feet above normal, and persons residing nearby removed to a place of safety. Two hundred feet of tracks on the East Penn Railroad at Shamrock was washed out. Heavy landslides also occurred on the Lehigh Valley Railroad at Kockdale. Six hundred thousand soft bricks in the yards of Nonnemaker & Snelback, Allentown, were ruined by water.

A repairman at Shamrock was carried several hundred feet by the water, but was rescued in an exhausted condition by fellow workers.

In Lancaster, York and Chester Counties the growing crops were hard hit. Tobacco and corn fields were badly washed and in many cases the crops completely ruined. All creeks were swollen into torrents of soil filled waters. Traffic on the Lancaster and Quarryville Railroad had been suspended because of wash-outs and submerged tracks. Trains on the mainline of the Pennsylvania Railroad also were delayed, due to embankment cave-ins.

When William H. Frankhouser and his son, of Stevens, in northern Lancaster County, were walking along the Cocalico Creek near Wabash that Sunday, their attention was attracted by a peculiar noise in the stream. Upon investigation they found a duck with its head under the water and flopping its wings as though trying to free itself from a trap. Frankhouser went to the duck's rescue and discovered a large snapper turtle had hold of the duck's neck. He released the duck from the grip of the turtle and returned it to the farmhouse of David Hornburger, nearby, to whom it belonged. The turtle was captured and provided plenty of meat for a snapper soup feast.

Lancaster Co. Apiarist Sold Over 2 Tons of Honey

Jacob Shank, residing two miles north of Elizabethtown, Pa., held a record among the nation's apiarists. During the early summer of 1908 he sold over two tons of honey and expected to sell considerable more before fall. Shank had 142 hives and he variety of his bees were known as the "Full Italian." He was an experienced veteran in the honey business.

The cherry crop in Lancaster County in 1908 was the largest in many years. In some sections the crop was so large that many trees were left unpicked. Cherries sold in the Lancaster market at 3 cents per quart.

Record Breaking Shipment Of Creamery Butter

When the Lancaster, Oxford and Southern market train pulled into Oxford, Pa., on Friday, 50 years ago this week, it carried a record breaking shipment of creamery butter in addition to tons of other choice southern Lancaster County produce. The total amount of butter, wrapped and boxed, was 7,250 pounds, which was consigned to Philadelphia markets.

June 21, 1908, was a hot Sunday throughout most of the eastern section of the United States. In Lancaster County the mercury stood at 73 degrees at a m, standard time. At noon it was 91 and at 3 p m 94 degrees. At 7 p m the temperature dropped to 82.

Lancaster Farming

Lancaster County's Own Farm Weekly
Alfred C. Alsop, Publisher; Robert E. Best, Editor; Robert G. Campbell, Advertising Director; Robert J. Wiggins, Circulation Director.

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25 Years Ago

Thomas P. McGrath, known to thousands as "Doc Reilly" seventy-six year old herb doctor, whose wanderings had taken him into all parts of eastern Pennsylvania, died at the Wernersville State Hospital, 25 years ago this week.

In his young days McGrath made a living with his herb medicines, but in later years business had dropped to a few scattered customers. Although he was offered a home, he preferred to be a "Knight of the Road", and continued his wanderings almost to the end.

He was born in West Chester, Pa., and survived by two sisters, both residing in New Jersey.

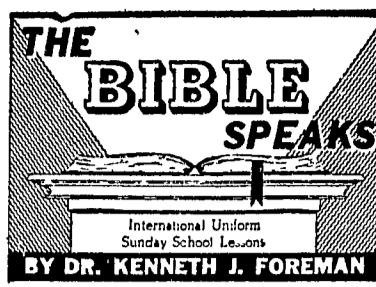
Gasoline Prices Increased

Back in June, 1933, gasoline prices were boosted a cent and a half per gallon in the Lancaster County area, bringing the retail price of straight gasoline to 15 cents per gallon and high test to 19 cents per gallon. The price jump included the Federal tax of half a cent, and a general advance by distributors of one cent per gallon.

Summer Rates Reduced At M.S.T.C.

The 1933 summer session at Lancaster County's Millersville State Teachers College opened June 26. The term opened with the boarding rates reduced from \$48 to \$42 for the period. A contingent fee of \$30 and an activity fee of \$2 covered the rest of the expenses for students attending the session.

Back in 1933 the Presbyterian and Pennsylvania Hospitals in Philadelphia and the Masonic Home at Elizabethtown, shared in the \$190,000 estate of William T. Snodgrass, 73-year-old recluse who died in Los Angeles, Calif., in 1930. He was believed to be a poor man until after his death, when \$100,000 in bonds and \$90,000 in cash were found in a safe deposit box hidden in his room. Snodgrass had one son, but he was killed in an automobile accident on the West Coast, according to attorneys settling the estate.



International Uniform Sunday School Lessons
BY DR. KENNETH J. FOREMAN
Bible Material, Judges 6:1-8:23, 13-16
Devotional Reading: I Peter 1:13-21.

Who Are Strong?

