

## Starts ag consulting firm

LEWISBURG — John C. York has announced the formation of York and Associates, a consulting business that will provide agriculturally-related services to the dairy and food industry.

Former vice president of member relations for Lehigh

Valley Cooperative Farmers, York will maintain offices in Lewisburg, and Washington, D.C. Well-known in dairy circles, York will utilize four decades of experience to help clients with their market research and analysis needs, interpretation of government

regulatory activities and financial consulting.

One of the new clients of York and Associates is Atlantic Processing, Inc., one of Pennsylvania's largest dairy operations, trading under the name of Lehigh Valley Farms. York will advise API in pricing

and government programs for dairy products.

Robert P. Barry, president of API says, "We are happy to be the first of John's new clients. We intend to capitalize on his knowledge and background in planning for the future growth of API.

"As we look toward alliances with other organizations, what better help can we get than the services of a man who has been such a major force in the corporate movement?"

## Ida's Notebook

Ida Risser



York spent 30 years with Eastern Milk Producers where he was general manager before joining Lehigh. At times an advisor to the U.S. Department of Agriculture, he is a member of the National Cooperative Bargaining Association. Other current memberships include American Economics Association, New York Agricultural Society, Penn State Agricultural Advisory Council and National Safety Council.

Recently I leafed through a small almanac printed in 1920 by "The Litz Express". Naturally it contained the usual advice for farmers and hints for housewives, plus weather forecasts and historical events. But some of the most interesting reading was a comparison between prices then and now.

The Lancaster published "News-Journal" could be purchased for one year for four dollars and for one dollar extra "The Litz Express" would also be delivered.

A box of sweet milk chocolate was advertised for six cents a bar and a book of 96 pages "Seeing Lancaster County From A Trolley Window", reprinted from Pa. German was ten cents postpaid.

The Farmers National Bank of Litzitz was paying four percent on Certificates of Deposit.

Several properties were also listed for sale; one being a barber shop in Litzitz with a tobacco and cigar store included. A farm of 170 acres in Virginia was listed as well adapted to raising flu-cured tobacco, sweet potatoes, clover, corn and peanuts. The asking price was \$6500.

Some of the pictures are extremely primitive looking. The electric washing machine with a separate rinse tub has very large

metal wheels and was made in Illinois.

The John Deere "Waterloo Boy" tractor with a tank of kerosene mounted on the front and the radiator placed sideways on the chassis is an odd looking contraption to say the least.

However, some things sounded quite similar to present day advertisements. One was "Carbonvoid" which was said to eliminate the carbon troubles for motorists and make gasoline 25 per cent more effective. Another were the number of booklets for sale which expressed men's ideas in solving the world's problems.

One was stated as follows, "The abolition of privilege will make 'getting a living' easy for all and thus put the merit incentive in control of all human action," and all this for five cents.

One advertisement urged the reader to write for particulars and enclose a two cent stamp so as to learn how to grow hair without drugs. But to show how far we've come in 60 years was this item listed under Good Ideas - "For women M.A. should only stand for good old-fashioned 'ma'."

They should meet some of today's women with their higher education and incentive to be more than a mother.

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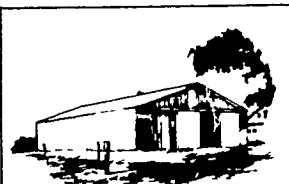
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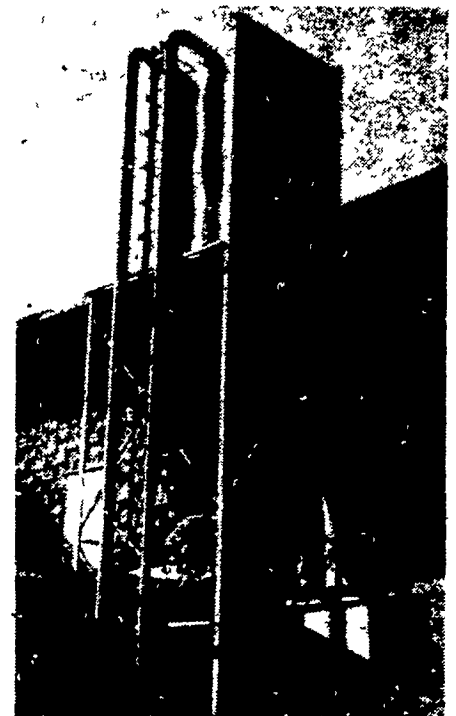
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