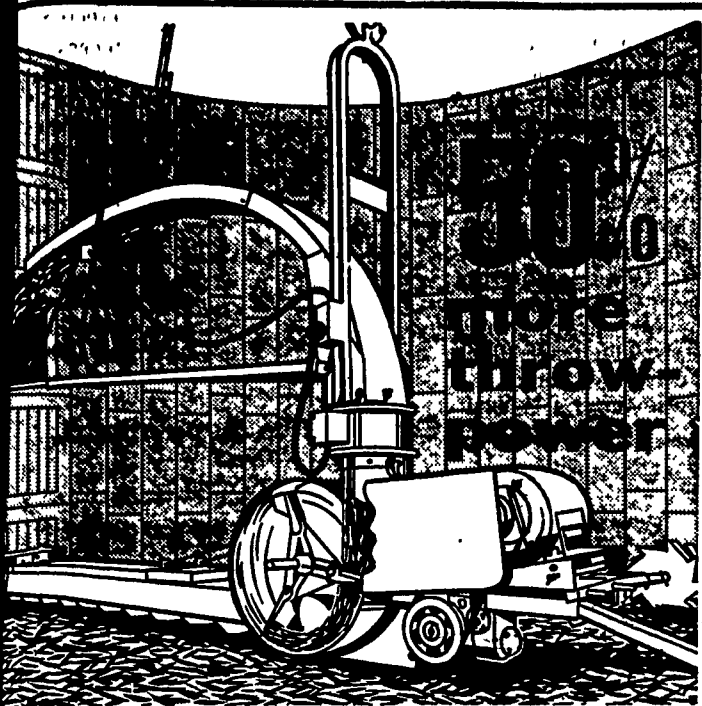


Can you trust your impulses? asks the Greater New York City Council, as published by Long Island Lighting Co. In an emergency, the experts say 'No!' For instance: A woman awakened by the smell of smoke, flung her bedroom door open — and was literally roasted alive in the hall. (No firefighter would ever open a door without first testing it for heat. A warm knob or panel indicates flame or heated suffocating smoke on the other side.)"



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Interest Shown In Pa. Farm Products At International Fair

Importers from Finland to South Africa displayed keen interest in Pennsylvania food products at IKOFA, the international food trade fair in Munich, Germany. The fair closed Sunday, Sept. 29.

Attracting most attention were chicken and turkey rolls, apple butter, grape juice, cigars, canned sour cherries and candy. Interest also was shown in apple juice, pie fillings, spiced apple rings, broiled-in-butter mushrooms, cream of rice cereal and other products.

Fifty-five thousand visitors — including importers, chain store operators, wholesalers and retailers — visited the American section of the fair during the first two days. Besides Pennsylvania, other states participating were Maryland, Iowa, Illinois and Minnesota. A number of commodity groups and a large number of private firms also had exhibits there.

Firms represented in the Pennsylvania area included Musselman and Company, Grocery Store Products Company, Hershey Foods, Inc., Keystone Grape Juice Cooperative, H. J. Heinz Co., Pennsylvania Dutch Company, Horace W. Longacre and Company, House of Windsor, Inc., Knouse Foods, Inc., and Quinlan Pretzel Co.

Heinz is personally represented by Oscar Roesemeier, export manager; Hershey is represented by Lars Thane, export sales manager, and Anthony Hammond, European representative. Heading the Pennsylvania delegation was Jack R. Grey, Deputy Secretary of Agricul-

ture, assisted by Donald O. Cunnion, chief of market development, Bureau of Markets, and market development specialists Thomas Imswiler and Merle Markley.

To gather in-depth information of the market potential for Pennsylvania products in West Germany and all of Europe, Grey and Cunnion met with Dr. Paul Minneman, U.S. agricultur-

al attache to West Germany; Alex Bernitz, assistant agricultural attache and marketing specialist for the USDA Foreign Agricultural Service; Dr. Alois Hundhammer, Bavarian Minister of Agriculture; Ron Jon Annaball of Temple, Pa., special consultant to the USDA's Foreign Agricultural Service, and a number of leading importers and other marketing experts.

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