Lesson for June 22, 1958



Dr. Foreman

IF YOU see a "Strong Man" advertised on the midway at the State fair, you know what he'll be. You expect to see a man with legs like pillars, with arms like bundles of cables, a man who can lift hundreds of pounds without so much as puffing. But a muscle-man isn't necessarily a strong man. It is not our muscles that make us men; gorillas have powerful muscles but they are still gorillas. This is not to say anything against athletes or athletes or healthy bodies. These are all good. But the point is: the characteristically, unmistakably human thing about human beings is not their muscles, it is their mind, their spirit. A strong man is not strong in the full human sense of that word unless his strength shows somewhere besides his bones and muscles.

Lone Wolf

Another wrong notion of what a "strong man" is, can be seen in many popular plots in novels and TV dramas. There the strong man is often the man who is a sort of lone wolf, playing a lone hand, a man without partners or intimate friends. Now there is some truth in the idea that "he travels the fastest who travels alone," but strength is not in stand-offishness, it is not in being a law to oneself. The story of Samson in the Bible has its comic moments, but it is really a tragedy, for it is the story of a man who looked strong, indeed he had no reputation for anything at all but strength; yet he wasted his strength in useless stunts, and never became the strong leader that the times, and his people's needs, demanded. His people, the Israelites, were very much under the thumbs of the Philistines at the time. First and last, Samson caused the death of

hundreds of those Philistines, yet when he died his nation was still so nation, only scattered hill tribes dominated by the Philistines' power.

Power of God

Place in comparison Samson and Jesus. Or if you think that is unfair, then contrast Samson and Saint Paul. In a wrestling match Samson could have broken Paul's neck, but only in his muscles was Samson the stronger man. Or if you think that is still unfair, contrast Samson with another of the "judges" or heroes of old Israel, the one his friends called Jeubaal and we call Gideon. These were both men of the people, called by God to heroic deliverance of their people from oppression, invasion and slavery. Gideon accomplished his task; Samson failed. What was the difference? The student can identify a number of differences; but crowning them all is the fact that Gideon put himself and his abilities at the disposal of God for the benefit of his countrymen; while Samson's powers were used for Samson. Even the spectacular slaughter of his dying moments was—in his own words—revenge for one of his lost eyes. A purely personal vengeance.

Who Are the Strong?

Who are the really strong today? Not the weight-lifters, the professional muscle-men. Not the lone operators, setting their wits against every other man's. The truly strong are those who devote all the powers they have to God and his cause, to justice and peace in the world. The strongest are those who know best the secret of inner strength. Paul was, as we just noted, no giant. But it was little Paul who could say "I can do all things through Him who strengthens me." It was this same small yet mighty man who could write to young Christians in the Roman Empire, men who were not gladiators nor soldiers, about being "filled with all the fullness of God," and prayed for them that they might "know what is the immeasurable greatness of his power in us who believe" (Eph 1:19). The greatest tragedies of life are not the men in wheel chairs, paraplegics, polio victims. The greatest tragedies are in the lives of men and women who—though they might have been filled with the power of God, might have lived strong victorious lives, have turned away from God, lived only to themselves, and wasted even the powers they had.

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Now Is The Time . . .

By MAX SMITH

County Agricultural Agent



Max Smith

TO VENTILATE STEER BARNs — Efficient gains on steers are more easily made when the pens are opened up for plenty of cross ventilation. The removal or the opening of all windows and the opening of all doors is essential for the next several months. The hanging of single layers of burlap, or other open-weaved material, to darken the barn is also a good practice to keep the place cooler and to discourage flies.

TO BE CAREFUL WITH FERTILIZER — A number of crop producers during the past month have requested assistance because of poor stands and poor growth of spring grains and crops. In too many cases the trouble has been traced to the use of large quantities of double-strength fertilizer too close to the row or to the crop seeds. Fertilizers containing nitrogen or potash should not come in direct contact with seeds or plant roots, these elements are toxic and prevent or injure sprouting. Fertilizer applications should be made at a separate time or an inch or more away from the seeds.

TO CLEAN AND TREAT GRAIN BINS — Winter grain harvest is rapidly approaching and forecasts point to a bumper crop. Storage bins or graineries should be emptied of old grain, cleaned, and treated for control of grain insects. The use of DDT to spray all sides of the bin is quite common several days prior to the filling with new grain.

TO MAKE PLANS FOR DRYING GRAIN — High moisture content is the largest problem of the Pennsylvania grain producer. The two possible solutions are to either allow the grain to remain in the field until it is down to 14 per cent moisture or make plans for drying artificially. The use of an electric fan system to blow air through the grain is very practical and is being used more widely each year.

TO ELIMINATE OPENING GATES — The construction of a cattle guard will do away with the chore of opening and closing gates, this labor saving device is made of a series of rails or bars of either wood, iron, or concrete placed over an excavation across a driveway or lane; these extend from one side of the drive to the other and permits all vehicles to pass over, however, all livestock fear the opening under the bars and will seldom attempt to walk over them. Plans are available at Extension Office.