

# From Where We Stand . . .

## Kicking Does You No Good

There is an old cowboy saying that goes, "Kicking don't do you any good 'less you are a mule, and even a mule don't have time to kick if he is pulling his share."

We still talk to a few people who are kicking about the share of the market that oleo has taken from butter.

We know that a lot of milk could be marketed through butter if oleo were not on the market, but oleo is on the market, and it is likely to stay on the market. No amount of lobbying by dairymen or their representatives is likely to cause legislators to pass laws against oleo, and no amount of kicking is going to cause housewives to go out wholesale and boycott a product with such wide acceptance.

Dairymen were able, for a long time, to slow down the sale of colored margarine, but finally colored oleo got on the market anyway. We believe the dairy industry played right into the hands of the vegetable oil interests, giving them three powerful weapons.

First, the furor kicked up over the sale of colored butter substitutes gave oleo more publicity than the industry would have ever been willing to pay for in advertising. Butter did not need to be "introduced" to the public; oleo did, and the connection of a relatively unknown spread with a universally accepted one worked beautifully as an introduction.

Secondly, the delay in reaching the market and the fight over coloring, labeling and so on, forced the oleo manufacturers to make a better product. Many people who would never have accepted the old "butterine" as a table spread now use margarine almost exclusively because the quality is high and the product is uniform.

But we believe the biggest weapon was given to margarine when its manufacturers were denied the right to mention the word "butter" in their advertising.

The advertising agencies were forced to think of some other way of comparing their product with the accepted product, and "high-priced spread" got the message across all too well.

Not only does the term put margarine in a favorable position alongside butter, but it tears down the butter image without even mentioning it by name. If the oleo manufacturers had been allowed to say their product was "almost" as good as butter the dairy industry would have been able to counter with "but not quite so good", and the price difference would have been played down instead of up.

We regret that butter does not have the place of prominence it once had as table spread in America, but we do not believe anything will be accomplished by kicking margarine. The only way to improve the situation is to start boosting butter.

If the dairy industry will spend as much money to advertise butter as it spent fighting margarine, butter may again become the status symbol it once was.

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

### ● Soil Conservation

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Unit Conservationist with the Lancaster office of the Soil Conservation Service, will leave the county sometime after the first of July to begin work in the Luzerne County office.

Corson, who came to Lancaster County in December 1962 and was assigned to the top job in the county office in February of this year, will be succeeded by Wayne Marsh from the Harrisburg headquarters of SCS.

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### Belt Tightening

It seems that the farmer's belt is beginning to run out of notches.

So many disappointing market situations have been forced upon him in recent years, and each one has been noted, commented on, and eventually the conclusion is reached, "We will have to take another notch in our belts and become more efficient in our farming enterprises."

The efficiencies brought on by equipment and farm machinery are not as spectacular as they were a few years ago. With each passing year, the complicated equipment becomes more complicated and requires more skill to operate and greater maintenance costs. New equipment continues to replace less and less labor than was originally planned on and the amount of capital needed for expansion continues to rise sharply. Farm numbers continue to decline because young people are not entering farming.

Statistics help little in the face of the market situation we face today. Farmers burdened with over supplies of many commodities, low markets and dollar losses, are told that the gross sales of farm products must rise from the present two billion dollar level to three billion dollars, a 50 per cent increase, in 1975.

Statisticians do not say who will be left to sell this three billion dollars worth of products with 20 per cent beef cattle and 15 cent hogs forcing some 2,000 people off the farm and into other occupations every day.

If this rate continues, who will be farming in 1975 to produce the food and fiber which has made us the richest farming country in the world.

We believe there are many more adjustments in store for American agriculture. It may get worse before it gets better and a lot of men farming now will get hurt, but there will be plenty of opportunity for those who can adjust and not break under the strain.

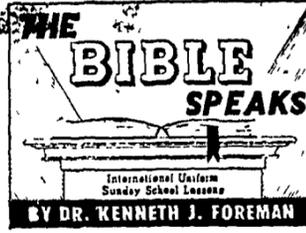
At least that's how it looks from where we stand.



**Way to Success** — From the Glen Riddle, Pa., Rockdale Herald: "Henry Ford was a restless, ambitious man — unwilling to be satisfied with the 'status quo'. As a result, he didn't do things we'd consider normal. He didn't ask for subsidies or research funds from the government. Instead he worked hard, for very long hours, looking for ways to improve upon the 'status quo.' And as a result of his restless ambition, he discovered a way to put one of America's most precious luxuries within reach of every American family (the automobile)."



