

## FROM WHERE WE STAND -

### Are You Selling Yesterday's Eggs?

Are you selling yesterday's eggs?

This is the provocative question put to the Pennsylvania Egg Marketers Association recently by Mr. Hendrik (Henk) Wentink, Sales Manager for the firm of Miller and Bushong at Rohrerstown.

Wentink asked the egg marketers, "Are you just packaging eggs, or is your business the marketing of a food product produced in your own backyard?" He went on to say, "The stores you serve do not buy eggs, they want customer satisfaction—at the least cost to be sure—but satisfaction first."

Wentink reminded the egg dealers that things have come a long way since the day when the farm mother hunted the favorite places where the backyard flock deposited its few eggs in the spring, and if her family could not eat them all, hung a sign on the front gate—"Eggs For Sale".

If we draw an imaginary circle with a radius of about one and a quarter hour's travel by automobile, Wentink said, we pinpoint an area in which there are roughly eight million market egg producing hens busily at work producing an estimated volume of better than 85,000 cases weekly. The rest of the state has perhaps an additional nine million hens, equally productive, and the marketing of this many eggs is your challenge and your job.

Wentink reminded the egg dealers that 80 per cent of today's food tonnage is bought by eight per cent of the buyers numerically. These buyers require huge volumes in a constant supply and a constant quality.

In reflecting on the competition Pennsylvania egg producers have been facing from other sections of the country, Wentink asked the dealers, "Are you searching for an easy way out? Are you unwilling to come to grips with the real problems facing you? Is the inertia of traditions and the momentary easy solution leading you into conflict with the inevitable?"

In summing up he said, "There is nothing in the field of agriculture done elsewhere, which our own community right here in Pennsylvania can not do better and more efficiently, if we put our shoulders to the wheel.

NEVER MIND YESTERDAY'S EGGS, or yesterday's ways. A better tomorrow is at hand for our industry here. Let's share it together."

Although he was talking to egg dealers, it would be well for all of us in the AGINDUSTRIAL community to pay heed to his plea.

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

### Jousting With Windmills

One of the most ludicrous characters in fiction is the misguided knight, Don Quixote.

One can scarcely conjure up a more laughable picture than this more-than-slightly unbalanced horseman charging full-tilt across the plain at the whirling blades of a windmill.

Yet, in these days of "exploding productivity," we sometimes see the farmer playing, not too well, the role of a misguided Don Quixote.

We go riding off in all directions every time we see some new production gadget that is producing another bushel of grain, another pound of meat, another dozen eggs or another pound of milk for some other farmer. We see production as the big giant and go on the field to joust with the monster.

But all too often, the farmer only manages to get caught up in the windmill and whirled around and around with all the rest of the Knights Errant, and they all have to keep on producing more and more, because the giants don't get any smaller.

If Don Quixote had stopped just a few minutes and studied the situation, he would have seen the monster was an entirely different thing from that he had been belaboring.

So too, in farming, the monster is not so much production as disposition of the produce. If we will just dismount long enough to realize we have to sell what we produce and put some of our energies in that direction, our agricultural monsters will be far less grim than any of us would like to admit now.

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

## Agriculture Careers Are Going Begging

There appeared to be distressing news recently in Minneapolis when 1,000 rural youths from all parts of the country met to explore career opportunities.

Most of them were firmly convinced they had no future in the business of farming. The technological revolution has turned farming into a business where more and more machines and fewer and fewer men are needed.

This situation has speeded up the movement of rural youths into the urban areas, so that now the farm population has been cut in half since World War II. Farm people now make up only 8.7 per cent of the total population of the country.

Urban residents can not afford to be indifferent to this situation. A sound agriculture is essential to a balanced economy, even in a great industrial nation. For the most part, the raw materials of industry come from the farm.

Agriculture is still the chief means of existence for a vast majority of the peoples of many of the countries of the world.

If the United States is to hope to understand the problems of these countries and help their peoples solve the problems, she must always have a new supply of youths who have lived close to the soil and speak its universal language.

ance and economy without misfiring even existing.

How can this be? . . . Because there is a gradual tapering off of a spark plug's efficiency as it remains in the tractor. As explained by ignition experts at the conference, this condition is due to a phenomenon called "spark tracking", which happens when small patches of carbon and other fouling deposits build up on the firing end of the plug.

In such cases, the high voltage spark jumps from one patch of deposits to the next - instead of across the electrode gap where it is supposed to.

As a result, the charge is fired by a spark up inside the plug instead of at the electrodes. The result? Timing is effectively retarded, and causes a serious loss of performance and economy.

The engineers call this kind of a spark plug "borderline", since it is neither misfiring completely nor firing normally.

### Lancaster Farming

Lancaster County's Own Farm Weekly  
P. O. Box 1524  
Lancaster, Penna.  
Offices:  
53 North Duke St.  
Lancaster, Penna.  
Phone - Lancaster  
EXpress 4-3047  
Jack Owen, Editor  
Robert G. Campbell, Advertising Director & Business Manager  
Established November 4, 1955  
Published every Saturday by Lancaster Farming, Lancaster, Pa.  
Entered as 2nd class matter at Lancaster, Pa. under Act of Mar. 3, 1879 additional entry at Mount Joy Pa.  
Subscription Rates \$2 per year three years \$5 Single copy Price 5 cents  
Members Pa. Newspaper Publishers Association: National Editorial Association

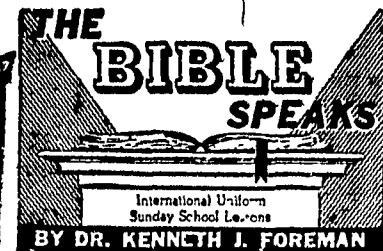
### Spark Plugs Just Wear Out

"A spark plug either works or it doesn't . . . there's no in-between"

This popular misconception among farmers was smashed once and for all recently when a group of the country's top tractor engine and oil company engineers met at a spark plug company's annual ignition performance conference.

