



**On being
a farm wife
-And other
hazards**
Joyce Bupp

Holidays, and their special personal meanings, change over the years. Age, I can attest, has a way of altering the celebration with material things into one of appreciation for that most precious of gifts, the love and fellowship of friends and family.

Once, Easter for me came wrapped in the brilliant shades of foil-covered candies, yellow sugar-sprinkled marshmallow

ducklings and spicy rainbow jellybeans. And always, there were bunnies.

Chocolate bunnies arriving nestled deep in nests bedded with pink and green shredded cellophane were a must. Then, there was the year when I was six, and a stuffed bunny hugged me close, sharing the scary, strange darkness of the new home we'd moved into on that Easter eve.

Later, the bunnies came in

a new form, fuzzy, with wringing pink noses and soft silky coats. One arrived home with me, to Mom and Dad's surprise, when a prize egg turned up the bottom of my basket of goodies at a local egg-hunt.

Easter, a few years further down the road, brought a baby white cottontail, presented by a certain shy farm boy, who juggled the bunnies into a black and white dairy herd.

So although elegant chocolate goodies and multi-colored eggs are still a memorable part of our observance, personal memories now look more inward.

They linger on the overwhelming fragrance of pristine white lilies, crowding the altar rail where we gather in the renewal of the morning communion. And of family gathered around the bountifully spread kitchen

table to share the holiday together.

And while we rejoice within, the countryside celebrates the miracle of the resurrection, bursting forth in a pageant of rebirth over the dead, drab, dark tones of winter into the yellows and purples of spring flowers. Out in the pasture, grasses send new shoots pushing through the dried remains and the contoured field strips shade into the muted greens of young alfalfa, barley and rye.

And if you look closely, among the waving early wild daffodils and emerald shoots of Springtime, there might even be a bunny

May Easter blessings fill the hearts of you and yours.

Mastersonville 4-H Club to organize

The Mastersonville Community Club will hold its organizational meeting Tuesday, April 8 at 7 p.m. at the Mastersonville Fire Hall

Some of the projects being planned for the Mastersonville 4-H Club are as follows: sewing, cooking, pet care, indoor plants, rocketry, swine, horses, capons, macrame, crewel, electricity, yeast breads, cake decorating, and hand-dyman.

Youth between the ages of

8 and 19, who live in the Mastersonville area are invited to attend this meeting. Parents are urged to attend this meeting to help their children choose projects.

Community dues for the year will be \$1 payable at the first meeting.

Adult leaders are needed. If you have any questions call Ruth Hoffer, 717/665-6373 or Barbara Engle, 717/665-2372

50 largest food firms gaining more market control

WASHINGTON, D.C. — The 50 largest U.S. food manufacturing firms' share of food industry assets rose from 42 percent in 1963 to nearly 64 percent in 1978, and could reach 100 percent by the year 2000, according to John Connor, an economist with the U.S. Department of Agriculture

Connor, who has just completed a study of U.S. food and tobacco manufacturing industries, found the number of firms in these fields is declining by about three percent per year

He also found that the 200 largest firms account for two-thirds of industry sales, over four-fifths of industry assets, four-fifths of all media advertising of food and over 96 percent of all research and development activities

Food manufacturers include companies that produce such products as processed meats, fluid milk, canned fruits and vegetables, cookies, candy, bread, breakfast cereals and

alcoholic and soft drinks, among others

Connor also found that the rate of merger, industry concentration, and product differentiation are increasing. Produce differentiation is the practice by a manufacturer of trying to make a product slightly different or seem slightly different from those of competitors. Generally, the purpose of differentiation is to try to build brand loyalty and increase competition, Connor said

Other findings of Connor's study include

During the period of 1951-55, food manufacturers' after-tax profit rate was 8.4 percent, compared with 11.5 percent for other manufacturers. During 1971-75, food manufacturers' after-tax profit rose to 13.2 percent compared with a

rate of 11.9 percent for other manufacturers

This was the first time that after-tax profits for food and tobacco industries, as a percentage of stockholders' equity, exceeded the average for the rest of manufacturing

TV accounts for over 50 percent of all media advertising of foods and are increasing

Foreign investment in U.S. food and tobacco manufacturing firms totaled about \$1.8 billion in 1975 and is rising rapidly, while investment by U.S. firms abroad is about \$4.7 billion but rising less rapidly.

For a single free copy of Connor's study, "U.S. Food and Tobacco Manufacturing Industries," write to ESCS Publications, room 0054-S, USDA, Washington, D.C., 20250. Ask for publication AER-451 and include your zip code

Remember, April 25 is Arbor Day

HARRISBURG — Clifford L. Jones, secretary of Environmental Resources, urged all Pennsylvanians to remember that Friday, April 25 is Arbor Day and to mark the occasion by planting trees or shrubs.

"By taking an active part in this nation-wide observance, you will not only help preserve one of our most important natural resources but also show a personal commitment to the increasing value of trees and forests," Jones said.

He said while the first Arbor Day was observed in Nebraska on April 10, 1872, it is annually observed in Pennsylvania during the Joseph T. Rothrock Memorial Conservation Week which begins April 20 and continues through April 26.

Rothrock was the Commonwealth's first commissioner of forestry and is often referred to as the "father of forestry" in Pennsylvania

Jones said the department's Bureau of Forestry is ready and eager to take an active role in promoting Arbor Day programs, especially in the schools.

To do this the district foresters of the 20 Forest Districts have been instructed to help carry out Arbor Day programs and to participate actively in such programs wherever, and whenever, possible," Jones said

"The management of our natural resources is the concern of every responsible citizen's group throughout the state. Arbor Day offers an excellent opportunity for everyone to work to enhance our natural beauty, improve the environment and perpetuate our valuable forest resources."



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