**Cattle Sell Overseas** — Overseas sales of U. S. dairy cattle set a peak of \$4.5 million in 1963, largely credited to the market developed by purebred cattle associations.



### Peacemakers

Lesson for June 14, 1964

Background Scripture: Micah 4:1-5; Matthew 26:47-56; Romans 12:14-21; I Timothy 2:1, 2.  
Devotional Reading: Isaiah 40:1-9.

**WHAT CAN I DO** for world peace? It is a question most serious minded persons, young and old, have asked themselves. Too often the answer is, Nothing. I am only one of two hundred million American citizens, and very few



of us have the authority or the power either to start a war or to stop it. And if we despair of influencing our own nation, what can we say of our individual influence on vast nations of us like Russia and China? Faced with such simple arithmetic, most persons simply give up. To judge from the actions of the American public, it seems to be the general opinion that "Que sera, sera," what is to be will be, and if we just stop thinking about the problem of war, it will go away. And then some one we know is killed in Viet Nam or in a military base accident . . . and we realize that forgetting all about it never solved any problem yet.

#### For all in high positions

War is one problem which has existed since long before the Bible began to be written. We might expect the Bible to say something about it, and so it does. For one thing, the Biblical pictures of an ideal world are invariably pictures of a world from which war has disappeared. Now perhaps war is inevitable, and so is death. But the inevitability of death does not keep doctors from doing all they can to stave death off from their patients.

The Bible, moreover, makes some suggestions which may seem nonsense to non-Christians, but to Christians they really make sense. First of these is a simple thing: Pray for kings, Paul says (and

there wasn't a Christian king in the world when Paul wrote this)—and for all in high positions, "that we may live a quiet and peaceable life . . ." If you believe in a real God, "King of Kings," and if you believe in prayer, of course the thing to do is to pray for those whose decisions make war or prevent it. Pray for congressmen (did you ever?), for the President, for the Premier of Russia, the Dictator of Albania, for men in authority all around the world. Don't object to praying for non-Christian leaders; remember that no ruler in Paul's time was a Christian, yet Paul knew it was worth while to pray for them.

#### Overcome evil with good

Governments of every kind reflect the character and the will of their people, in the long run. A government has to do more or less what the people want and understand, even when a nation's leaders are a bad lot. Now if in every day life the citizens of a country are fond of fights, if human life is cheap, if revenge is the common attitude, then you may expect that country's actions to reflect the national character. This holds for America quite as much as for any other nation. So Paul's directive, to overcome evil with good, makes sense.

#### Peacemaking institutions

Blessed are the peacemakers, Jesus said. If this is right, then it is right to stand by and support peacemakers. There is space here only for a bare mention of two institutions which in different ways are working for peace, and deserve the support of all Christians. One is political, one religious. The political peace-making body—which has more success to its credit than most American are aware of—is the United Nations Organization, founded with peace as its aim. The other organization is not one but many. It is the combined missionary efforts of all Christian churches. Also among all the organizations of men, the churches exist for the purpose of winning all men to God's side, the side of peace. For the Christian, all wars are civil wars, between those who should be brothers.

(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 Relations Service.)

## Now Is The Time . . .

BY MAX SMITH

### To Wipe Out Hog Cholera

The State Department of Agriculture about to begin a definite program to eradicate cholera from swine herds. This disease takes a heavy toll each year and producers should cooperate in the program. Outbreaks should be reported to the veterinarian and sources of infection uncovered. Cooperation is needed.

### To Clean Calf Pens

The weekly cleaning of manure in all calf pens, or other box-stalls is strongly urged in order to eliminate breeding places for flies. A good fly control program should be supported by elimination of manure with good sanitation. A spray program should be supported by elimination of manure, the weekly cleaning of all gutters and stalls, and the desire to have a very clean barn and barnyard. Residual sprays may be used on the walls and ceilings of buildings and poison fly traps placed at numerous places about the barn. A lower population of flies will be easier to control.



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### To Plan For Faster Tobacco Curing

Growers of Pennbell tobacco this summer should be making some plans for a quicker cure of the leaves in the shed. Many of the problems with this hybrid variety of tobacco can be blamed on a slow, poor cure in the shed. In the first place early planting (by mid-June) and early harvesting is necessary; then some means of removing the moisture from the leaves faster in the shed seems advisable. The use of heat units in the shed the first week may

be necessary to get a suitable crop. Attention is needed this variety is to survive.

### To Control Weeds On Diverted Acres

Farmers who have gone in the government program are expected to control weeds on this land. Weeds on some diverted acres that produce a crop of weeds and affect the neighborhood, especially true with thistles. We urge cooperation farmers to mow or spray weeds several times during season.