

FROM WHERE WE STAND - Production Needs Promotion

"Chicken every Sunday" used to be the standard of opulence by which we measured the food wealth of a family.

Now many families have chicken in one form or another much more often than once a week. In the days when chicken every Sunday was a luxury there were no broiler contracts or ready made package deals for the farmer interested in growing many thousands of birds in one batch. Neither were there poultry products readily available to be bought with so few minutes of work for a pound of meat.

But even with the readily available product and the relatively small price (compared with some other meats) other factors have helped to make chicken the popular food it is today.

To our office this week came a notice of several new poultry products, or perhaps nearer the truth, new preparation and packaging ideas for poultry products.

The report states that soon to be available on grocer's shelves will be such delicacies as Frozen French Toast, each slice using a half egg in its manufacture, which can be popped in the toaster and served up piping hot without the usual messy job of dipping the toast in the milk and egg mixture.

Along with the traditional "hot dog" in many a picnic basket this summer will go the chicken frank. Recently developed, the new food is a low fat, high protein weiner which is expected to be especially popular during the hot weather months.

Ready made chicken loaf, chicken salad, and a new chicken bologna with a definite smoked flavor are just a few of the other new products now available or soon to be in commercial production.

Eggs have also come in for their share of glamour in the processing and packaging department. Products now available or in the research stage include frozen whole eggs—not the kind most of the servicemen in World War II think of but the whole egg with albumin and yolk intact, packed in a

plastic bag and frozen into a cube.

Many merchandisers are getting into the act with such things as a "kids pack", 12 small eggs in a container offered for children, aimed at better sales of the smaller sized eggs. Too, there is a family pack with four large eggs for mom and dad and eight medium and small eggs for the children. This pack is being marketed where there is considerable difference in the prices of egg sizes.

Hard cooked and pickled beet eggs are being sold sealed in plastic containers which will maintain the egg in good condition much longer than the natural shell will do it.

Restaurants, under the urging of several poultry promotion agencies, are offering "Hot Deviled Eggs" on the menu.

The list is seemingly endless, but the point is this; If the poultry industry had not been aware of its obligation to produce and promote new products, we might now be laboring under more burdensome surpluses of poultry meat and eggs than we have in some of the other agricultural products.

Many of the other segments of the agriculture would do well to emulate the poultrymen in their promotional programs. It does little good to be able to produce large quantities of any product if there is no market available.

At least that's how it looks from where we stand.

"A survey of some nine hundred communities recently revealed that youngsters stand a better chance of living a crime-free life if they come from rural areas, or from small cities, than if they are reared in metropolitan areas

"All of which goes to prove, once again, that the strength of America lies in rural areas and in small towns where close family ties, an orderly and supervised life, and the basic, traditional values of society, are still more keenly appreciated."

—Jefferson Ohio Gazette

Leaders of both political parties customarily pick the man they would like as their candidate well in advance of the nominating conventions. But the delegates, when it comes to making their choice try to pick the man they think has the best chance of winning in November.

There is a feeling here that history may repeat itself. Four years ago, just after the Democratic convention had nominated Adlai Stevenson, we wrote in this column:

"The professional politicians of the New Deal and Fair Deal took a thorough drubbing. Young, enthusiasts and comparatively inexperienced party leaders challenged the party veterans and won.

The democratic party leaders, although preferring a "liberal" candidate, may switch instead to Johnson, one of the most able and experienced men in public life, if they become convinced he would have a better chance of winning. We wouldn't be surprised if he is the nominee and that, if nominated, he would conduct a high level campaign on the issues. This is a year that issues, not personalities, should be debated.

Rural Rhythms

CORN GROWING

By Carol Dean Huber
You can almost hear the corn

Grow in the night
As the moon shines down
With a pale yellow light
It moves and it murmurs
As the wind rustles by,
And seems to whisper
With a silky low sigh,
"Thank God for good health
"From the day you were
born,
"And thank the poor dirt
farmer
" . . . growing the corn."

THIS WEEK

—In Washington

With Clinton Davidson

History Repeats



Davidson

Washington this week is going through the motions of winding up the second session of the 86th Congress much like a man whose mind isn't on what he is doing.

Those who make both a living and a profession of politics are talking about legislation, but thinking what may happen in Los Angeles and Chicago, at the national political conventions, within the next 30 days.

One question more than any other keeps running through their minds: Does the country want a "liberal" or a "conservative" President? There is no agreement on what either of the descriptions mean.

Both Democrats and Re-

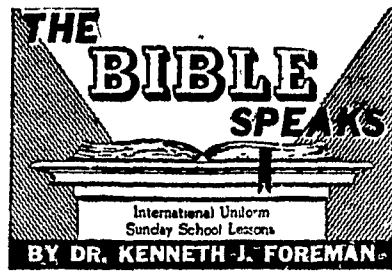
publicans have the same question, and the same problem. Whether to nominate a man bearing a "liberal" tag, or one billed politically as a "conservative."

Nixon & Kennedy
Professional politicians in the Republican party have made Vice President Richard Nixon, generally regarded as a conservative, their favorite, but they are not thoroughly convinced the voters will want a conservative Republican in the White House next January.

The same question is causing top Democratic political leaders to ponder whether Sen. John Kennedy, billed as a liberal, is their best choice as a presidential candidate. They must make their choice ahead of the Republicans.

