

Truck-Car Collide At Intersection

A truck-car collision occurred at the intersection of N. Broad St and Market St at 10 21 a.m. on Oct. 19.

Edward Wiley, Jr., 120 W. Strawberry St. Lancaster, who was driving a milk truck owned by Queen Dairy, Lancaster, was traveling south on N. Broad St and for some reason didn't see a car being driven north on N. Broad St. by Miss Rochelle Kopp, 421 S Cedar St.

When the truck turned left onto Market St., the collision resulted a passenger in the Kopp car, Dorothy Kopp, same address, received minor injuries and was treated at the office of Dr. Joseph W. Grosh. Total estimated damage was \$275.

Wiley was charged by Patrolman James Fritz for failure to yield the right of way.

Milk Price (Continued from Page 1)

maintain market price and structure."

The Lancaster County Extension office was represented by Jay Irwin, Associate County Agent, who said management is important in the dairy operation. "I feel very firmly that as long as the dairy farmers continue to produce the clean product he is there will be a market for milk." Quoting a USDA release, Irwin reported findings where it took five quarts of substitute milk for the nutritional value of one pint of whole milk.

Irwin also said public relations are important for the dairy industry. "You must tell the facts about agriculture to the public," he said.

Honored for 25 years of membership in Inter-State were: Marvin Hershey, Gordonville RI; Leon H. Neff, Christiana RI and Melvin Brendle, East Earl RI.

The election of officers for the Locals are as follows:

Paradise Local, Charles Rohrer, president; J. Kenneth Hershey, vice president; Ivan Bowman Jr., secretary-treasurer; Roy Book and C. Nevin Hershey, delegates, Robert C. Heishey and Roy Neff, alternate delegates and Melvin R. Stoltzfus, Lancaster Market Committee.

Witmer Local, Lester G. Landis, president; Mervin Bare, vice president; Melvin Landis, secretary-treasurer, C. Richard Landis, delegate, Leroy Myer, alternate delegate and Daniel Clymer, Lancaster Market Com.

Christiana Local, Nathan Stoltzfus, president; Roy Benner, vice president; Marvin E. Heishey, secretary-treasurer; Raymond M. Hoover and Samuel Martin Jr., delegates, Melvin L. Heishey and Kenneth A. Skules, alternate delegates and Jacob L. Kreider, Lancaster Market Committee.

New Holland Local, Monroe W. Good, president; Walter Martin, vice president, Melvin Herr, secretary-treasurer; Walter C. Martin and Willis M. Martin, delegates, Martin H. Good and Melvin S. Groff, alternate delegates.

IFYE (Continued from Page 1)

Much of the farm work is done by machinery imported from the United States, and mostly diesel engines are used. This is more practical because gas costs 70 cents per gal. compared to diesel fuel at 14 cents per gal.

Fertilizers are used, both organic and chemical. And the orchards and other crops are sprayed with about the same insect-killing materials used here.

The country exports textiles, oranges, grapefruit, vegetables and flowers. They import cereals and oil.

In the northern part of Israel, rain fall totals 35 inches per year, coming in the five-month period from November to April. The southern desert area gets only one inch of rain per year. Temperatures range from a high of 100 to 110 degrees in summer and winter lows are in the 40 to 45 degree range. Karniel never remembers of the ground freezing.

The grain is planted in November and it grows during the wet season and is ready to harvest in May.

The great plan now in the making for the country is to pump water from the Sea of Galilee which is 618 feet below sea level, through 108 inch pipes and ditches, making irrigation available to much of the rich north farm land. Presently, the Karniel family irrigates only five acres but next year they hope to increase this to 25 acres. The farm production income is doubled by irrigation.

Speaking of Agriculture in the United States, Abshalom said, "I have found Agriculture here to be progressive; developing new machinery and learning new and correct ways to farm. We have a great respect for the



THE FARM YOUTH FROM ISRAEL, Abshalom Karniel, showed one of Elvin Hess Jr.'s Registered Holstein cows to reserve grand champion several weeks ago at the Lampeter Fair. Karniel is visiting Lancaster County under the International Farm Youth Exchange. L. F. Photo

U.S. You have stood behind us since we got our independence May 14, 1948. We even have a Kennedy Memorial in Israel," he said. "We liked him so much."

The IFYE experience lasts for six months. During this time, participants have the opportunity to live and work with a variety of people in their host countries. Karniel came to South Dakota on May 23 for the first part of his stay in the United States. Since Aug. 13 he has been visiting Allegheny County and for the past five weeks here in Lancaster County.

"When I return to my home country," Abshalom said, "I will describe the United States, how the people live and the differences from my country I have visited you for six months but

I will be telling and showing what I have learned for many years."

But it wasn't only the young Israeli farmer who was learning many things. Mrs. Thomas summed it up for the American host families by observing, "Sometimes I think it is us who are learning more than we are teaching." Abshalom summed his stay here by saying "When you have a good time, it goes fast."

And time certainly went fast with Abshalom Karniel, Jay Irwin, Associate County Agent and the Thomas family, Wednesday afternoon. It started at 2 00 p.m. and lasted for a plate of ice cream and some of Mrs. Thomas' home made hospitality. Need it be said? We all had a good time.

