

## From Where We Stand . . .

### Some Kinds Even Taste Good

"No, Daddy, not that one. Get the one with the space men on it."

It didn't matter to him what was inside the box. But he had to get the space men to complete the set.

Remember when you had only three or four kinds of cereal to choose from? You could get oatmeal, or corn-flakes, or wheat flakes, or a wheat cereal that tasted a little like corn meal mush but really "stuck to the ribs" on a cold winter day. But most important they came in a box that told you on the outside what to expect on the inside.

Now the breakfast food boys put them in full color comic books, cut out castles, space ships, zoos, playhouses, cardboard records, coloring books and coupons for this and that

But inside things are even more fantastic!

You can still get the old flakes and meal — if you look hard enough between the stars, letters, wheels, granules, waffle shaped biscuits (spoon size), and little marble shaped objects that come in all colors — yet.

And the flavors - wow! !

You can get cereals that taste like raspberry, strawberry, orange, lemon and lime, vanilla and chocolate — and once in a while one that even tastes like corn. A little.

The kids are bombarded by propaganda about this cereal that is sugar sparkled, and that cereal that is shot through and through with sugar, and another that is sweetened with honey, till they think it is absolutely unpatriotic to think of sugaring your own breakfast food to your own taste.

But most of the kids never get beyond the container anyway when it comes to preference. They still eat what is put before them if they are hungry, or refuse to eat it if they happen not to be hungry

One cereal maker, realizing that kids are not the only ones who start out the day with something less than two fried eggs and a generous slice of ham, are trying to appeal to the intellectual types among us.

They are offering a cereal box with a message on the side

Now it is our belief that anyone who eats less than ham and eggs for breakfast is in no shape for a message that early in the morning. Personally we have about all we can do to get past the headlines of the morning papers—without looking for deep, thought-provoking missives on the side panel of a cereal box

And sizes!

You can get giant economy size, the huge family size, and the large size. In a few instances you can even get a standard size, but they just do not make cereal boxes in small size. Oh yes, there are small boxes, but they are not 'small'

sizes, they are individual servings. It doesn't matter that most kids eat less than one pre-measured individual serving, and most adults would prefer to have a little heftier serving, the individual serving has to be used up or thrown out once it is opened. If it is not, the boxes soon begin to take up more space than the supply of potatoes and canned goods for the rest of the meals in the day.

Oh well, maybe we are getting past the rough and tumble cereal stage anyway.

Digestion, teeth and temper are not what they used to be. Guess we might as well say, "Pass the corn meal mush, Ma."

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



### Paid Promotions

To advertise or not to advertise.

A group of dairymen were discussing the role of the farmer in providing the markets for his products the other evening.

We sat and listened to both sides. Some thought the farmer had enough to do in producing the stuff without worrying about selling it, and we have to agree that producing farm produce is a full time job.

Others in the group argued that no other industry produces a commodity without making preparations for the sale of that commodity.

We had just read a report on some of the advertising budgets of national companies; and couldn't help interjecting here that some of the farmer's competitors are spending millions of dollars to sell their products to the public.

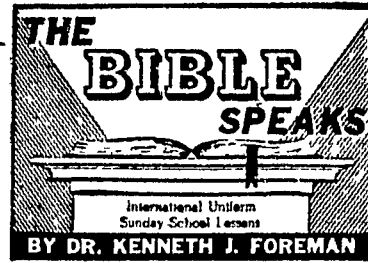
Last year one soft drink company spent almost \$20 million to promote a product which is in competition with milk. Two other soft drink companies had advertising budgets of over \$10½ million and \$6 million, and this does not count all the hundreds of little independent companies around the country with budgets of a few hundred or a few thousand dollars, nor does it include the manufacturers of other beverages who spend millions and millions to promote their products.

Of course some promotion of agricultural products on a national basis is being undertaken, but the budgets of these groups are pygmies among the giants of the advertising world.

The American Dairy Association and the Florida Citrus Commission are the two largest organizations dedicated to promoting farm products, but there are many, many farmers producing milk and citrus fruit and not contributing a penny to either of these groups.

We believe that the time is coming when the individual farmer will have to tax himself for the purpose of advertising if he hopes to compete for the consumer's dollar

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



Bible Material: Ezra 1, 2 64-65, 70, 3, 7  
Devotional Reading: Ezra 3 10-13

### Foundations

Lesson for September 2, 1962



Dr. Foreman

IT HAD been 50 years since the great Temple of Solomon was burned to the ground, and the beautiful objects of silver and gold, which were so famous, had been carted off as loot by the invaders from the Euphrates. Fifty years is a long time. Men now with grey beards, 60 years old or so, had been young children when the city fell to Nebuchadnezzar. But old people remember far-past events better than most young ones do; and the splendor of Solomon's temple was not to be forgotten.