Republicans, just in case they decide a "liberal" would fare best at the polls next November, are keeping New York's Gov. Nelson Rockefeller in mind as a possible nominee. Mr. Rockefeller, evidently, is also thinking along those lines.

With Democrats the problem is just the opposite. If they decide in Los Angeles two weeks from now that the country wants a "conservative" President, they will have Senate Majority Leader Lyndon Johnson ready as their entry in the Presidential Sweepstakes. Will History Repeat?



Bible Material: 2 Kings 14 23-29; Amos 7.7-17.
Devotional Reading: 1 Peter 1 10-16.

Speakers For God

Lesson for July 3, 1960

"TOMORROW" is almost a magic word. It is the wonderful day when our dreams are going to come true. It can also be the black day of dread, the day when we get what is coming to us, the day when we have to pay for our follies and our sins. Sometimes neither dreams nor nightmares collect around that word "Tomorrow," it is a word of mystery. We do not know what is going to happen, and we wish we did. Of course we shall know soon enough . . . but the trouble is, we'd all like to get an inside peek before any one else does.



Dr. Foreman

No crystal ball

Now there have been men and women who profess to have that inside peek. Sometimes they do it with tea-leaves, sometimes with a crystal ball, sometimes they claim to have a friend on the "other side" who gives out special information. Sometimes they just "see" tomorrow by shutting their eyes. But it is very seldom that such people are highly respected. They are regarded as rather comic characters—Old Man Mose for example. Crystal balls appear in countless cartoons. Sensible people don't take them seriously—for the good reason that most forecasters make too many mistakes. If the tealeaf reader really could tell you which stocks would go up, she would be much richer than she ever will be by telling fortunes.

A large part of the Bible was written by "prophets;" and they are low-rated by many who ought to get better acquainted with them. They are low-rated because the very word "prophet" suggests, crystal balls, palm-reading and all that stuff. As a matter of fact, the Bible word "prophet" did not mean forecaster. It meant spokesman, a per-

son who has the authority to speak for another. The Other for whom the Bible prophets spoke, of course, is GOD.

One of the greatest prophets, Jeremiah, once drew a clear line between a genuine prophet and a fake. If a man has a dream, said, let him tell it if he likes, a Word from God is another thing altogether. Prophets said what they said because they knew what God wanted them to say. When a man thinks what God wants him to think, especially if no one else ever had the thought before, call it Revelation. And if a man who has had a revelation feels urged to write it or to preach it, it is called Inspiration. Revelation is to do with the truth as it bursts perhaps grows quietly within a man's mind. Inspiration has to do with passing on God's truth to others. The point is, the prophets of the Bible never said "I think," "I guess," "The probabilities are . . ."—they all said "Thus saith the Lord." Of course the words were full of people saying "I said the Lord," and it was pretty confusing at the time. Who was who was right, or whether any of them were? But history, which in a sense is the handwriting of God, sifted out true from false prophets. Men and nations who took no attention, found out in time that they were the real spokesmen for God.

Prophet and people

The Sunday School lessons followed by the more than 80 nominations using the "Unit Lessons," are going to be looking at some outstanding Old Testament prophets for the next three months. We should try to get it straight in our minds that a prophet and a priest were two different things. A priest had an official position; a prophet had none. Priests were very well paid, but prophets had no salary, and some (like Amos) were very poor. Priests were to their positions; only men of old families could be priests. All prophets might be distinguished and wealthy men; most of them were neither; at the time they kept their mouths shut. They were supposed to teach, but they were generally neglected to do this. Prophets could not keep their mouths shut. God had given them something to say. Jeremiah once said that when he tried to keep silence, the Word within him was like a fire in his bones. These men had to speak.

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Now Is The Time . . .

BY MAX SMITH



MAX SMITH

TO ROTATE PASTURES — All kinds of livestock respond well to fresh pasture, this is possible at frequent intervals during the grazing season if the pasture is divided and the animals rotated at certain intervals. Every 10 days to two weeks on a different area is quite common. In the case of hogs and sheep this practice will help control internal parasites. Ladino clover pastures need this rest period in order to hold the stand.

TO MAKE SPRING OATS INTO HAY OR SILAGE—Many fields of spring oats are out in head and will be soon reaching maturity. In cases where the oats are used mainly as a nurse crop for new legume, it is best to remove the oats for hay or silage. This should be done between the flowering stage and the milk stage of the oat head. The mower should be set to cut high (3 to 4 inches) and no wilting is recommended for oats silage. A preservative should be used at the rate of 150 pounds per ton of cereal grains or 100 pounds per ton of a molasses feed.

TO BEWARE OF OAT HAY POISONING—Either winter or spring oats cut for hay when changing from the green to the ripe color, and fed immediately, could be dangerous to livestock. Some cases of oat hay poisoning have been experienced. It is recommended that the oats be cut before they start to turn yellow in color, and also, they be allowed to cure for at least six weeks before feeding.

TO BEWARE OF WATER SUPPLIES—The safety of drinking water is becoming a problem in many rural areas. This is very important because water serves a very vital place in the daily life of everyone and has much to do with our health situation. A new well doesn't mean that your water supply is safe; however, possible sources of contamination should be as far away as possible; at least 150 ft in recommended. Never assume that water is safe to drink until it has been tested and found to be free of harmful organisms.

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