

Lancaster Farming

Lancaster County's Own Farm Weekly Newspaper

Established November 4, 1955

Published every Friday by

OCTORARO NEWSPAPERS

Quarryville, Pa. — Phone STerling 6-2132

Lancaster Phone EXpress 4-3047

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Subscription Rates: \$2.00 Per Year

Three Years \$5.00; 5¢ Per Copy

Entered as Second-Class matter at the Post Office,
 Quarryville, Pa., under Act of March 3, 1879

Modern Women and Recipes

A FEW WEEKS ago in one of our trade magazines we were given a blast for printing recipes in newspapers. The tirade came from a female public relations specialist for one of the major milling companies.

The lady said in part that her company, and others like it, had been making the kitchen a place to get in and out of faster. She said further that no matter how many recipes were printed, the average homemaker clipped them, filed them and forgot them.

In place of the publication of recipes and household items, she suggested that papers fill the women's pages with articles on world affairs, politics, health, social problems and the like.

She said that these items are of more interest to the modern woman than a new way to wax the floor or cook a pork chop.

Now we must agree with her that the woman of today is probably much better informed about what is going on in the world about her than her mother or grandmother was. But at the same time, her basic interest has stayed just about the same.

It is far more important to her that the baby refuses to eat a meal than if the Arabs and British are fighting over some desert patch that has some unpronounceable name.

And the prospect of changing the wallpaper in the living room is of much greater impact on her life than the usual run of political bantering between parties.

And the clincher, we believe, is that these ladies company pioneered in the selling of ready mix pancakes. Could it be that she believes that if women aren't exposed to the contaminating (from her viewpoint) influence of good recipes that they will buy more of her companies product?

So we think that we will keep right on printing recipes. And we believe that women will keep right on reading and trying them.

But at the same time, we have yet to learn of a reason to keep the women readers of a newspaper from turning the page and reading about what is going on in the world.

Do you?

PENB Asks for Funds

IN AN OPEN letter to the poultry industry this week Herbert Beyers, president of the Poultry and Egg National Board is asking the industry to invest in an accelerated promotion program for poultry meat and eggs.

The new program is being directed at the youth of the country — grade-school children and teenagers. The health and appetite appeal of eggs, chickens and turkeys is being stressed.

Major emphasis is also being given by PENB to the release of information which will fortify the public with the facts on the health values of eggs, and poultry meat and nullify unsupported attacks made on them in articles dealing with dietary fat and its relationship to heart disease.

The salesmen in the job will be the 7,500 food editors in newspapers, magazines, and broadcasting mediums. These people have learned that PENB recipe-photo releases and news items are accurate, reliable and creative.

Lloyd H. Geil, new general manager of PENB, points out that it is vitally important to plant at an early age sound food habits which include adequate portions of poultry products in the minds of children. This assures a better market for poultry products when new homes and new families are established. In addition, the children and teenagers themselves represent a market of some 60 million persons.

Beyers concluded his letter by saying, "A prompt investment in the hard-hitting and far-visioned promotion programs of your Poultry and Egg National Board will help the industry to advance farther than ever before."

Always

A life insurance solicitor is one of the few fellows who can always produce a workable fountain pen at a second's notice — Greensboro, (Ga.) Herald-Journal.



BY JACK REICHARD

50 YEARS AGO (1907)

A mid afternoon cyclone leaving death and destruction in its path passed through Cecil County, Maryland, back in September, 1907.

The storm, coming from the south, struck the farm of Joshua Clayton, tenanted by his son, Julius, a most damaging blow.

The outbuildings, which had been newly constructed, were twisted into a pile of debris. Three men who had sought shelter in one of the buildings started to run when one by the name of Thomas, 45, was picked up by the hurricane and hurled against the piers of the barn, killing him, instantly. The other two men saved themselves by lying flat on the ground.

The large orchard on the farm was laid in ruins with all trees uprooted and many carried to adjoining fields.

BOY DRANK POISON BY MISTAKE

Reuben C. Bard, youngest son of Lancaster County Commissioner Silas E. Bard, residing at Denver, had a narrow escape from death, 50 years ago this week. The boy had been under the care of a physician. That morning he picked up a bottle which he thought contained his medicine, but instead it was filled with a lotion for ivy poison. The boy took a teaspoonful of the mixture and when his mother discovered the mistake she quickly summoned a physician. Meantime the father gave his son a large quantity of milk, causing him to vomit. When the physician arrived he found the young fellow none the worse from his experience.

In Lancaster City that week, Wesley Bucher had an unfortunate experience while walking in his sleep. It was shortly after midnight when he arose from his bed and walked out on the kitchen roof, stepped off the edge and fell to the ground below. Another man residing in the same house heard the noise and investigated. He found Bucher lying in the backyard suffering from a broken ankle.

THEY DIDN'T CATCH ISAAC

While Isaac Hildebrand, a southern Lancaster County trucker, was on his way to Lancaster market that crisp September morning, three masked men sprang out from the side of the road and tried to hold him up. Hildebrand moved quickly and accurately. He gave his horse a cut with the whip, struck one of the foot pads in the face at the same time, and went on his way.

\$1 WHEAT AT YORK

York County farmers had realized \$1 wheat for the first time during Sept., 1907. An article published in the York Dispatch stated:

"The price of the cereal jumped five cents in this city today, and is now quoted at \$1 per bushel. Despite the attractive price, few offerings of wheat are being made to local buyers. What the future of the wheat market will be no man can tell, but a glance backward is interesting. On this date one year ago, Sept. 21, 1906, wheat was selling in York at 68 cents a bushel."

FARMERS PROTESTED NEW GAME LAW

Farmers in general joined hunters in protest of a new small game law passed by the Pennsylvania Legislature in 1907, permitting the killing of rabbits from Oct. 15 to Dec. 1.

