

FROM WHERE WE STAND - Let's Begin A Fad For Milk

A teenage boy told us recently he had eaten a hot dog and a soft drink for lunch every school day for over three months. His parents gave him enough money to get a balanced meal in the school cafeteria, but he preferred to go downtown where he could put a nickel in a pin ball machine while he ate his hot dog and sipped his carbonated sugar water.

We do not propose to pick a fight with anyone in particular, but if the dairy industry could just generate as much enthusiasm for milk as some of the other beverage companies have generated for their products, we would not be staring a surplus milk situation in the face.

We believe the dairy industry is missing a bet when it fails to take full advantage of the teen age fondness for fad, for many times these fads grow to be habits which shape the life of the young people long after they have passed the adolescent stage.

We believe the dairy industry would do well to put more emphasis on the fact that milk is "GOOD," even if it means putting a less emphasis on the fact that milk is "Good For You."

We know that man is a creature of habit and it is in adolescent or pre-adolescent years that many of our lasting habits are formed.

Especially should the "good" image of milk be projected to the teenage girl of America. We have painted the other picture so long that girls have come to think of milk as a food which will make them "big and strong" just at a time in life when the girl does not want to be "big and strong" but dainty and appealing.

The image of milk as a producer of strength is shown in a study conducted in Williamsport some years ago by Dr. M. E. John and Harrison Price of the Pennsylvania State University. The study was made with a sampling of 5th graders, 8th graders, 12th graders and a group of out-of-school young people 18 to 24 years of age.

Very briefly, the findings showed that 5th grade boys averaged 3.5 glasses of milk per day, the girls 3.2 glasses. Ninth grade boys averaged 3.4 glasses per day, the girls 2.6. Twelfth grade boys averaged 3.9 glasses per day, the girls 1.9. Among the out-of-school youths, men averaged 2.1 glasses and women 1 glass per day.

Three major reasons why adolescents do drink milk, the researchers found are the belief that it contributes to health, energy and personal appearance; they like its taste, and they are in a habit of drinking milk.

It is very interesting to note that some of these positive reasons become

negative reasons among teenage girls. Reasons given for not drinking milk included: 1, They think it is for babies and children; 2, They believe it helps make them fat; 3, Others in the group do not drink it; 4, They have not found it as stimulating as other drinks; 5, They do not consider it a social drink.

Milk is still the most nearly perfect food, but we must find a way to make it acceptable socially on all occasions. We must dispel the notion that milk is only for babies, that it will contribute to making a person overfat, and that it will stimulate growth to an excessive degree.

Milk is good for you, but it is also GOOD, and that is the story we ought to be selling to the teen age members of the American consuming public.

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

More On Contracts

G. B. Wood, head of the Agricultural Economics Department of Oregon State College said recently, "Agriculture is going to move closer to production according to specifications based upon one-to-five year contracts. These specifications will be determined by the food marketing and distributing organizations. Farmers who prefer not to meet the new requirements have two alternatives. They will not have markets for their products or they will be able to sell products that do not come up to the 'specifications' of the integrator."

Along the same line is the quotation from the Canadian federation of Agriculture: "Integration, while it may mean efficiency and relative stability for some, means restriction and exclusion for others if it is to be fully carried through."

Vertical integration, i. e., contract farming, is a relative newcomer to the business of farming, but it has grown so fast that in some commodities it has become the tail that wags the dog.

Is vertical integration a threat to the farmer's independence or is it a boon to life on the farm?

It can be either, but when it is used as a tool for unlimited production for the purpose of consuming the contractor's raw materials, with no thought of where the finished product will be marketed, then vertical integration can be more ruinous to the business of farming than droughts, floods or plagues of insects.

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

County Native Gets High Post In Farm Bureau

A well known Lancaster County farm leader has been promoted to a top executive position with the Pennsylvania Farm Bureau Cooperative Association.

Mark Hess, who resides in Glen Acres, Hershey, but owns and maintains operation of a farm in Lancaster County, along Lancaster R6, has been named director of marketing, according to Geo G. Connor, Farm Bureau general manager and executive vice president.

Hess has been an executive with Pennsylvania Farm Bureau since 1959 when he became manager of the feed division. Since 1960, he has been manager of contract production service.

He has been active in cooperatives for some time, being a former president of the Lancaster County Farm Bureau Cooperative Association and a former secretary-treasurer of the Pennsylvania Farm Bureau.

In addition, Hess is former manager and director of the

Lancaster County Tobacco Cooperative, vice president of Producers Cooperative Exchange, Coatesville and secretary of Producers Livestock Cooperative, Lancaster. He is a trustee of Messiah College, Grantham.

Hess is married to the former Helen Denlinger of New Holland.

Farm Women 10 Hear Travelogs

Journeys made last summer were described in detail by members of the Farm Womens' Society number 10 at a recent meeting in the home of Mrs. Jacob Esben-shade, 2051 Butter Road.

Answers to roll call revealed members made trips to such varied places as Mexico and the back yard truck garden. The truck garden traveler revealed that the trip was made entirely by shoe-leather express.

Reports from the state convention in Harrisburg last month were made by Mrs. John Habecker, Mrs. E. R. Royer and Mrs. H. S. Sloat.

The group voted to donate \$15 to Heart Haven and will raise membership dues to \$2 per year. A bus has been

scheduled to take the group to the Philadelphia Flower Show on March 5.

