



Gary Brown (c) owner of the Wellsville Flying Service and manager of the Wellsville Municipal Airport, poses with Andover Lions Myrlan Phillipson (l) and Program Chairman Ralph Searle (r) after addressing the Andover Lions Club and presenting a slide show on the aspects of the General

Aviation and the relationships of the small communities and cities. Photo by Dale Green

Dairy Farmers Vote To Continue Milk Promotion

New York dairy farmers have once again rallied in support of continuing a unified effort of milk advertising, nutrition education, and consumer information, according to results of the dairy farmer referendum released recently by the New York State Department of Agriculture and Markets.

Of the state's 17,861 dairy farmers, a total of 13,232, or 74 per cent, cast mail ballots, individually or through cooperatives during the 120-day referendum period from November 1, 1974, to February 28, 1975. Of those voting, 9,710 or 73.4 per cent approved the continuance of the New York State Dairy Promotion Order. The purpose of the farmer-funded program is to expand the consumer market for milk and reverse the long-term downward trend in milk consumption, according to H. R. King, director of the division of Dairy Industry Services.

Research conducted by Cornell University has shown that increased advertising resulting from the Promotion Order has been effective. In New York City, the improvement in the farm value of milk sold exceeded the increased cost of advertising by 10.7 cents per capita.

New York dairy farmers invest

in the promotion program at the rate of five cents per hundred weight on milk produced. New York farmer funds are strengthened with support from Pennsylvania, and New Jersey dairy farmers who reside or ship milk into the New York-New Jersey Federal Order 2 market.

"Promotion efforts are concentrated in the major consumer milk markets, with New York City receiving the greatest amount of attention", according to Robert Turner, Horseheads, N. Y., dairy farmer and president of American Dairy Association & Dairy Council of New York (ADA & DCNY).

"Promotion efforts are continually approved by farmers in February, 1972. After a three-year trial period, they have elected to extend the program for another three years into 1978.

The mail referendum was conducted by the New York Department of Agriculture and Markets.

Expenditures of the fund are controlled by a Promotion Advisory Board consisting of ten dairy farmers. Nine are appointed to the board to represent farmer members of the major dairy and farm organizations in the state, with one at-large member appointed by the Commissioner of Agriculture and Markets.

Cola drink costs more than twice as much per ounce as fluid whole milk.

"Spring" Flower Show At Ag-Tech

The earliest "spring" flower show of the season was scheduled at Alfred Mar. 15 - 16 when students of State University Agricultural and Technical College at Alfred offered their ninth annual Ornamental Horticulture Open House.

Actually, it's not truly a "spring" show since the students already had almost a week's head start on spring which doesn't officially begin until March 21.

Even with the early dates, the students anticipated an attendance of more than 3,000 since about that many were there a year ago despite a rain storm. "We hope to top that figure this year and believe it's possible if we have decent weather over the weekend," said one of the student chairmen.

A variety of colorful flowers and several special exhibits were displayed from 5 p. m. to 10 p. m., Saturday, March 15 and from 10 a. m. to 5 p. m. Sunday, March 16. There was no charge for the show which was held at the Ornamental Horticulture Center on Route 244 in Alfred near the college campus.

The more than 100 students whose efforts have created the show selected "Land of Oz" as this year's theme.

Displays focused on scenes and characters from the novel "Wizard of Oz" written by L. Frank Baum.

If they haven't read the novel, millions have at least viewed the movie which featured such luminaries as Judy Garland, Frank Morgan, Bert Lahr, Ray Bolger, and Jack Haley.

Charles E. Kassel III of Alden was general chairman for the "Oz" show which encompassed the work of students in four curriculums within the Ornamental Horticulture Department.

Students under the direction of seniors Alicia Kummer of West Seneca and Linda Henderson of Baldwinsville constructed a 30-foot "Book of Oz" which showed pages depicting familiar scenes from the movie such as Munchkin Land with all its colorful flowers. This group, majoring in floriculture merchandising, also worked on the murals to carry out the theme.

Steven Edwards of Alfred, chairman for the floriculture production students in the show, says his group recreated another famous scene from the movie, Emerald City. They also have created various types of terrariums and are in charge of growing a variety of spring flowering plants common at Easter.

Landscape development majors under senior Michael Gallo of Amherst, created a special area where the Scarecrow and Lion were on hand to greet visitors.

Ag-Tech Concert Choir To Sing Sunday March 23

The Concert Choir of State University Agricultural and Technical College at Alfred will sing Sunday March 23 at the 10:30 a. m. worship service at the United Methodist Church in Alfred.

The program for the 75-voice choir, directed by Professor Anthony C. Cappadonia, will include such selections as:

"From Heaven Glowing" by Bach; "Blessing and Glory" by Newbury; "Sing and Be Joyful" by Graun; "Let All Things Praise the Lord" by Kaiser; "The Prayer of Our Lord" by Rozsa; "Life" by Skellings; and "Let There Be Peace on Earth" arrangement by Lojeski.

Besides participation in the March 23 church service, another recent choir activity was its winter concert series which included a performance at Alfred-Almond Central School.

Another activity by the group was a recording session on campus.

Grange News

Andover Grange will meet Sunday, March 23 at 10 o'clock for a tureen dinner and business meeting and we will have our "Gingerbread Contest".

Gingerbread should not be made with mixes and should be in pans 8x8x2 or 7x7x2. Our judges will be from Almond Grange. So let's have a nice turn out.

Mrs. Winifred Perkins

New Arrivals

Mr. and Mrs. Gary Brown (Donna West) of Andover are parents of a daughter born Monday, March 17, 1975 at the St. James Mercy Hospital, Hornell.

again in surroundings familiar to those who have seen the movie.

Another movie scene which came to life in the show was the Enchanted Forest which was created by students in recreation land management under the direction of senior Paul Cleveland of Westfield.

Besides the "Oz" theme, there were also educational displays including one on consumer awareness by the landscape development group. They showed ways in which the consumer can get the most for his dollar when planning landscaping projects.

Professor Wayne Carter, chairman of the Ornamental Horticulture Department, said the show was designed to offer students an opportunity to display their skills and creativity with trees, plants and flowers.

Double up, America.



Two can ride cheaper than one.

If you drive to work by yourself, you're spending twice as much money on commuting as you should.

That's too much.

Cut it in half. Take a friend.

Not only will your daily commute cost you half as much, but that monotonous trip will be a lot more pleasant.

Let's double up. Carpools are a great way to get where you're going. Faster and cheaper.