

Mailbox Improvement Week

Local Postmaster's announced this week that the week of May 20-25 has been designated Mailbox Improvement Week. The purpose of Mailbox Improvement Week is to call attention to the need for providing mail receptacles which are designed to protect the mail from the weather, and which are neat in appearance, conveniently located, and safe to use. Neat attractive mailboxes make a significant contribution to the objectives and success of President Johnson's Natural Beauty Program.

Mailboxes of the approved traditional or contemporary design are required, whenever a mailbox is newly installed or a present receptacle is replaced. Patrons still using obsolete, top-opening boxes may continue to use them at the same location, provided they are kept in serviceable condition and otherwise meet the requirements.

Where box numbers are assigned, the name of the owner and the box number must be shown on the side of the box visible to the carrier as he approaches, or on the door where boxes are grouped. Patrons are

urged to group boxes wherever this is practicable, especially at or near crossroads, at service turnouts, or at other places where a considerable number of boxes are located.

The importance of placing rural mailboxes on the right-hand side of the road in the direction traveled by the carrier is stressed because it has become increasingly dangerous to serve boxes on the left side due to heavy traffic even on the most remote rural road. It is suggested that all rural patrons examine their boxes to see that the supports are firmly planted, in the ground, painted and that they are free from rust. With patron cooperation, we can assure a more efficient delivery operation and the result is an improved service to the entire rural community.

Headaches A Signal

Rare, temporary headaches have little medical importance, physicians say. But they also can be a warning of eyestrain, high blood pressure, allergy or various infections. Seek medical advice if a headache persists.

Farmers Can Break Income Barriers

Farmers can break the barriers to better income if they'll fully mobilize the marketing power machinery they already possess.

So says the leader of a farm business group whose numbers represent more than half the nation's growers.

Kenneth D. Naden, Executive Vice President of the National Council of Farmer Cooperatives, said farmers received legal authority for effective group action in 1920 with the passage of the Capper-Volstead Act.

"That authority spawned a system of farmer-owned businesses that have grown to a size where today they can exert real economic punch. Yet the potential for broader marketing power remains largely untapped.

"Were farmers to resolve once and for all to make use of their cooperatives—for both marketing and supplies—they wouldn't need to be begging Congress for any major new bargaining authority.

"The promise of prosperity for farmers through price setting

power alone is an illusion. The reality is that only through skillful marketing and control of his product from farm to store shelf, can the farmer improve his income and retain the power of decision making.

"Farmer-owned cooperatives provide the machinery for exercising this option. Some government help—in the form of marketing orders where needed—will still be required. And until farmers unite and take full command, the additional aids such as price supports and acreage diversion must be retained.

"But group action as practiced by operating cooperatives, rather than collective bargaining on the labor union model, offers the best long run choice for farmers.

"Three choices are open to those concerned with agriculture's place in our economic pattern, and two of them are totally unacceptable both to farmers and consumers. Complete government control as a public utility is one. Domination by investor-owned corporations is another.

Neither would serve the best interests of the nation.

"The third—and only logical choice—is for farmers themselves to maintain control of production and exercise more influence in the marketing and distribution of their products. They can do this through group action. A cooperative is the proven mechanism for doing it.

"Pure bargaining for price—even with the sanction of law—will yield limited results. Marketing orders approved by farmers and administered by the Federal Government add a little horsepower.

"But real market power can be assured only through integration of the basic steps of production and marketing, yielding profit to the farmer all along the way. The operating cooperative offers the way.

"In poll after poll, farmers have indicated they want market power and they want to preserve the pattern of independently-owned farms.

"In current Congressional hearings, witnesses have testified and lawmakers have declared that through cooperatives, farmers already have the potential for substantial market power. All they need do is use it.

"To do this, farmers will have to relinquish a bit of independence. There is no question about that. They'll have to sign tight and binding contracts with their cooperative, committing themselves 100 percent to group action. A contract guarantees the marketer a source of supply and the producer a home for his products. Contract farming is rapidly replacing the old system anyway. It's only a question of who will write the terms.

"Today, farmers sell only about one-fourth of their products through cooperatives. Were they to double that figure, they would begin to exert real market influence. Through their cooperative they could control supplies marketed, promote new uses for their products, find new markets at home and abroad and influence public policy toward food production.

"The decisive role in the future of agriculture seems destined to fall to cooperatives. They are well equipped to handle it, if their members will let them and if their leaders are equal to the challenge.

"Cooperatives are not restrained by partisan politics. Neither are they confined by the philosophy of any one farm organization, commodity interest or geographic limit. For half a century they have demonstrated high regard for the public interest.

"If cooperatives are not moving aggressively enough, it is time for farmers to insist that they do.

"If public policies are not permitting cooperatives to grow rapidly, it is time for co-op leaders to insist that they do.

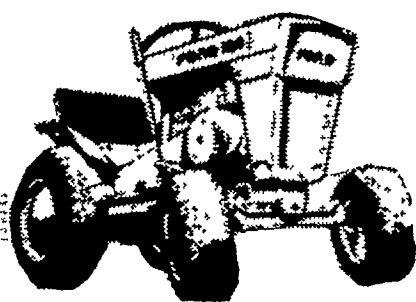
"If elected officials are not encouraging the growth of cooperatives, it is time for voters to insist that they do.

"Clearly, the public interest will not be served by letting food production fall into the hands of a few giant corporations. Neither will the public interest be served by submitting to total Federal control of food production.

"There is a middle way, and that is to keep farming in the hands of individual farm operators and let them exercise control through the mechanism of a cooperative. It is high time we get on with it."

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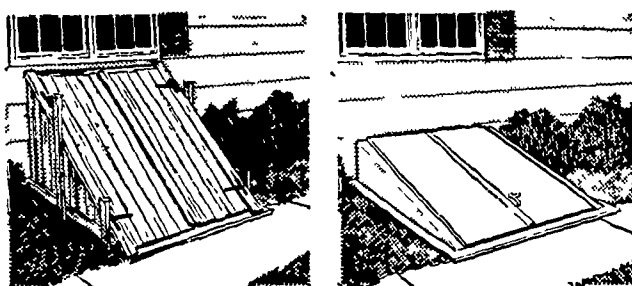
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