In many cases, these desires can be met by more than one object. If they can be, then the various objects, regardless of their physical form, are competitors for satisfying the consumer's desires, he affirmed.

Dr. Stemberger called it good business to start with the consumer and work back to the desired product — rather than to start with a product and end up possibly with a disinterested customer.

It is also important, he claimed, to realize that desire depends not only on a customer's physical needs but also upon the standards of the community.

Knowing Customer Desires Vital For Poultry And Egg Produces

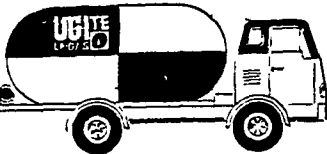
A philosophy of marketing should be developed by the production oriented poultry industry, according to A. P. Stemberger, professor of agricultural economics at The Pennsylvania State University.

"The poultry industry should first look at its market and discover who its customers are before developing poultry meat and egg products," he stated at a recent conference dealing with advances in poultry and

egg processing at Penn State.

Dr. Stemberger urged the industry to bear in mind that consumers do not necessarily buy physical objects such as chickens and eggs. Instead, consumers have a desire for a bundle of services and satisfactions. Once the industry knows consumer desires the industry can find the various forms in which such desires can be satisfied. This factor underlines the industry's real competition, he pointed out.

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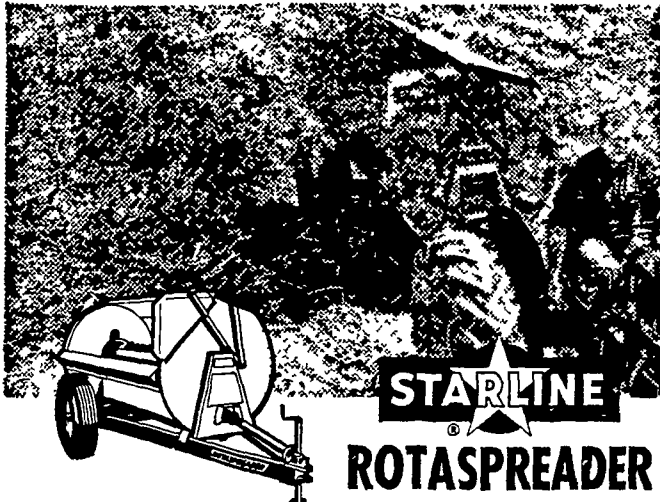


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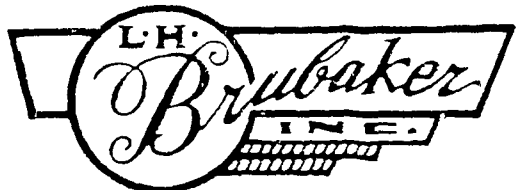
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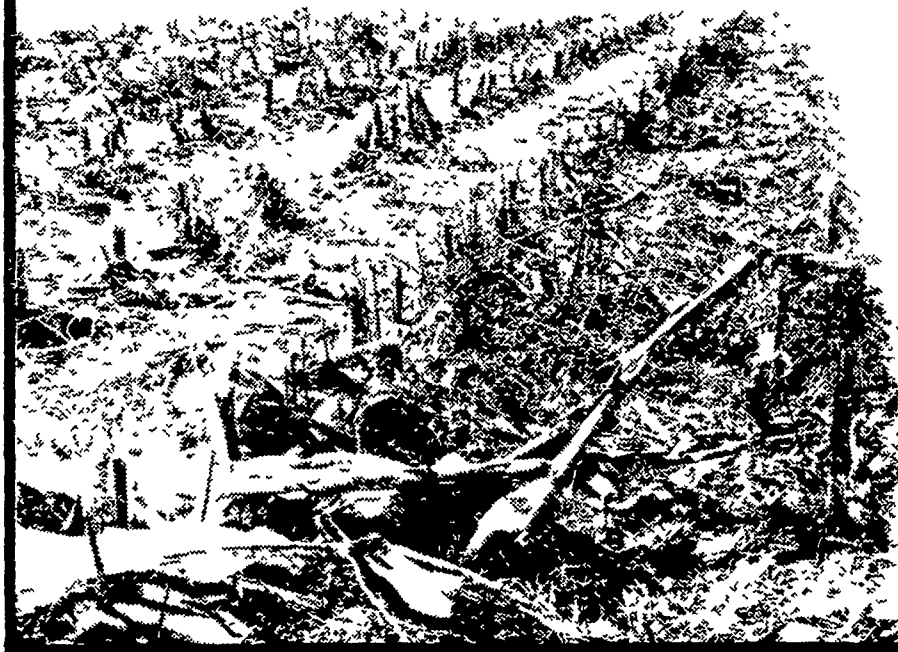
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TIRED, EXHAUSTED



WHAT IS TO NEXT?

Hasn't been so long. Most farm families...

But what of the soil? Your soil has been exhausted. It always does. There's barely anything left to give a...

So add manure to your soil. You say. Okay, to be done. To cheat your soil, what it really...