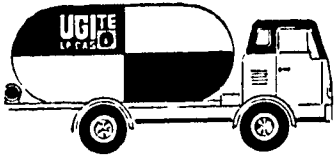
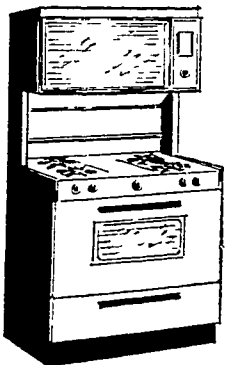


## Ugite sells gas



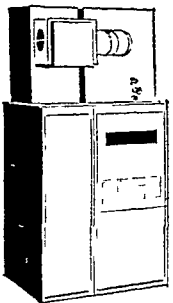
For the best in gas service, call Ugite and get all the pleasure and convenience of gas cooking, clothes drying, water heating, barbecuing and home heating.

## Ugite sells appliances



Buy from the people who know gas best. You'll get better installation, more dependable service, and the know-how that gets the most from your appliance at lowest cost. We offer a full line of ranges, water heaters, room heaters, clothes dryers, gas lights, and gas grills.

## Ugite sells central heat and air conditioning



With a central heating-air conditioning system from Ugite, you get TOTAL home comfort. Air is warmed, filtered, and humidified for the cleanest winter comfort you can buy. In summer, air is cooled, filtered and dried for that crisp coolness missing in so many systems. Our free Total Home Comfort Survey will tell you what system is best for your home at the lowest cost.

If it's gas, it's best if it's from



Rt. 222, Ephrata  
Ph. 733-2207

## ● Shoppers (Continued from Page 17)

About three in ten female family shoppers are employed, making ease of shopping, time and convenience important to them. Today's shoppers spread their business around—61% normally buy at least one product in another store.

Of every 100 shoppers who enter the supermarket, 93 pass the dairy case and 78 of them buy at least one dairy product (as compared to 94 passing, 80 buying fresh meats; 90 passing, 56 buying produce). Dairy sales account for 8-11% of store sales.

The average number of in-store decisions made in the dairy department is 67.3%. Broken down by product, for example, such purchasing decisions as these are made while in the store: 78.5% cheese, 54.8% fresh milk, 74.5% other dairy products.

Biggest food spenders are in the 25-40 age range. Have a five or six person family; a \$10,000-\$15,000 income, and shop for food as a group—man, women, children.

To get to the store, 94% use a car, 5% walk, 7/10 of 1% use the bus, and 2/10 of 1% other modes of transportation, such as taxi. Thirty-two percent of shoppers travel more than two miles to their favorite store in spite of the fact that 51% report other supermarkets are closer.

Weekend customers spend nearly three times the total weekly average purchase. Thursday, Friday and Saturday business accounts for 77% of the week's sales, with Friday the biggest day, Saturday next and Thursday third best.

As anyone could guess, women

## Clergy Says 'Holy Cow' Fare Okay

Customer booths are made from church pews, and the walls are hung with cartoons of Brother Sebastian and Brother Juniper in a St. Louis self-service soda parlor named the Holy Cow.

On the menu headlined "Services," the Pearly Gate Parfaits, Celestial Shakes, Friends Float, and Disciples Dilemma, a sundae Ice cream comes in flavors like Fundamental Fudge, Pentacostal Pecan, Morinon Maple, Catholic Crunch, and Rabbinical Raspberry.

There are also more than 40 kinds of pastries, dubbed "Indulgences" that "will make you do penance for a week." In keeping with all the rest, employees wear monks' robes.

"We did it just to be different," explains one of the owners. The name, Holy Cow, is a familiar St. Louis expression, he says, popularized by sports announcer Harry Caray who has a copyright on the term (which does not extend, however, into the food business).

To assure good taste, the owners checked their idea before opening with the Ministerial Alliance, a group of community clerics.

The clergyman approved—and so does the public. So heartily that the ice cream parlor is expanding into three more shopping center locations. Holy Cow!

food shoppers outnumber men four to one. The ladies also take longer to shop and usually spend \$3.00 more!