#### Foundations

But though not forgotten, Solomon's temple could not be replaced either. The first great public work undertaken by the returned exiles, who brought no wealth with them, was to begin the erection of a temple on the site of the old. When the foundation was laid, the old men wept, because they remembered the magnificence of the old temple and realized that this would never look like that. But the young people shouted for joy, for they had never seen a temple at all. And the young ones were right, for those foundations were to bear the weight of a temple that was destined to last as long as Solomon's, or even longer. It would become a center of religious life for thousands of worshippers. Its successor, even if a king built it (and a king did), would never be loved as this one would be. Incidentally this became the temple where our book of Psalms was first used as a hymn book.

But it all began with the foundations. All foundations look about alike; and they don't look like much. It takes imagination to see a shrine for God rising above the dusty rock of the foundations.

#### Foundations of Life

All this might suggest to us a

parable. Saint Paul calls the Christians a temple of the Lord, so we may apply his parable to ourselves. All lives are built on foundations of some kind. Jesus spoke of two houses, perhaps just alike except that one was built on rock and the other one built on sand. Foundations may be out of sight, indeed have to be out of sight if they go down far enough to do some good. Scaffolding is necessary but temporary; foundations are necessary from first day to last. Each human life is built on other lives. The kind of home which a father and especially a mother make, the kind of care they give their children, the spirit of the home, the faith and hope and love of that home, are a foundation on which a good life can be built. A home where there are doubt and hopelessness and hate, a home from which the children escape as soon as they possibly can, is a foundation for the life of a criminal or a beatnik. The probation officer of a large city said that all kinds of juvenile delinquents, with all sorts of backgrounds, had come under his eye; but never yet had he seen a juvenile delinquent from a home where husband and wife lived in harmony.

#### On What Shall A Nation's Walls Be Set?

Nations like persons have foundations, good or bad. People sometimes wonder if we deceive ourselves when we prefer a democratic state to any other kind. Looking at other experiments in democracy, with the exception of the northern European nations, so-called democracies will not seem very attractive. Is there anything special about American democracy (which is a child, or a first cousin, of the democracies in northern Europe just mentioned)? Yes, there is, and this should be said in thankfulness and without pride, for we had nothing to do with it. There was a long, long period of growth, of trial and error, of practice, you might say, in democratic processes, before we started it over here. We blame the Congolese for making a mess of their country the minute they reach freedom. But would we have done any better with our nation if we had had no foundations? And it should not be forgotten that a corner-stone of our foundation is a long-time faith. "In God we trust" as a motto is worth little; as a foundation it is indispensable.

(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 M. SMITH

#### TO INCREASE MINERAL FEEDING

Livestock that are being fed on limited legume hay rations, or roughage of low quality, should get additional amounts of minerals. This might mean the use of 40 to 50 pounds per ton of dicalcium phosphate or steamed bonemeal. In addition it is advisable to provide free choice of minerals to the herd.

#### TO ADJUST PROTEIN LEVELS IN GRAIN RATION

Dairymen that are feeding low quality roughages, and especially those who are using only low quality silage as roughage should increase the protein content of the grain ration, in some cases a protein level as high as 30% (crude protein) should be used. Without good legume hay or silage this extra protein is needed.

#### TO USE SODIUM METABISULFITE ON CORN SILAGE

When ensiling stunted corn research work has discovered that the use of 8 pounds per ton of sodium metabisulfite will reduce the formation of silo gas, preserve Vitamin A activity (carotene) and aid in the preserving of the low-quality corn crop.

ter wheats may be seeded during late August and early September and used for grazing later this fall and early next spring. These two varieties are resistant to Hessian fly trouble and should give some good forage. The use of a complete fertilizer at seeding time will give more rapid growth.

#### TO SEED WINTER WHEAT FOR PASTURE

TO APPLY LIME THIS FALL  
Grain fields that are to be

### Wheat Vote

(Continued from Page 1)

eligible voters who cast votes last year when a change in definition of eligibility let many more county farmers qualify. But the vote in 1960, when only about 800 growers were eligible to vote, was still lighter when only 49 per cent turned out, but in both cases the vote was overwhelmingly opposed to controls for the crop.

The breakdown of votes by communities is as follows:

Community #2	Yes-1, No- 6	Challenged ballots-1
Community #3	Yes-0, No- 1	Community #6
Community #4	Yes-1, No- 5	Community #7
Community #5	Yes-0, No- 3	Community #8

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Community #1, Yes-0, No-19