

Lancaster Farming

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If You Don't Toot Your Own Horn...

The problem of promotion in the poultry industry is one of the most controversial issues in the field of agricultural today. Everyone agrees that promotion is needed, but no one seems to be willing to "bell the cat."

And the result? Duplication of effort, waste, hit and miss promotion campaigns and a real dollars and cents loss to producers, feedmen, and processors.

But in the industry, the egg producers balk at promoting broilers, the turkey producers hold up their hands in horror at contributing to the promotion of either eggs or broilers and no one seems to be interested in promoting the use of heavy fowl.

The American Dairy Assn., the American Meat Institute and the citrus and fruit growers cooperatives have shown how much influence producer promotion can have on the consuming public. Tests run by the ADA have shown that milk and milk products consumption in a given city can be increased by five to 10 per cent with a strong, well organized advertising and promotion campaign — a campaign financed by both producers and manufacturers.

The result? Everybody wins. The consumer eats more of a good product, the manufacturer makes a profit and the producer makes a profit.

There is no reason that a national organization can not be set up to promote the poultry industry and poultry products.

Part of the machinery is available. During March, the Poultry and Egg National Board is going to put on an all out campaign during National Egg Month — four color ads in the national magazines, point of sale posters in stores, out-door advertising, the works.

However, another promotion campaign, 'Operation Bootstrap,' has been designed for March to handle a 20 per cent culling program in breeding flocks. The USDA and chain stores are handling the promotion of this campaign.

It is time that something was done in the poultry industry to prevent wasteful duplication such as this.

It will take work, firm and steady thinking, and enough desire on the part of producers to lend financial support to the organization to make such a project effective.

Farm Land Prices Too High?

The farm real estate market apparently still refuses to conform to the general pattern of agriculture. And the degree of non-conformity amazes even some of the experts. The national average price per acre this year is said to be \$88, a record high. This compares with \$85 per acre last year and \$75 in 1951 during the Korean war boom.

Why this seeming paradox? One analyst cautions us not to credit (or blame) the "ex-urbanite" — the city dweller who craves to own a farm. Rather, we must attribute it to agriculture's technological revolution, he says. Farmers themselves bought nearly 65 per cent of all farms sold last year. In the main, they bought neighboring farms to expand their operations. City dwellers were in the market, all right, but in the vast majority of cases, he quotes the Department of Agriculture as saying, they bought part-time farms and small plots "which could not be operated full-time."

Is the farm land worth the price? The answer would have to be "yes" for those who can afford it and have definite plans for taking advantage of new technological know-how on a long-term basis.

— The Corn Belt Farm Dailies

DIDN'T WE?

All things considered about the only hope we can muster for the younger generation of this day and age arises from the realization that the roustabouts and ne'er-do-wells of our youth turned out to be pretty solid citizens. (Chicago Daily Drovers Journal)



BY JACK REICHARD

50 YEARS AGO (1907)

The McCormick estate, owning 22 farms in Cumberland, Dauphin and Lancaster counties, with headquarters at Harrisburg, held monthly meetings of its tenants, when notes were compared and reports made. The February, 1907, session was held at one of the Cumberland farms, when a report for the year 1906 was given.

On the 22 farms that year 12,785-bushels of wheat, 34,200 bushels of corn, 6,900 bushels of potatoes and 6,500 bushels of oats were raised. Enos Farence fopped the tenant farmers with 2,900 bushels of wheat and averaged 100 bushels of corn to the acre. Levi Farance raised 45 bushels of oats per acre on his farm, and George Nauss gathered 206 bushels of potatoes to the acre.

SALVATION ARMY MADE NEWS

Fifty years ago this week, Miss Booth, head of the Salvation Army in this country, announced the inauguration of anti-suicide bureaus in all large cities in the United States.

The bureaus were designed to assist and advise persons contemplating suicide.

The New York bureau was in charge of Colonel Thomas Holland, who handled the cases of men, with Mrs. Brigadier Bovill in charge of women applicants. Each was assisted by a staff of experts. The official announcement stated:

"The Salvation Army extends an invitation to all distressed persons who are tempted to commit suicide to call at headquarters, or if unable to do so, write to either of the officers named."

The plan was adopted following the success of similar bureaus operated in London under the direction of General William Booth.

MENNONITES SELECT MINISTER

Southern Lancaster County Mennonites, at their Mehanic Grove Meeting House, chose John Moyer, of Andrews Bridge, for their minister, 50 years ago this week. The vacancy was caused by the death of Rev. Tobias Brubaker, of Rawlinsville. The election was made by the means of drawing slips on which the names of candidates were written.

ROUGH WINTER IN NORTHWEST

A letter to The Quarryville Sun from a subscriber in Chewelah, Wash., dated Feb. 20, 1907, told of a three foot snow with thermometer readings of 35 degrees below zero in that section of the country. The letter stated in part:

"Traffic is almost at a standstill in many places, and the price of living and fuel famine are something fierce. Hay is \$20 per ton; all other feed likewise. Butter, 40 cents per pound; eggs 5 cents apiece; potatoes from \$33 to \$35 per ton. The stockmen are in a bad way and are losing lots of their stock, and it still snows. Wood is \$7.50 per cord in Spokane."

PITTSBURGH LIVESTOCK QUOTATIONS

Friday, Feb. 22, 1907 — Cattle steady; choice, \$5.70-6; prime, \$5.50-5.65. Sheep steady; prime wethers, \$5.60-5.75; culls and common, \$2-3; lambs, \$5-7.75; veal calves, \$8-8.50. Hogs steady; prime heavies, mediums and heavy Yorkers, \$7.40; light Yorkers, \$7.25; pigs, \$7; roughs, \$6-6.75.