In essence, they agreed that old spark plugs don't just suddenly die . . . they slowly fade away.

In other words, just because the old plugs in your tractor still spark, don't kid yourself into thinking they are still doing the job they should. Instead, say the experts, there can be measurable losses in both performance



Bible Material: Luke 1 26-30  
Devotional Reading: Luke 1 26-38.

### Adoration

Lesson for December 17, 1961

"ADORATION" is a cheap word and a word of high dignity too, depending on who is using it, and for what. "I adore chipped beef" or "I adore these new hem-lines"



are feminine ways of saying "I like it a lot." That's the cheap use of the word. It's an extravagant compliment that means very little. The high and even sublime use of the word means worship. It comes from two Latin words meaning "pray to." To adore God is to pray to Him and worship Him. In all the high use of "adore" and "adoration" it is implied that what you adore is above you, superior to you. It is the high use of this word that we should look into.

#### Adoring Nothing

There are persons, as there have always been, who bow to no one and nothing. They acknowledge no superior on earth or anywhere else. They may be compelled to admit there are forces they cannot control, personal or impersonal. But they do not bow to them except of necessity, as a lawyer may yield to the judge's ruling even when he despises it. Such people regard adoration as a sign of weakness, of willingness to be trampled on. Now this attitude is good up to a point. Some things there are which we should not adore. There are powers of wickedness to whom it is wicked to bow. But that is not the point. The people of whom we speak just here are not bowing to anybody or anything, they respect nothing and no one. This means that they do not even adore what is adorable; respect what ought to be respected, or worship One who ought to be worshipped.

#### Adoring-what is mean

Which is worse, to adore nothing or to adore what should never be adored? Among the various

off-beat religions of the world are found devil-worshippers, bowing to idols which not only look fierce, frightening and ugly, but which stand for crimes such as murder and fornication. But you would not have to look far, even in America, before you would find people who, while not signed up as devil-worshippers, nevertheless admire bad things and bad men. Such people will, of course, oppose what is good. Incidentally, it is hard for "nice" people who have perhaps lived among Christians all their lives, to believe that there are 100% scoundrels in the world. It is a popular notion that everybody, no matter how bad he is, has good intentions. This is not true. Some people intend no good. When that man out we picked up a bag with \$240,000 in it and returned it to the owner, he got stacks of mail condemning him for being a fool. Those letters came from people who could not understand honesty and did not admire it. What did they admire?

#### Adoring the Highest

In absolute contrast are those people who adore what is adorable, who bow only to the Most High. This is what we do, or wish to intend to do, in public worship. It is an interesting question what would happen if it were suddenly discovered that the all-powerful God is wicked. That will not happen; it is not true; but if it could be true that the Maker of heaven and earth is a devil, perhaps some would keep on adoring him just as men of a certain type look up to a known killer. But others, we hope most others, would refuse to bow to a devil no matter what throne might be under him. In the famous Song of Mary she praises God not alone for his greatness but for his goodness. Mary worshipping a devil would be grotesque and horrible. Mary praising the God who shows mercy is sweetly right. Worship in itself is neither good nor bad. It is good only when the One who is worshipped is good above all.

#### Adoring can be dangerous

We grow more and more like what we adore. If we adore nothing, we ourselves become empty and cold. If we admire people who "get away with murder" because they are smart, we shall try to get away with all we can ourselves. But if we admire what is admirable, adore what deserves adoration, we shall come to have some likeness to the object of our prayers. To adore the God of love is to begin to live as one of his children.

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U. S. A. Released by Community Press Service.)

## Now Is The Time . . .

BY MAX SMITH



TO GET FACTS ON RADIOACTIVE FALLOUT — All farm folks should be interested in getting the complete facts about radioactivity and what to do in time of emergency. The proper handling of livestock and feed supplies is available and should be a subject of study by all farmers. Fallout is dangerous in large amounts but there are effective measures against it for both human and animals.

### MAX SMITH TO BE CAREFUL WITH MOLDY CORN

— This should not be a problem on most farms this winter; however, moldy corn may be properly utilized by feeding it to growing or fattening hogs if it is fed free choice and if there is other good quality grains available, this permits the hogs to eat as much of the moldy corn as they want and continue to eat some of the other good grains. Too much moldy corn will be toxic to them, but with the free-choice system little danger will be found. Moldy corn or grains of any kind should not be fed to breeding animals.

TO MEET FARM HEALTH REQUIREMENTS — All exhibitors of livestock at State Farm Show should study the health requirements and get their animals properly prepared. Bureau of Animal Industry authorities intend to enforce all regulations this year. Local veterinarians should be secured to make the proper injections and treatments for the animals.

TO PROTECT BARNYARD MANURE — This product continues to be one of the most important to the average farmer and every effort should be made to retain the fertilizing elements in the manure. In most dairy farm operations the manure is hauled to the fields daily; in this manner the soil gets the benefit of the manure during the winter months. However, if the manure is to be piled until spring for hauling, then it is very important that the liquid part of the manure be held in a water-tight pit; even the rains and melting snows will leach out much of the true fertilizing value. Covered, water-tight manure pits are recommended for outside storage on livestock farms not in the dairy business.