



These members received awards for 50 years of service to Inter-State, Thursday. They are: sitting, Clayton and Sadie Kreider and Grace and Irvin

Delong. Standing, James and Eleanor Kreider, Kathie and Thomas Kreider, Lewis and Lois Aument, Joel Dubble and Pat and David Delong.

## Inter-State meeting

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creases in costs of production

Favorable reports on Quality Control, Inc. and Holly Milk were well received. Akers also noted an up-coming reorganization in hauling routes to offset rising transportation costs

Akers also explained the coop's recent service agreement with Christiana Dairies.

Further emphasizing the need to be aware of all the aspects of producing and marketing dairy products, county dairy agent, Glen Shirk advised the group to support marketing programs, to continue producing a good product, and to put a lot of effort into growing high quality forage to make production less costly. Buying quality feeds this year was extremely costly, he said.

Tracking down stray voltage in milking areas is a sometimes tedious job, but Shirk suggested it could be a possible cause for cows not responding to mastitis control programs. He announced a meeting for the morning of February 13 to present some of the aspects of the problem of stray

voltage to milking equipment personnel, power company employees, electricians and veterinarians. A dairy meeting will be held that afternoon.

Dave DeLong explained to the group attending the meeting the insights and experiences he and his wife, Pat, gained as last year's Young Cooperator Couple for the district. He urged all who met the age qualifications to take the time to enter into this program. He said there is a lot more to a cooperative than a milk check.

After musical entertainment for members and guests by Glen Hough of Peach Bottom, Richard Norton, manager of Order 4 Advertising and Promotion Agency, gave a slide presentation outlining the challenges, and programs working at meeting those goals, in marketing milk.

Promotion campaigns should make a good return on capital invested, increase a demand for milk and milk products, and develop a unified promotional approach, he explained.

Norton said 60 per cent of

the milk is bought through chain stores. The remaining is sold through food processing such as cheese. There is an ever increasing problem marketing

milk to consumers who want low fat milk when producers are still being paid by fat differentials, he added.

To help offset the ten to one ratio between monies spent by other beverages and that spent by the dairy industry to promote their products, dairy promotions are presently focusing on the strengths of the product. The "Soft, Soft Drink" and "Slice of Life" promotions are a part of this promotion theme.

To combat the rising numbers of imitation products, the "Real Seal" program hopes to be as effective as the cotton and

ners. They are: Diane Hershberger, Doug Hershberger, Steve Hershey and Lonna Rohrer. Lela Rohrer, also a winner, was absent.

wool and Good Housekeeping seals are in pointing consumers to quality purchases.

Norton concluded his presentation by briefly covering the roles of research and nutrition education, especially among school children, as they relate to marketing dairy products.

Election results for the two locals follow:

Christiana president, Ivan Bowman, Jr.; vice-president, Donald L. Ranck; secretary-treasurer, C. Nevin Hershey. Delegates James W. Bowman, C. Melvin Neff and Allan D.

Rohrer. Alternate delegates: Benjamin Clark, J. Ray Ranck and Charles L. Rohrer.

Quarryville President, Robert C. Groff, vice-president, Kenneth M. Rutt, secretary-treasurer, Robert H. Kreider. Delegates Robert A. Breneman, R. Edwin Harnish, A. Dale Herr, Fred Linton, Jr., and Vernon Umble. Alternate delegates: R. Dale Groff, William Heidelbaugh, Jr., Willis Krantz, David Longenecker and David H. Myer.

Donald Ranck and Willis Krantz were elected by both locals to serve on the hauling committees.

## East Towne Mall Promoting 'Spring'

LANCASTER — Tired of these long cold winter days of shoveling snow and scraping ice? Well, so are the Merchants of the East Towne Mall. In fact they have decided to Hurry Spring with some springtime activities right in the middle of winter.

For openers there will be a Student Arts and Crafts Show with area high school students displaying some of

the best in drawing, painting, string art, macrame and block prints.

Shoppers will be able to get in the act by making crafts to take home with them - woodburning, tinsel art, counted cross stitches, crocheting, basket weaving, macrame, string art, decoupage, needlepoint and stained glass.

A micro-wave oven demonstration will be held

on Friday evening and to counteract all the holiday food we've eaten there will be some exercises to get us in shape for spring. On Thursday and Friday evenings at 7 and 8 PM there will be a special organ concert of springtime music.

East Towne Mall is Hurring Spring for three days at least Thursday, Friday and Saturday, January 29, 30 and 31,



Receiving awards for 25 years of membership are Mr. and Mrs. Albert H. Mellinger (pictured) and Calvin Keen (absent)