ginally set for June 9 in New Hampshire, New York-New Jer-York on fluid milk (Class I) sey, Washington, D.C., Dela-prices to farmers set by six ware Valley, Connecticut, and The U.S. Department of Agri. eastern federal milk market- Upper Chesapeake Bay federal culture has rescheduled for ing orders. They are the Massa. orders. June 16 the public hearing ori- chusetts - Rhode Island-New

hearing is now scheduled to begin at 10 am on June 16 in the Conference Room, Market Ad-

to testify at the hearing, who town. said they need more time to piepare their testimony.

gional order, (2) revise the but- food produced in the country terfat differentials and (3) rement rate.

bigger than its statesman

## 'Eating Out' Tastes Now USDA's Consumer and Marketing Service officials said the Seek More Gourmet Menus

tional pastime in the United as that hungiy wait ministrator's office, 205 East States — from grabbing a bite Reasons they enjoyed dining Postponement of the hearing picking up a drive-in hamburg- ing and clean-up good food; was requested by some persons er after a move, to going out to nice. quiet atmosphere good in the dairy industry planning dinner at the best restaurant in way to entertain friends, and

There are about 371,300 awayfrom-home eating establish when they dine out? First and The hearing agenda will be ments — one for every 539 foremost, a good meal — 85% the same as was announced people in the country. These considered quality of the tood earlier, on the proposals to (1) establishments serve some 38 a very important factor Next "floor" the Class I prices of the billion meals a year, employ in order of importance cleanly six orders at their current rela- about 33 million people, and ness of restrooms, speed of sertionship with the Chicago Re- use almost 20 percent of all the vice, friendliness of waiters or

Americans like to eat out vise the administrative assess- more of them dine away from home by choice than necessity. One of the world's biggest troubles is that its problems are didn't eat out more often, iespondents to a restaurant sur-

Eating out is a growing na-vey listed the leading deterrent

in school or plant cafeterias, to out were freedom from cookchange of pace.

What are they looking for waitie\_\_\_, then "atmophere."

Who's the Customer?

The "average" restaurant customer comes from a family com-But they don't want to wait to posed of husband, wife and one or more children in which the head of the family is between 35 and 44 years old, earns less than \$7,500 annually and lives in the central city of a metropolitan area The family spends about 10% of its eatin-out dollar on meals at work, the other 80% on discretionary dining out and snacks

Most eating places (40%) offer varied American foods. 31% serve mainly sandwiches and refreshments, 11% foreign foods. The remaining 18% of restaurants specialize in steaks, seafood, chicken and other limited menu selections

The food service industry gets an interesting indication of the eating public's changing tastes from what menu items "sell" and which are in a decline For instance, salads are gaining popularity on school lunch menus, with fruit and cottage cheese a pet of figure- conscious high school girls.

In dow to moderate price restaurants, demand for pies is down (except for pumpkin, apple and cherry) but patrons are splurging on more cake varia-

The lobster and steak combination is the most often reported new item on higher price restaurant menus. But chicken, popular for home cooking and ready to take out in numerous chicken specialty eateries, has gotten too "usual" for dining out in style.

### Personal Selection

A la carte menus and buffets give diners a chance to exercise personal selection and are gaining in popularity, but to be a solid hit the buffet needs special atmosphere

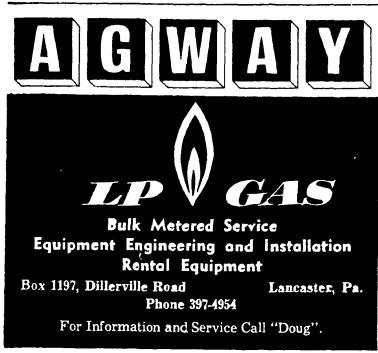
The results of the recent fashion for gourmet cooking show up in some unusual ways beef stew is "out" in dining halls but Stroganoff and Goulash are "in"

Some items are fixtures on the food hit parade. When that major food service, the US. Army, polled soldiers' tastes most recently, they found milk the number one favorite as usu al - preferred even to steak. The troops' most liked "accessory foods" or garnishes are butter and whipped cream.

Food trends don't always start with the public - sometimes restaurants invent them. Sour cream on baked potatoes was considered an unlikely combination when Lawry's introduced it in Los Angeles Now, it's standard. Maybe there's a new favorite aborning in the West in Pickle Ice Cream — a flavor that's actually available

It is any wonder that Americans like to eat out? There's no telling when a meal will become an adventure'

It is estimated that a hurricane generates enough power in a day to power all the world's machinery for about 3 years-nature is quite wasteful.



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5 yrs (1825 days)	128 40 -	5 68%
6 yrs (2190 days)	134 97	5 82%
<b>7</b> yrs (2555 days)	141 90	5 98%
8 yrs (2920 days)	149 19	6 14%
9 yrs (3285 days)	156 81	6 31%
10 yrs (3650 days)	164 86	6 48%
11 yrs (4015 days)	173 33	6 66%
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13 yrs (4745 days)	191 56	7 04%
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