



Ruth Shertzer and Earl Newcomer, from Pennsylvania's Secretary of Lancaster County, Farmers Agriculture, Raymond Kerstetter, Association, receive congratulations right.

## Public

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direct marketing," he suggested. "We have got to do something to keep the family farm in existence," he added.

Noting that agriculture is the state's second largest industry and that Pennsylvania has the largest percentage of rural residents of any state in the union, the Governor's message also

praised farmers - for their efforts in the field as well as here at Park City - a gigantic complex of a shopping mall with approximately 140 stores under one roof.

Senator Brandt described the displays as "fantastic" and "great" while simultaneously expressing hope that farmers will return here in other years to continue to bring the farmer's message to the consumer. He also said he'd like to see this idea spread to other areas of the state, noting that

he thought the effort to be well worthwhile.

Reactions from those polled by this writer during the week all brought back the same message: The displays were educational, interesting, and more efforts like this would be welcomed in years to come. Some samples of remarks follow: "The first time I ever saw a cow milked was right here a few minutes ago during the milking contest," remarked a grandmother from Lancaster. "I think it's won-

derful and certainly educational for the children." Asked if she had a farm background at all, Mrs. Kathryn Spangler said "no." But that didn't make much difference to her being interested in the displays.

"I was most interested in the cattle and the milking," Mrs. Spangler announced unhesitatingly to a question, then adding that she also enjoyed the fresh vegetables and is a frequent visitor to the Farmer's Market on the lower level of the Mall.

"Was this all worthwhile?" this writer asked her.

"It was definitely worthwhile - I surely do think so - I think they ought to have more displays like that," she announced with a gleam in her eye.

At no time during the questioning was it made known to any of the shoppers as to which paper this writer was representing - to avoid the possibility of having remarks purposely slanted in favor of the farmer.

Mrs. Spangler was also asked what she thought of the farmer's work and the price of food. Her reply was:

"I believe that in producing their products they have a big investment of time, hard work, and money. I believe the farmer

# Farmers bring 'farm'

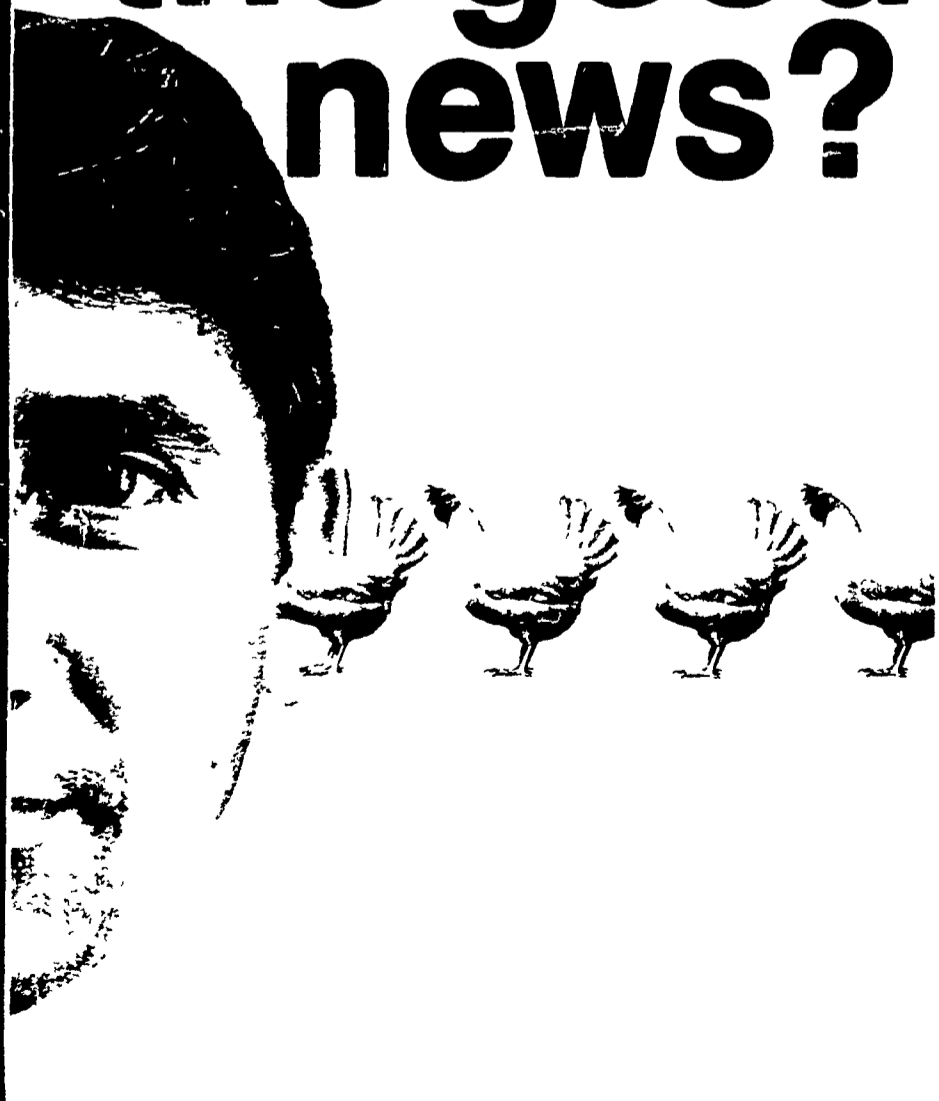


The FFA was present at Park City for the promotional effort initiated by the Lancaster County Farmers' Association. Manning the display on Thursday evening were, left to right, Tim

Kauffman, and Ron Forrey, Elizabethtown; Randy Ranck Penn FFA president from Solanco High; Hernley and Roger Smeal, both fro

# The businessma

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