



Peg Linville stands by a wheel in front of some of the wreaths which depict Christmas legends. "Yule translates as wheel," Peg explained. According to legend, Scandinavian people pictured the sun turning like a wheel, and many of their legends revolve around the sun. Peg is holding a St. Lucia Crown, which is used during a Scandinavian celebration of St. Lucia held on Dec. 13.



These tiny carollers greet visitors as they walk through the door of the Christmas Shop, which is run by Karen Knudsen and located next to the Weed Shop at Linvilla Orchards.

Christmas Wreaths

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feed animals," Peg explained. He decided to sell most of the animals

and plant fruit.

He originally sold fruit from a horse-drawn wagon which he drove into town. Later, he sold the fruit from his front porch, and finally, in the 1940s, the market was opened.

Although the market, especially the cold storage room, is fragrant with the aroma of apples, they are not the only fruit grown on the 300-acre Linvill farm.

"The nature of the retail market is that you have to have variety," Peg said. Apples, peaches, pears, sweet corn, pumpkins and pick-your-own strawberries are other features of the market.

What is the secret to a successful direct marketing approach?

"I haven't found out," Peg laughed, adding on a more serious note, "There's a real rapport among fruit growers. A lot of ideas are shared."

Her husband, Paul, is also active in the Pa. Retail Farm Market Association, which, according to Peg, "does a lot of educational things."

And the special features, such as homemade apple cider and freshly-baked pies also add to the market's success, as do the special outside displays which begin in the fall.

The first display is Johnny Applesed's Birthday. That is followed by Pumpkinland and then a Thanksgiving Display. At the

time of this interview, "the world's largest rag doll," according to Peg, was on display. Peg explained that she made the doll, using old sheets. It stands approximately 38 feet high.

The Linvills also have deer, as well as assorted other animals, on the premises, which seemed to delight the children.

According to Peg, when the outside displays are set up, they employ four tour guides and take about 30,000 school children through the grounds every year.

During the Christmas season, Linvilla Orchards is open from 10 a.m. to 6 p.m., seven days a week. They are closed from Jan. 1 to May 1.

Clever Clovers

4-H Club

Three members of the Clever Clovers 4-H Club received awards at the County 4-H Achievement Dinner. Members congratulated the award recipients: Sarah Wingerter, who received the Clothing and Foods county medals; her sister, Rachel, recipient of the Needlework and Foods County medals, and Chrissy Blackwell, who was recognized as the Unit III Foods award winner.

The Christmas meeting was held Dec. 14 at Helen Knights home in Ringoes. Members sang Christmas carols and then held their annual Christmas tea.



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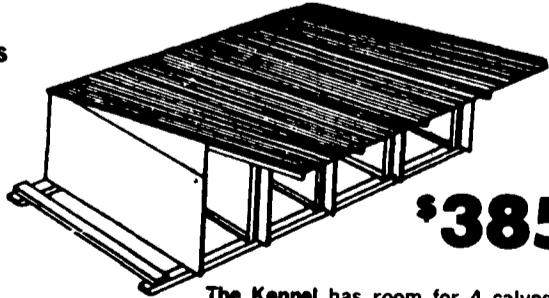
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