Next meeting of the group will be on March 3 in the home of Mrs. Habecker at Lancaster R4.

When harvested at the proper stage of growth for silage, corn has a tremendous capacity for self-preservation.

Farm investment in the United States exceeds 200 billion dollars.

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BY DR. KENNETH J. FOREMAN
Bible Material: Exodus 20:12; Proverbs 1:8, Mark 7:9-13, Luke 2:39-51; John 19:25-27
Devotional Reading: Colossians 3:12-21

To Make A Home

Lesson for February 11, 1962

THE English language is one of very few that have a word for home. Other languages have words meaning family, or house, but not home. It is a Christian word, though we did not so much invent it as inherit it from our mother-religion, the Jewish faith. The Bible does not say much about the Christian home as such, for of



Dr. Foreman course—in Old Testament times there were no Christians, and in New Testament times no writer of those books had been born into a Christian home. It was something quite new.

Nevertheless, as was just said, we inherit the home, as an institution, from the Jews. We may well be grateful, for no other thing is so fraught with blessing as a true home.

Father and Mother

What does it take to make a home? A modern popular poet wrote, and truly, that "it takes a heap of livin' to make a house a home." Another poet retorted that it takes a heap of plumbin' and a heap o' mortgage, and a heap of repairin', and who knows what, to make a home. Indeed this is all true. But before the living and the mortgage and all the rest of it, two people must love each other and want a home together. Homes do not spring up by magic. They are planned. So the Old Testament Scriptures seldom if ever speak of a home (indeed they didn't have the word in the Hebrew language); but they do speak often of Father and Mother. Now a father and a mother do not by themselves make a home. They may both travel and live in suitcases, he may be away so much he seems almost like a stranger when he does come home. Father and mother may achieve nothing but a madhouse, and a divorce as the

result of it. But where there true lasting determined hope Christian love, there you have right foundation for a home.

This does not mean that with a father-mother combination and partnership, can there be true home. A mother can carry on—heavy though the burden—when her husband is taken from her; and a father can carry (though not so well as a mother) if he has to be father and mother both. Indeed there are homes where there are no children, and where those who live there are not even related to one another. For example, we have the well-known story of how Jesus came from the cross, "Son, behold thy Mother!" and "Mother, behold thy son!" And how John to Jesus' mother Mary into his home John and Mary were relation that we know of, yet we can be sure that their home was a real one. We do not know what John's wife said to this; but it is not likely that Jesus, who must have known John's home situation well, would have said what he did if he thought for a moment that John's wife was a selfish woman. At the very threshold of Christian history, then, we see already what has been multiple many times over and over—the making of homes by, and for, those whose own homes have been broken by death and disaster.

One of Jesus' puzzling sayings that one about Corban. The reader may wonder what that has to do with a home. Well, our Lord speaking of a situation where a man who should be contributing to the home where his father and mother live, makes excuse for not helping them by claiming that he gave the money to the church (as we would say). One point is certainly clear. The home has first claim among all our creditors. For it takes money to support home. This doesn't mean we all have to be rich. What it does mean—among other things—is that such matters as income, minimum wages, and so forth, are not just "economic" matters. They affect people's ability to make homes at all. A bus broken down in Louisville, Kentucky, last summer. It was filled with migrant workers headed for the cherry orchards of Michigan. Those hard-working people had no money at all, and only the clothes on their backs. They are not covered by minimum wage laws. How much of a home can you have on a migrant's wages? To deny people a decent living is to deny them life's greatest blessing—a home.

(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



MAX SMITH

TO VOTE IN TOBACCO REFERENDUM—All tobacco growers are urged to become acquainted with the facts of the Tobacco Referendum to be held on February 20. The local ASC office will handle this program and plan some educational activities before the vote. The control program will go into action providing at least two-thirds of those voting approve it. Those not voting will be required to go along with the results of those who vote. The important thing is to evaluate the program and vote your decision on February 20th.

TO PRUNE GRAPE VINES—February is a good month to prune the old grape vines in order to reduce the amount of "bleeding" from the vine, which may occur in later spring pruning. It is important to remove most of the last year's growth from the vine, but not all of it; the bearing wood will come from last year's growth and in most cases a guide that may be used is to leave 40 to 50 buds on small or weak vines and 60 to 70 buds on strong vines, these are the buds that are now on the last year's growth. This will mean that most laterals will be pruned back within 8 to 18 inches of the old wood. These buds will grow quickly this Spring and furnish the bearing part of the vine.

TO BUY ADAPTED SEEDS—Many seed purchases are now being made and it is very important to buy varieties that are adapted and ones that are known to be high yielding, good germination, and free from weeds. The purchase of certified seeds is one of the best ways to be assured of these items. In the case of clover and alfalfa seed for spring broadcasting growers are urged to buy the local adapted strains rather than foreign seeds.

TO BROADCAST LEGUME SEEDS EARLY—Local alfalfa and red clover growers who are planning to establish a new hay seeding by broadcasting the legume seeds on top of winter grain should plan to make the seeding during late February or the first 10 days in March. These early spring seedings have been more successful than broadcasts made late in March or during April. These articles is not intended to state that broadcasting of seeds is the best method of getting a good stand; however, if the seeds are to be broadcast, do it early.