

● **Farmers Show**
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INSPECTING CUCUMBER PLANTS is Jay Stauffer, Lancaster R2. Stauffer along with 38 other local farmers have tried raising cucumbers as a cash crop this year. Stauffer along with his father-in-law, Clyde K. Eshelman, have four acres of pickles planted soon ready to harvest.

L. F. Photo

tween the company and local farmers said. "I feel this is a cash crop that can fit into a lot of farm programs. Harvest time is during July and August when the children are out of school. No extra equipment is needed and less than \$100 per acre of investment is needed up to harvest time."

Jay Stauffer, a grower West of Lancaster, also thought the cucumber crop could replace tomatoes as a cash crop. "It is a high fertility crop that we can grow here in our good soil," he said. "With the decreasing tobacco and tomato acreage this might be a replacement."

Stauffer who operates 400 acres in partnership with his father-in-law Clyde Eshelman, has not started to pick his four acres yet. They were planted later and are just showing small pickles and blossoms. But it wouldn't be long since they sometimes grow an inch in a day.

For farmers in the Intercourse area where most of the acres are planted, harvest started July 3. The average yield is expected to be from 400 to 500 bushels per acre. A few farmers have already snipped more than 150 bushels. Current cash price is \$120 for

How Does The Housewife Shop?

"The housewife certainly doesn't shop like most egg men think she does," commented Pat Myles, PENB's Director of Home Economics after reviewing a super market dairy department analysis published by Purdue University.

A detailed customer traffic study was made by the personnel representing the store, the dairy supplier and the egg supplier. Customer shopping paths were charted, place of purchase indicated, time studies run, purchases checked and customers described.

The study showed that the customers shopped an average of 11.5 minutes—and the majority shopped less than 10 minutes. Eighty-three percent of the shoppers did not have shopping lists. Those without lists spent 30c more than the average of \$8.25.

Most of the shoppers (42%) were women alone. When two

women shopped together they each spent an average of 88c more. Men alone—obviously sent to the market—spent less than half the average (\$3.84). The big spenders (average \$13.81) were the man-wife combinations. And, as most men might recognize, the "cheapest spenders" were a man and child (\$1.21).

The dairy department—where the eggs were located—was studied in great detail. Here the average shopper spent an average of 74 seconds—nearly 10% of her shopping time. During that 74 seconds she selected merchandise averaging \$1.17. But if there were two women together they averaged nearly twice as much (\$2.18).

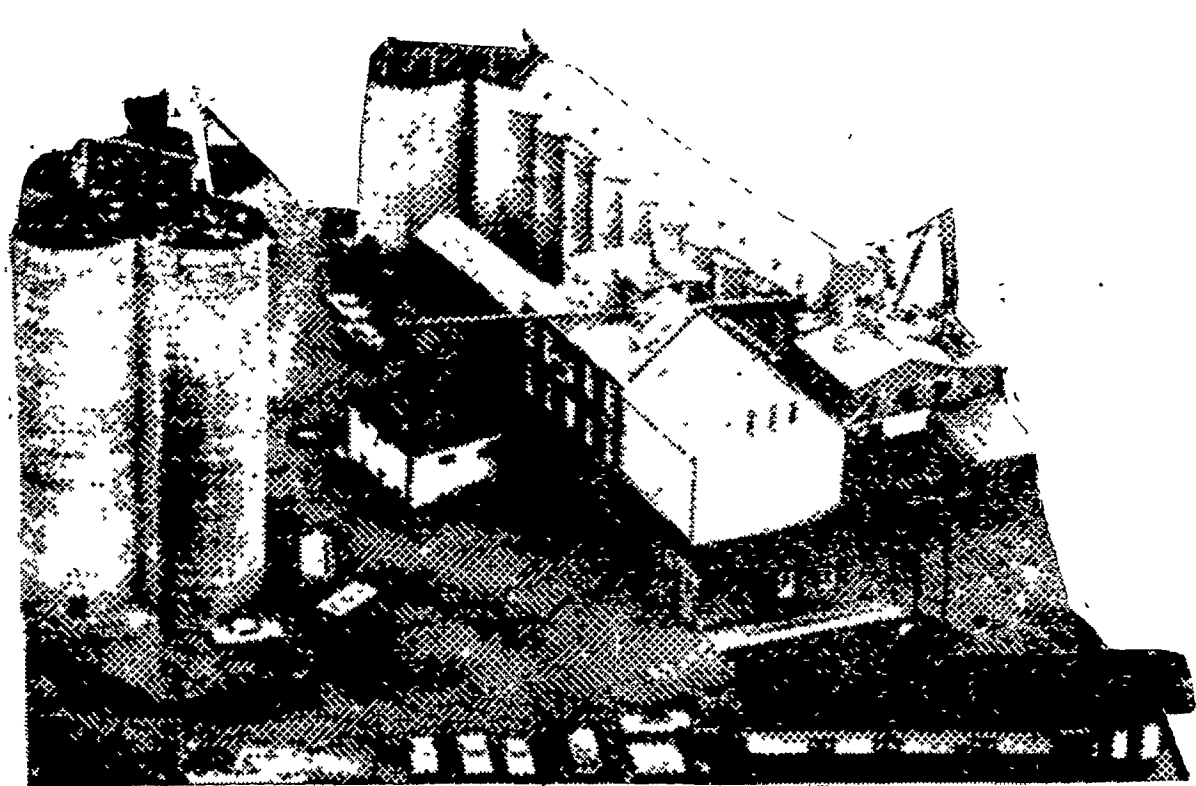
The placement of products in the dairy case also seemed to influence sales. Or, at least, items were not selected from all levels equally.

The bottom bin, which included milk, eggs, margarine and biscuits, accounted for 66% of sales by items. The third (or next to lower shelf) accounted for 21% of sales. This may have been due to the fact that cottage cheese, some milk, and margarine were also displayed in this position. These three, plus eggs, are classified as "power" or "demand items" by the retailer. The second and top shelves accounted for only 7% and 6%, respectively, of item sales.

"It is also interesting to note that the retailer had milk, eggs and margarine all displayed together. This is a violation of good self-service strategy. While some milk and margarine were displayed up out of the bin, this was only a beginning of using the ribbon or vertical display technique which increases sales. And all of those good eggs were nestled down where they were hard to see—or get. I bet that changed after this study was analyzed by Purdue and discussed with the food chain operator," concluded Miss Myles.

A neighbor says the only time his teen-age son is at home is the brief moment he stops by for his allowance.

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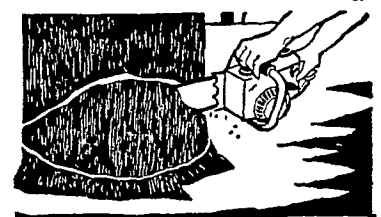
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