"It's an outrage," said a farmer in the Manheim area, "to allow rabbits to be killed when plenty of the young ones have not at-

tained their growth and none of them are fit to eat. It takes plenty of frost and snappy weather to make a rabbit game, and I would as soon think of shooting my Tabby cat as to slip up and murder the rabbits that are scampering about the roadsides at this season of the year!"

25 Years Ago

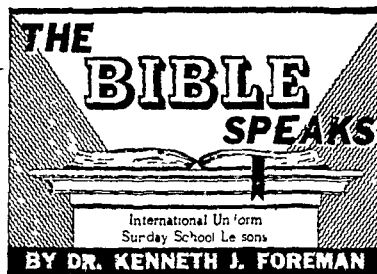
Delegates representing farm organizations from 37 Pennsylvania counties met at State College and adopted a seven-point program aimed at tax reduction. The organization, known as the Tax Justice League of Pennsylvania, elected T. J. Railings of Blairsville as president.

The program called for a flat income tax for school purposes until a graduated income tax could be adopted, abolition of the road tax on real estate and allocation of taxes on motor vehicles, licenses and fuels to local districts for maintenance, reduction of government costs including salaries of officials to 1913 levels.

FIRE DESTROYS BARN, CROPS

Fire caused by overheated hay destroyed a bank barn on the Lancaster farm of Philip E. Brubaker, near New Holland, 25 years ago this week.

Brubaker's daughter, Mildred,



Background Scripture: Daniel 1-6
 Devotional Reading: 1 Peter 5:6-11.

Daring Daniel

Lesson for September 22, 1957

"DARE to be a Daniel" was the name of a song that used to be sung in Sunday schools all over America. Maybe people read the stories of Daniel then more often than they do now. Any one who thinks the tales about this man are exaggerated and sound more like legend than history, might ask himself this question: What sort of man must Daniel have been, what kind of reputation did he leave behind him, to have such stories attach themselves to his name and memory? No meek little yes-man was he. On the contrary his very name is a symbol of courage against odds.



Dr. Foreman

Two Kinds of Courage

There are two kinds of courage: physical and moral. Physical courage means keeping on doing what you know you ought to do, even when you are being terribly hurt, or about to be hurt. A scoutmaster in a boat with some small boys got into some heavy waves, the boat overturned, and everybody climbed on top of the upside-down craft. Then it became evident that there were too many for the boat in that position. So the scoutmaster, after pulling the last boy out of the water, swam alongside for a while, and when he could swim no longer, quietly sank... dying to save a boy's life. That took courage. Then there is also moral courage, which means doing or saying what you believe to be right, in spite of ridicule or powerful contrary opinions.

Against Orders

Courage always is against something — danger, public opinion, pain. Daniel's courage sometimes was of the rare and risky sort, courage to defy orders from his official superiors. Daniel's salary

discovered smoke rolling from the building shortly before 5 a. m., and aroused her father who went to the barn and found the building filled with smoke but saw no fire.

A load of hay had been taken into the barn the day before but was not unloaded. Brubaker pulled the load of smoking hay from the barn and almost instantly the place burst into flames. The season's crops were destroyed, but all livestock was saved. Firemen estimated the loss at \$5,000.

YORK CO. HOME, BARN BURNS

Sparks from a fodder cutter was blamed for destroying the farmhouse and barn of Abraham Fake, near Lewisberry, York County.

A blade of the fodder cutter hit a spike which had dropped into the fodder, causing sparks which led to a blaze.

Fake was alone at the time. His wife was away from home and his son was at school.

Herman Duerer, 17, Lebanon High School student, was seriously injured in the crash of his glider at the Lancaster Airport, 25 years ago this week.

The glider rose to a height of 150 feet and circled the field. It settled down to 100 feet above the ground, then went into a nose dive.

At Lancaster that week, Walter E. Hardy lost all his pocket money while walking through Central Market House, when his pocketbook containing \$16 in cash and a certificate of deposit for \$150 was stolen.

was paid by the royal court and like many salaried men when ordered to do something against his conscience and religion, might have shrugged it off. "Well I hate to do it if it goes against the grain. But this is my job and who am I to talk back to my employer? I've gotta play ball if I stay on the payroll." Daniel was made of stouter stuff. When he knew that God said one thing and his boss said another, even if the boss was a king with powers of life and death, Daniel saw no choice but to obey God rather than men.

Against Custom

Daniel "bucked" not only an old-fashioned, oriental dictator, all dressed up in crown and gown, but something that is just as tyrannical: public opinion and longstanding customs. If he had had the public on his side, he might not have been reported (for example) in the incident of the prisoners at the open window. Back home in Palestine many would have known that he was right, here in Persia almost no one agreed with him. To go against "what everybody does"—usually meaning by "everybody" the more important people of a community—takes nerve. It can be wrong, too, for very often public opinion is just about right. One ought to think very carefully before flying the opposite course to every one else. But when Daniel knew he was right, he knew that fifty thousand Medes and Persians could be wrong, and he acted accordingly.

Against Personal Interests

Many people take the easiest way. All they ask is, "What does this get me? Where does it get me? Will this bring me more prestige, will it end in my promotion, will it help me up the ladder?" If the answer is Yes, then they go ahead. They don't dare do anything contrary to their own interests. But Daniel dared. More than once he had the courage to do something or to say something when it looked as if by doing or saying it he would put an end to his career. But the king always kept him on, though for a while he might turn against him. Men admire courage of all sorts, especially Daniel's kind. The king and everybody else knew that here was a man who could be counted on to say and to do what he was convinced was right, even if it hurt him,—even if it killed him. Here was a man who could not be threatened, could not be bought. Such men were not plentiful then, they are not thick as blackberries now. But they are God's men always.

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