

Shoppers wowwed by agriculture display

YORK, Pa.—“Why does that pig’s tail curl?”
 “I’ve never seen a chick hatch out of an egg before, it’s stupendous!”
 “What kind of cheese is this? It’s delicious.”
 “Are these apples for sale?”
 “Why are these pigs so pink?”
 The questions, answers,

and comments flew through the air at the York Mall last Friday and Saturday as the Women’s Committee of the York County Farmers’ Association took it over for the American Agriculture Day Display.
 Two years ago, the women ventured into the mall for the first time with a display covering just one end of the

shopping area. It was such a success that they promised to come back this year with enough to cover the whole length of the shopping center.
 The undisputed favorites of any farm display are always the real, live baby animals. Children, and adults, too, flocked around the calf crib to touch and ask



“Hamming it up” is Ailean Detter, secretary for the York County Farmers Association, and her unwilling four-legged friend. If you want to get the attention of dozens of Mall shoppers in a hurry, pick up a pig. The pig’s shrieks brought astounded people scurrying from all directions to see what was happening.

statistics farmers shared with urban consumers,
 A small utility tractor at the one end of the mall beckoned children to crawl on and sit in the driver’s seat. The accompanying price tag reading \$7470 helped explain the cost factor end of farming to observers.

“Pigs Is Beautiful” was the theme the pork producers chose to set the stage for telling the leaner, nutritious pork story. Ailean Detter, who was sporting her famous “pork cuts” jumpsuit, didn’t think they were too beautiful when one small porker almost jumped out over his pen.

Shoppers sampled all-beef bologna and listened to the ballad of “The Great American Farmer” while they munched. On the other end of the beef display, a poster broke down the cost of raising an animal from 475 pounds to market weight of 1075 pounds. The final figure showed a net loss of \$33.30.

And, even the men got into the action. They helped supply the muscle for setting up some displays and loading and unloading from vehicles. Paul McPherson, New Park, was discovered running machinery, as usual. The machinery was not his big grain combine, though. It was a movie projector, showing films telling the story of the American food producer.

Are the women ready to go back again?
 “Well, next year we’ll try.....,” someone was overheard to say.

questions about the day-old baby Holstein. Two weaning-size piglets snoozed in a playpen further up the mall, generating endless questions about age of market pigs, location of various pork cuts, and marketing weights.
 But the top drawing card was the incubator filled with two dozen hatching baby chicks. It was a push-becomes-shove task just to

get close to the incubator, surrounded by faces displaying emotions of disbelief, awe, and pure delight.
 Static montages of mouth-watering fruits and vegetables explained that pesticides make cheap and abundant food possible. Cartoons accompanied some displays, adding that touch of humor to the facts and

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