## FREY FREE STALL Lifetime Free Stall Housing



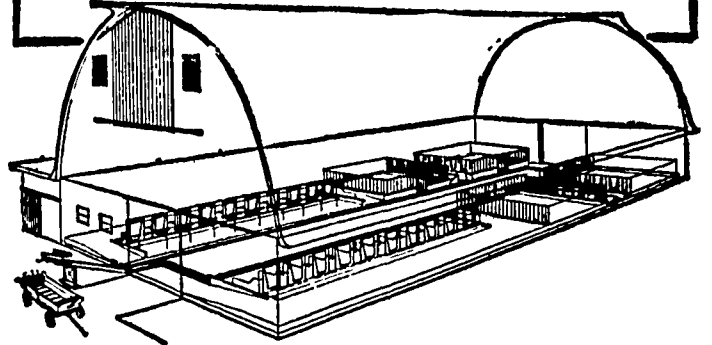
Cut bedding costs 75%, reduce labor for barn cleaning and cow washing; reduce teat and udder injury to the minimum—house your milking herd in free stall housing. Each cow provided a stall for loafing. She won't be stepped on, the rear curb forces manure out into alley for mechanical cleaning or washing. A few minutes twice a day cleans the stalls and curbs, bedding lasts almost forever if your stalls fit the cows. Popular sizes are 6'6", 7' and 7'6". Size 'em by breed.

Our free stall partition may be mounted on wooden head boards or we make a steel divider. Set the legs in 8 to 10" concrete curbs to hold and retain bedding. Stall floor can be soil, sand or gravel. Bedding—straw, sawdust, peanut hulls, ground corn cobs, etc. Should be installed with paved alley surface 8 feet wide for mechanical cleaning or washing.

- 8 Models all steel welded farm and feedlot gates
- 2 Models all steel welded head catch gate

For prices, contact: Fred Frey, Mgr.  
786-2235 (717) **FREY BROS.**  
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Quarryville, Penna. 17566

## Can you go wrong with a barn cleaner that's over built?



## Farmway BUILT FOR BIG BARNs

There's a Farmway barn cleaner for your barn. One unit will handle anything from a single gutter to 4 or 6 gutter set-ups.

Rugged drive unit. Here's strength and power for even the biggest barns. Each part of the barn cleaner is designed to decrease drag. Less maintenance, lower operating cost.

New nickel alloy. German made chains are optional. The "S" has a minimum breaktest of 54,000 lbs.

Steel elevator—1" seamless heavy 10 ga. copper content steel plate. No bolts or rivets.

Never hurts to do a thing right. Talk to a Farmway man, you'll see. Affiliate of Berg Equipment Corporation, Marshfield, Wisconsin.

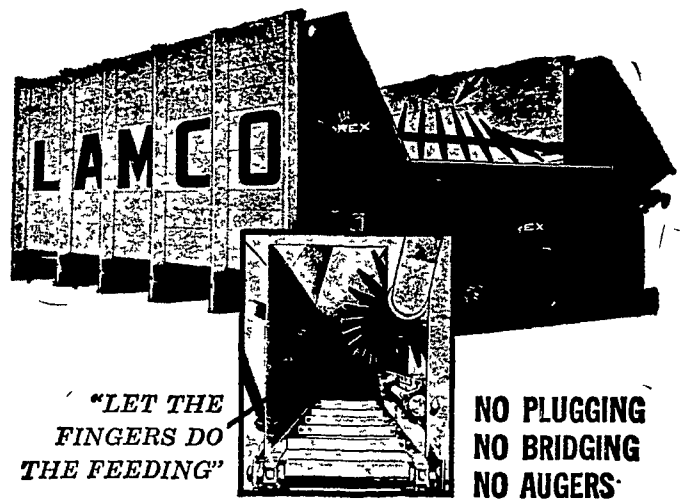
Your Farmway dealer is:

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- 1 Use a Jerky Ratchet instead of SMOOTH WORM DRIVE
- 2 Replace our Safe Heavy Duty Outfeed Apron with a dangerous auger.
- 3 Use common beater in place of our Spiral beater which peels off the material. No Bunching — No Plugging



"LET THE FINGERS DO THE FEEDING"

NO PLUGGING  
NO BRIDGING  
NO AUGERS

- 4 Skimp on a Plain open Jaw transmission in place of our Protectively enclosed unit.
- 5 Replace our Positive expensive worm drive with open gears on our Lower Beater Drive
- 6 Use ordinary soft wood for our main Stringer and Cross pieces instead of Strong Oak.

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We won't skimp — We know how valuable Farmers' time is in the Harvest.

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