25 Years Ago

The program of stabilization under the 1931 Agriculture Marketing Act had been a burden on the

Treasury and had not lifted prices as it was hoped, Louis J. Fisher, National Grange Master, told the U.S. Senate Committee on Agriculture and Forestry in testifying at Washington in support of a debenture or equalization fee program for farm products.

Taber, expressing favor for the debenture, described it as neither a bounty nor a subsidy but as a method for equalizing production costs. Also testifying in support of the debenture were E. A. O'Neal, vice president of the American Farm Bureau Federation, R. W. Blackburn, of the California Farm Bureau Federation, and Earl C. Smith, of the Illinois Agriculture Association.

L.C.A.E.A. ELECTS OFFICERS

The Lancaster County Agriculture Extension Assn. held its 1932 annual gathering at Lancaster. Officers elected were: Abner Risser, Bainbridge, president; Harry Metzler, Paradise, vice president; Dr. F. A. Achey, Lancaster, treasurer; D. M. Landis, Lancaster R7, secretary.

County Farm Agent, Floyd S. Bucher, was the main speaker at the session.

On the Lancaster farm of Ray-

mond Hershey, one mile east of Strasburg, along Route 41, thirty-seven out of his flock of thirty-seven chickens were stolen. The gasoline from his automobile also was drained and the license plates removed.

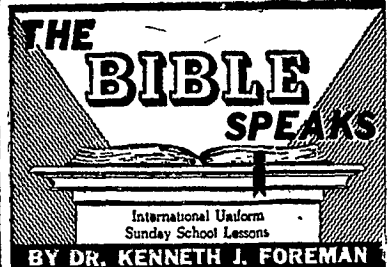
Lancaster County Farm Women Society No. 11 met with Mrs. Frank Warfel. Mrs. E. Harry Shenk, the president was in charge of the session. Mrs. William Bucher gave a report of the 1932 agriculture extension meeting held at Lancaster. The group decided to send magazines to the Veterans Hospital at Coatesville.

YOUNG TURKEY LOSSES REDUCED

Speaking at the 1932 Cornell University Farm and Home Week, Prof. H. C. Kandel, head of the poultry husbandry department at the Pennsylvania State College, told how experiments at the college set new standards for raising turkeys.

Within three years methods were perfected so that from 85 to 90 per cent of a hatch could be raised compared with 30 to 70 per cent before the studies were made, he said.

Deputy Attorney General John A. Moss, in an opinion for Secretary of Highways Samuel S. Lewis, 25 years ago, ruled that the State Highways Department was not obligated to maintain solely at its expense borough streets constructed as parts of state-aid highways with the aid of county funds but without assistance from the borough.



Background Scripture: Matthew 14:1-16:12.
Devotional Reading: Romans 2:6-16

Reading Signs

Lesson for February 24, 1957

ALL human beings, civilized or not, are used to reading signs. Indeed all human communication and life goes by sign-language. Words, printed or spoken, are signs. No word on a page looks like the thing it represents. It is no more than a set of marks but the way the marks are arranged makes meaning for all who can read.

Expression of people's faces, gestures, road signs, we learn to interpret before we can read! The farmer looks for weather signs, the fisherman and the hunter have their own signs to look for. There are few people so stupid that they see only what they see.



Dr. Foreman

Wanted: A Sign!
When Jesus was teaching and healing in Galilee, he was doing so without any official authorization from what we would call the church. And yet he claimed to speak and work with the authority of God. The church officials did not take this easily. They kept pestering him: "Show us a Sign!" they said. How do we know you are right? How do we know what you say is from God? To this day there are people who are not satisfied with what God has shown us. They want to know: How do we know the Bible is true? How do we know Jesus was the Son of God? If the preacher would let himself be bitten by rattlesnakes, without getting hurt; if the stars arranged themselves in the sky so as to spell a personal message from heaven; if some modern Joshua would make the sun stand still, such people think they would find it easier to believe.

The Signs Are Up
Jesus steadily refused to produce any such "sign from heaven" as he was challenged to call down

frue, he worked miracles, but it is evident that the kind of miracles he did were not the kind of "sign" the Pharisees wanted. His mighty works were always simply and quietly done, out of sympathy with human suffering. They were never done in dramatic, showy fashion. Never in the childish way: See Me do this—don't you think I'm Wonderful? Jesus told the Pharisees that the signs of the times were there to be read. By "times" he did not mean years or dates. He meant what in the Old Testament usage, which both Jesus and the Pharisees were familiar, the "times of God's visitation," the special era of God's visiting the earth and man for special purposes. In all of Jesus' work and words was the claim, made outright or implied, that God was in and back of it all. The Pharisees wanted some sign that this was true, some sign outside Jesus. But Jesus, was the only sign there was. If they could not see God in him they could not see God any other way. So it is today. Jesus is still the Sign of God.

Wanted: Eyes!

The Kingdom of God is at its core a kingdom of souls, of the spirit; and the signs of its coming are spiritual. An atheist was once asked what it would take to make him believe in God, and his answer was, "Trot him out and let me see him do something!" Well, God cannot be led around on a leash. But he is doing things all the time, for those who have eyes to see. The beauty and the order and grandeur of the universe speak of his power and glory. The goodness and the grace that we see in the lives of men and women speak of the creative Goodness that made such persons. Furthermore, God is at work every day, transforming lives. The great miracle is not turning stones into bread but sinners into saints. The great miracle is men and women who live above the rules and standard of ordinary mankind, men and women who already in this noisy world have found the melodies of heaven. When you read in the Bible, especially in Jesus' teaching, an invitation and challenge to high, pure, brave living, and you think, "This is asking too much, this is beyond human nature," remember there are people who actually do live "beyond human nature" as you say, because they have been touched by the Divine. Such men and women are the living signs of God.

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