

From Where We Stand . . .

"Silent Spring" Without Pesticides

Miss Rachel Carson's impassioned plea for a ban on all agricultural chemicals notwithstanding, the farmers of America will be using more chemical pest control during the coming year.

Now we do not believe in the indiscriminate use of powerful poisons by irresponsible persons, but we do not believe life in the United States as we know it could exist for very long without the chemicals now used to control plant and animal pests.

We all know that America is by far the best fed and best clothed nation on the earth. We have become better fed and better clothed in spite of the fact that population has climbed at phenomenal rates and land has consistently gone out of agricultural production.

Of course we know some of the increased production per acre and per animal has come about through the use of better seed and livestock, and through the use of more fertilizers, but much of the increase in volume and most of the improvement in quality of farm products is the direct result of pest control through chemical sprays.

We realize, and would be the first to admit, that some of the chemicals used to kill bugs and weeds could kill people and animals, but so could common table salt kill people if they used enough of it in the wrong way.

Each year more powerful and more deadly poisons are being discovered or developed, and hand in hand with these developments goes higher and higher quality food products.

The time is long past when the housewife will be satisfied with a peck of apples with worms in only a third of them. If the modern housewife finds one worm in the entire peck, she is likely to take her business elsewhere. If the housewife has to trim away a few leaves of a cabbage head, she is unhappy with the grocer who buys such inferior merchandise.

And we doubt if Miss Carson herself would long continue to purchase the scabby, misshapen potatoes which were common on the market just a few short years ago.

But it is not only in quality that the American farmer excels. How long, do you suppose, would the milk supplies in this country keep abreast of the growing population if farmers could not protect their alfalfa fields from the ravages of weevils and spittle bugs? How long could grain farmers hope to keep a supply of corn on hand for the meat animals for the nation without the aid of labor saving herbicides? And how could the farmers of the nation hope to keep a wholesome supply of milk, eggs and meat on the nation's tables without the help of the wonder drugs which have done so much to maintain the high degree of health in the farm herds and flocks?

We agree that some education is needed in the use of all farm chemicals.

● Egg Promotion

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operating plants at least twice a month under the quality-control program. The program is a benefit to both the consumer and the marketer, he said, but more consumer education is needed to make the housewife more quality conscious.

Shoher Zerbe, area representative for the feed company announced that his firm is planning to air three short films on quality eggs over six television stations beginning February 9. The films will be shown a total of 143 times in the six cities.

Zerbe said there are fewer laying hens on Pennsylvania farms now than at any time

We know that some farmers believe in the theory that if a little bit does some good, a lot will do a lot of good. We know that some chemicals have been misused, but we tremble to think what would happen to the food supply of this nation and the world if all chemicals were suddenly removed.

With modern testing programs, the danger to consumers is so small that it hardly shows up at all in comparison to the harm that could be done through the use of food not protected by some pesticides.

At any rate, new chemicals will be on the market this year, and the farmers of the nation will continue to use them to the advantage of all the consumers of the nation.

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



The Right Audience

Communicators who have suffered confusion in the "numbers game" for many years now have good reason to wonder about some of the new ideas coming out of research designed to learn how to communicate effectively with people — and not merely "reach" a certain number of people.

Advertisers and publicity men alike have often been convinced that successful communications efforts on behalf of a product, service, or idea depend upon the quantity of people reached. Hence the mass media "numbers game" has been a hectic "rat race," because every medium of communication, it seems, has a different way of measuring audience to prove that it reaches the right audience for you.

Television has assumed great importance to communicators as a result of this "numbers game" because a network evening show can produce an audience in the multi-millions. However, an increasing number of communicators are finding that the size of the audience may be quite meaningless. Some of these multi-million people audiences may not include the best prospects for an advertising communication. It could even be that television's most successful communications ventures, for the medium itself as well as for advertisers or publicity efforts, might be some of the shows which have difficulty staying on the air because they do not attract millions of viewers. The big audience shows may succeed primarily in lulling viewers into such a state of mental lethargy no message gets through. After all, most people watch most television for its entertainment and relaxation values.

A good many interesting reports on communications research appeared during 1962, and to help us get off to a flying start in 1963 it might be worthwhile to review at least several of these reports. — Public Relation Tips For Dairyman.

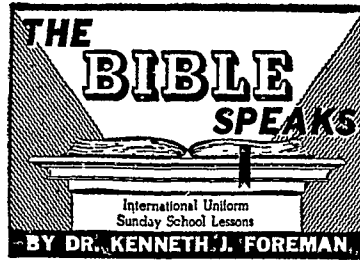
since 1940 Per capita consumption is down, but people are becoming more quality conscious. He pointed out that there are 50 million people living in the area from Long Island to the Carolinas, and most of their

eggs could be produced in Pennsylvania.

