

Way-Har Farms Store

Pamper yourself with a dairy delight

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BERNVILLE — Give yourself a treat. Hop in you car and take a trip up Rt. 183 from Bernville towards Strausstown.

As the sun glistens on the hood of your car, you look across the meadows lining the road and realize that this is going to be one of those perfect kind of days - one of relaxing and enjoying God's gifts to man.

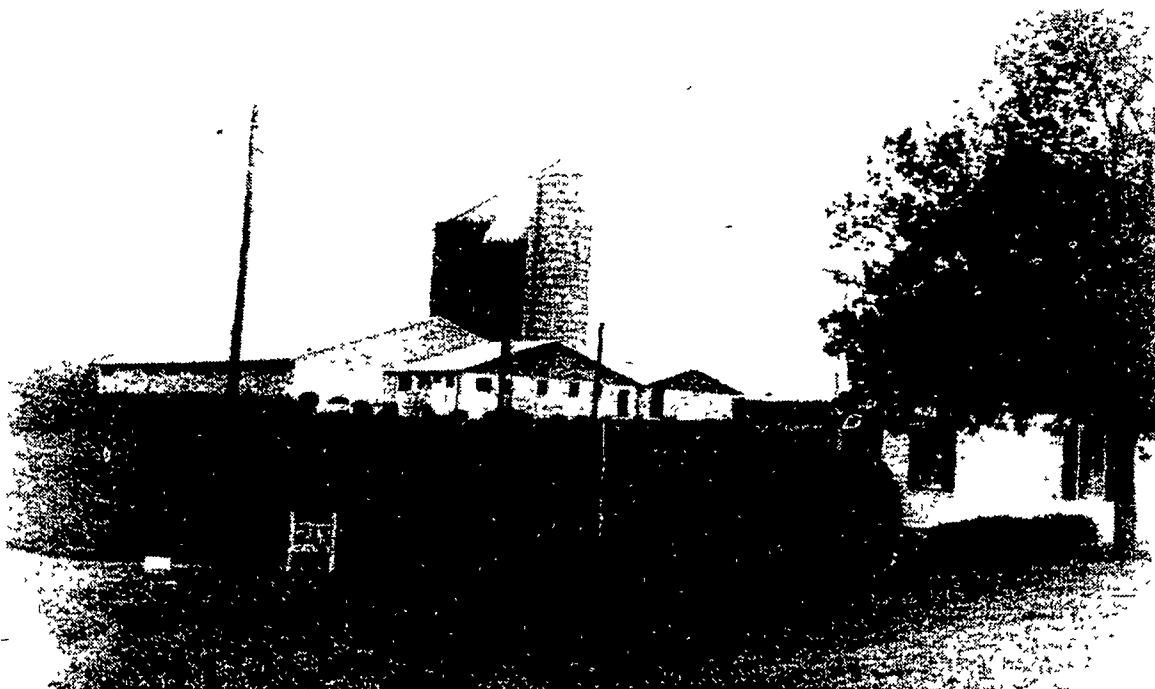
You mind begins to conjure up one of those delectable kinds of desserts, heaped with toppings and a luscious mound of whipped cream, accompanied by an ice cold, thick, creamy, chocolate milkshake. Your foot automatically increases its pressure on the gas pedal, and in your anticipation, you can already taste those delightful calories sliding down your throat. Pamper yourself. You deserve it.

Just as you make up your mind that your diet can resume tomorrow and you are not going to live another minute without an ice cream sundae, a milk shake, an ice cream cone, or perhaps an ice cold glass of milk on the side, you glance to the right and there it is, the answer to your dreams - Way-

Har Farms Dairy Store and Ice Cream Parlor with that "fresh from the farm" goodness made into all their dairy delights.

Way-Har Farms and Dairy Store is owned by Wayne and Harold Leshar, R1 Bernville, two brothers who wanted a better way to market their milk. Since 1966, the two brothers were in partnership, milking 60 cows on their parents farm. Everything worked well as their cow numbers and acreage increased, but they knew that there had to be a better, more profitable way to market their product.

"At that time, milk was around \$5.00 a hundred," Wayne stated. So, for the next two years, the two dairymen traveled around and looked at different juggling operations and dairy store set-ups. Stating that they had some ideas as to what they wanted, Wayne said they did a lot of studying before taking the first step. Listening to many others telling them the many mistakes to be made, and gleaning the best ideas from the operations that they liked, the Leshers also got the Pennsylvania Department of Transportation to do a traffic survey at the planned site of their enterprise.



Way-Har Farms is a well-kept picturesque dairy operation.

The planned site for their store along Rt. 183, just north of Bernville, proved to be an excellent choice. The present store attracts many local customers living within the 10-mile radius that the Leshers were told would be the extent that most people will drive for their products, but it also attracts many customers from the surrounding towns who are willing to drive further for the better quart of milk or container of ice cream.

Because of the commuter traffic on this busy route, the Leshers also employed a novel idea into their store. They package their milk in plastic bags. This way there are no bottles to return. Milk is bagged in 2 quart sizes and a special pitcher is available to slip the bag into and pour right from the bag.

Milk is also bagged in pint weights and sold with a special type of straw that punctures the bag and the milk can be consumed right from the bag. This seems to be popular with workers on their lunch breaks and small children since it is easy to buy and have with the noon lunch. Leshar stated that the only others to sell their milk like this, that he is aware of, are several operations in Montgomery and Lebanon Counties. The Way-Har store was one of the first in the state to use this approach. The state approved this practice in July and the store opened in September of that same year, 1970.

The Way-Har bovines supply all the milk that the dairy store needs. Presently milking approximately 100 cows with 75% of them registered, the Leshers can be assured of good quality of milk by knowing their own operation which includes top animals such as "Woodward Della Filbert", the 1970 and 1971 top DHIA cow for fat in Berks County with 1091 pounds

of fat. Most animals are bred artificially with Harold and the herdsman, Glen Davis, doing the inseminating. Their present barn, which features a double six herringbone milking parlor, maternity and hospital area with box stalls, and barn office, was

added to the original farm in 1967.

The old barn was remodeled to include heifer pens and a controlled environment area for calves. It was after several unsuccessful years of raising calves in this type of set-up, that Wayne's

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Franklin Stein explains processing and bagging of milk in special Way-Har containers.



Wayne Leshar manages store from his office.



School children make themselves comfortable in middle of store with milk and cookies.



Promotion of milk is practiced on sign in front of Way-Har Farm.