

# Store On Wheels For Those Who Shop At Their Door



Kevin Frymyer of Ephrata drives his van throughout Lancaster county to bring the store to the doors of his customers.

BY LOU ANN GOOD  
PARADISE — A basket rests at the edge of a sidewalk leading up to a spacious farmhouse. Kevin Frymyer edges his International truck to a stop, picks up the basket and reads the note tucked inside.

Below the listed grocery items, a request is written, "Please put the butter in the refrigerator."

Kevin, better known to his customers as "the store man", delivers groceries and services to the doors, and in a few cases, to the refrigerators of his loyal customers.

"Most of my customers are Amish," he explains, "They live in the tourist section and many don't care to mingle with tourists, so they find shopping from me



Frymyer's van holds about 800 different items to satisfy the tastes of his customers.

convenient."

His van holds about 800 items

that include plenty of staples and taste-tempting goodies for potential customers. Among the closely stacked shelves, customers will find fresh citrus fruits, carrots and celery. Mostly, his customers stock up on cereals and bulk foods like flour and sugar, but frozen juices and ice cream are available to satisfy the sweet tooth.

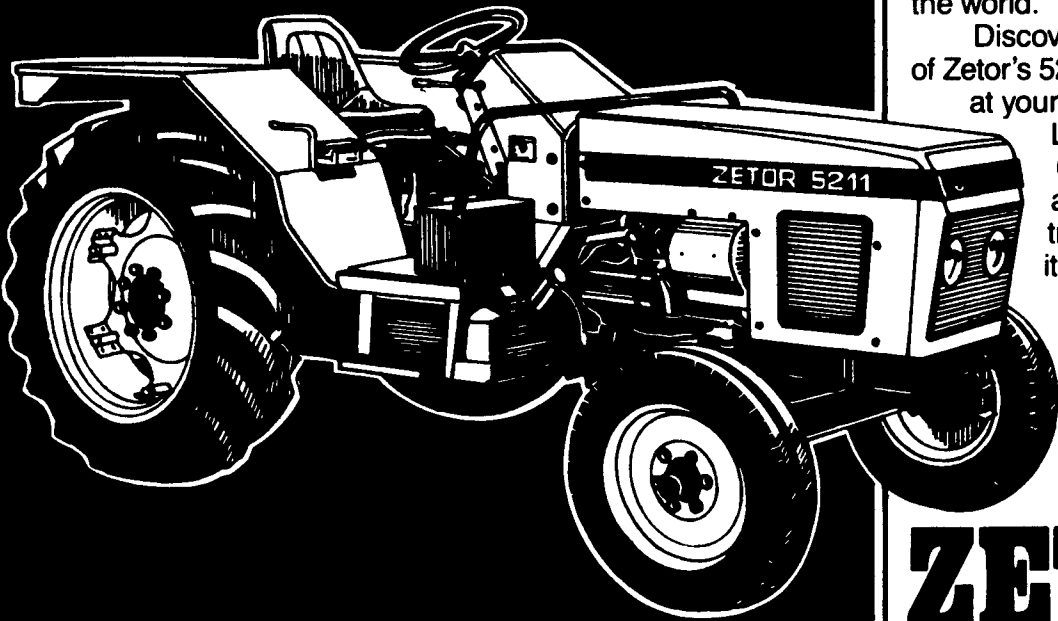
Every week, Kevin maintains the same scheduled stops although the time may vary by an hour or two. Basically, he stocks the same inventory because he found that his customers prefer traditional foods and aren't eager to try new things.

His biggest competitor is the small country store, Kevin said. His prices are less than a convenience store and a little more than a small grocery. No minimum order is required for his weekly stops, but the average customer buys \$30 to \$40 weekly. He accepts coupons and offers a 5 to 7 percent discount when items are purchased by the case.

For the past two years, Kevin has steered his truck around the Lancaster countryside. He purchased the established route from Leaman Place Store which had it for 26 years. Since then, it has grown through word-of-mouth advertising.

Kevin serves his customers with a ready smile and tries to adapt his services to whatever they require. "Some like to chat, others are quiet. Some like to browse and choose, others hand me a list and let me pick it out." Regardless of their requests, Kevin brings the store to their door.

**AT \$9,665,\*  
ZETOR'S NEW  
LOW-PROFILE  
43 PTO HP  
TRACTOR IS AS  
DOWN-TO-EARTH  
AS YOU CAN GET.**



*More tractor for less money!*

A low center of gravity. Heavy-weight construction. A wide wheel base. A horizontal, underslung exhaust. Zetor's new 5211-LP low profile tractor has what you need to stay close to the earth.

And to keep your balance on hills as well as in the bank.

For the thrifty price of \$9,665\* you own a tractor built to outlast your payments on it. A two-wheel-drive tractor with a 3 cylinder, 165 cu. in. diesel engine; 10 forward and 2 reverse speeds; independent 540/1000 PTO; 3930 lb. lifting capacity; power steering and more.

And there's no extra charge for Zetor's solid, 40-year reputation for durable quality among the farmers of over 80 countries around the world.

Discover the advantages of Zetor's 5211-LP tractor now at your nearest dealer.

Like Zetor's 43, 54, 60, 65, 72, 100, 108 and 140 PTO HP tractors, you'll find it's built to give you twice the work life you expect for half the price you expect to pay.

\* Price and specifications subject to change without notice.

## ZETOR

Tractor Division, American Jawa Ltd.  
401 Richardson Road, Middletown, PA 17057  
(717) 939-4961 (collect)  
LaPorte, TX • Plainview, NY

VISIT THE ZETOR DEALER NEAREST YOU.

Pennsylvania

Everett  
**LEADER FARM EQUIPMENT**  
814-652-2809

Perkasie  
**R.W. KELLER SALES**  
215-257-0101/0102  
800-523-2549

Shelcocta  
**RT. 56 LAWN & FARM SUPPLY**  
412 349 9107

Watsonstown  
**ROVENDALE SUPPLY DIST.**  
717 538-5521  
1 800 232 DALE

Rebersburg  
**BIERLY GARAGE**  
814-349 5074

Maryland

Hanover  
**SHEET'S BROS. INC.**  
717 632 3660

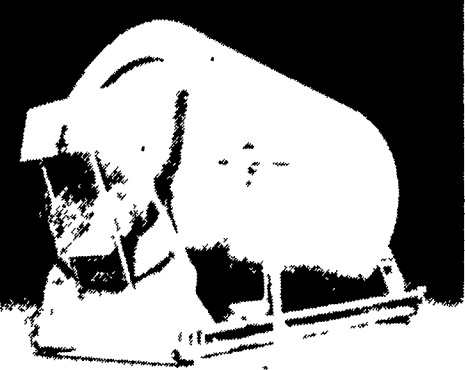
Nazareth  
**FRANK'S REPAIR**  
(Rt 512)  
215-759-6276

Reisterstown  
**LLOYD REYNOLDS**  
301-833-1847

**TMR**

**Total MIXED Rations**

*The Success of the Mix Depends Upon the Design of the MIXER!*



Available in Mild and Stainless Steel

Check the VAN DALE APPROVED **VAN DALE**

---

**Lancaster Silo Co.**  
2008 Horseshoe Rd.  
Lancaster, PA  
717/299-3721