The purpose of the programs is two fold — to increase per capita consumption and to sell certified (quality) eggs, he said.

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Helping God

Lesson for February 10, 1963

Bible Material: Mark 6 1-56.
Devotional Reading: II Corinthians 2:14 through 3.3.

DOUBTLESS God could have made a universe where He did not need help of any kind. Whatever He wanted to do, would be done, and by Him alone. Perhaps, for anything we know to the contrary, He has exactly that kind



of universe running somewhere at this moment. But not this one. For His own reasons, and for our great good, God constructed this universe in such a way that if God does not get help in doing things, they will not be done. Not that God requires help in everything. If He had any help in creating this universe in the first place, we cannot imagine who could have been His assistant or His blueprint man. God had all the blueprints of the universe in His mind from before the beginning. But—once begun, while God still reserves the right to act at His own discretion without help of any one, the universe—or our part of it at least—does not run itself.

Helping the ignorant

Let it be repeated: this is for our good. It is a wonderful privilege to share in anything God does. It is a marvelous act on His part that He should let any one of us be responsible even for a tiny part of the vast realms of God. But how can we know what God's work is? How do we know when we are helping Him? There is one thing of which we may be sure: God is always working against evil. He is opposed to evil in every form. So when the Son of God lived and toiled in Galilee, He too was battling against evil wherever He found it. One of the forms of evil is ignorance, error. Not knowing, or thinking that one's thoughts are true when they are not,—this is dangerous. So one of the great activities of Jesus was teaching, and he did not try to teach all alone. He

trusted certain fishermen enough to send them out two by two, to teach people. He would never live long enough to see. And in helping Jesus, the disciples were helping God.

Helping the hungry

Another form of evil is pain, and this has many forms, as we all know. When first chloroform was used to help women in childbirth, many preachers protested. It was not right, they said, to try to make child-bearing bearable. But ministers know better now. All of us are aware that much pain in the world cannot be cured. We know there are limits to what can be done. But when a Christian today sees a hungry child or a suffering man or woman, he dare not say to himself, as our ancestors might have said, "Too bad, but the pain and hunger are sent by God and we need not try to do anything to stop it." On the contrary, Christians are more alert now than they used to be, to the claims of the suffering and the hungry and homeless. Every person you can help, in fact, is a living invitation from God, to be His helper in bringing good to pass in the place of evil.

This is a real world

Sometimes we long for an easier world to live in. What we want, we think, is a sort of fairy-tale world. In the old stories, which perhaps you read when you were young, you remember there often was a Fairy Godmother. When she arrived, she took over. All you did was sit back, watch her wave her magic wand, and enjoy what she conjured up out of the moonlight and spider webs. Why doesn't God do like that? is our complaint. He doesn't do like that because He is real and not a make-believe fairy. He doesn't do like that because He wants children, not dolls; sons and daughters, not robots. He doesn't do like that because He wanted a universe in which He would have helpers. On the hills of Galilee Jesus fed the great multitude with bread. No one then knew how He did it; but they knew how that bread got from Jesus to the hungry crowds; the disciples carried it. Jesus did what they could not do; He did not do what they could do. God is like that. All over the world the battle goes on, good against evil, comfort against pain, health against disease, truth against falsehood, wisdom against folly. It's God's fight; are you in it?

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Now Is The Time . . .

BY MAX SMITH



MAX M. SMITH

To Protect Machinery

All kinds of farm machinery should be protected from the weather in order to prevent rust, working parts should be greased in order to keep rust away from these wearing areas. Even machinery that is stored should be checked for broken or worn parts that need replacing; your farm machinery service man will be able to give you quicker service now — not the day you want to use it.

To Buy Quality Seeds

Spring is approaching rapidly and all farmers and gardeners will be anxious to start working the soil. Many seed purchases will be made in the next few months and growers are urged to demand quality, purity, and certified seed if possible in order to get what you want. Unknown varieties and unknown sources of seed present an unknown result.

To Prune Trees

February and March are fine times to prune most shade and fruit trees. When the tree is dormant the sap is still down and less loss of nutrients will result; without leaves the shape of shade trees is easier to determine. Thinning of both fruit and shade trees is a good practice to permit the entrance of more sunshine to the fruit

To Plan For Erosion Control

Some local farmers continue to be reluctant to accept strip farming or contour strips as a means of holding water and topsoil. The spring of the year is one of the good times to establish strips in sod ground or in stalk ground. On sloping or hilly ground greater crop yields will be obtained when both water and soil fertility are kept