

# From Where We Stand . . . If We Grow It, We Gotta Sell It

Pennsylvania's apple growers are out to polish the apple.

A 15 point program to increase the sale of Pennsylvania-grown apples has been proposed by the state's newly organized Apple Marketing Advisory Council.

We believe the Advisory Council deserves commendation for recommending the 15 separate points, described as long range plans to strengthen the economy of Pennsylvania's apple industry. We further believe that other commodity groups could take the action as an example and do more work on selling the product of the fields.

The 15 points are included here as an example of what might be done by other groups interested in promoting the sale of agricultural goods.

1. Develop an industry-supported promotion program.
2. Prepare an apple certification program incorporating a quality seal to identify Pennsylvania apples.
3. Develop a set of quality standards and identification symbols for roadside markets, and possible certification of such markets.
4. Provide apple buyers with a directory of sources where Pennsylvania apples may be procured.
5. Seek a larger share of the military market.
6. Expand foreign markets for Pennsylvania apples.
7. Encourage greater use of apples and apple products at state institutions.
8. Increase use of apples and apple products in school lunch programs.
9. Provide or coordinate marketing research as needed.
10. Carry out an enforcement program.

## Two Faces

Automation has two faces. It is a great, horned monster that devours humans and it is a benevolent mechanism that dispenses riches and leisure time.

Generally, it is believed to live in sprawling factories or in the skyscraper headquarters of industry and commerce.

But the spore of the creature can be found on every farm in Morrisons Cove And, both snarling and smiling, he leaves behind mixed blessings

Economists, industrialists and social scientists debate furiously about the effects of automation, while they agree that it is bound to increase.

Great factories are operated by a few men who read dials and charts, then push buttons to control the machines of production. As better equipped competitors gain an advantage, or as costs of raw material or labor go higher, they turn toward more automation (and fewer workers) as a means of survival.

Down on the farm, the same principle applies. However, on family farms there is a further complication. How can a hard pressed farmer finance more and more improvements in the race to cut costs and increase productivity?

This substitution of capital for labor has more than doubled the investment per farm since 1955, according to Gov. R. B. Tootell of the Farm Credit Association. He said further:

"Production per worker on farms

gram against improper labeling and misrepresentation in advertising.

11. Improve industry communications to keep growers, processors and distributors informed of matters that affect the marketing of Pennsylvania apples in other states.

12. Compile a list of regulations in other states that would apply to the shipment or sale of Pennsylvania apples in out-of-state areas.

13. Prepare an annual report on cold storage holdings of apples in Pennsylvania after Dec. 1.

14. Hold a hearing to prepare regulations for controlled atmosphere storage of apples.

15. Publicize the apple industry on a statewide level.

We believe other groups might do well to consider assessing themselves for funds to promote their products.

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

★ ★ ★ ★  
has increased more in the 13 years since 1950 than it did in the first 50 years of the century. This increase in efficiency manifests itself in mechanization and the application of science and technology on the farm. These, in turn, are the result of increasing amounts of research and education which most surely will increase rather than decrease in the future.

"Because the internal generation of capital on most farms has not been adequate to finance these rapid changes, increased use of credit has become a necessity for most farmers. Farmers and ranchers of the U.S. are now using approximately twice the amount of credit used only 10 years ago."

The quality of the individual farmer, the man himself, as a manager has always been possibly the most important factor in making a loan — whether from an individual or a lending institution.

Now banks and Farm Loan Associations have a further responsibility. Lending a farmer money is not always the simple answer to a complex problem. The lender has the responsibility to "finance farmers constructively," as Gov. Tootell states it.

For years, people have been shaking their heads about the increased costs of starting a young farmer into business. But every year there are young farmers starting in business in the Cove. As it becomes more difficult, only the more promising are able to meet the standards.

Farming is not an occupation for the lazy or dull or the indifferent. It demands the best of a good man.

Our good, young farmers will meet the problems of automation and high finance as well as industry will.

Morrison's Cove Herald,  
Martinsburg, Pa.

★ ★ ★ ★  
See Fertilizer Boost — Farmers are expected to strive for higher 1964 income by increased application of fertilizer, according to recently published reports. Word from areas where farmers are preparing to plant indicated greater fertilizer purchases; sales at one large midwestern cooperative were running 10 percent ahead of a year ago.



## Missionary Must

Lesson for June 21, 1964

Background Scripture: Matthew 28:16-20; Acts 1:6-8; Romans 1:8-16; 10:1-18; Devotional Reading: Romans 15:7-13.

IF A CHURCH is like a club, it is no true church. A club exists for the convenience, pleasure and benefit of its members. But a church is not chiefly for the benefit of its members, though they will receive many benefits by their being members. A club can close its doors and shut out anyone they don't like.



Dr. Foreman "Go into all the world . . . make disciples of all peoples . . ." he opened the doors of the church once and for all, to every human being.

### "The church is mission"

Among the most memorable sayings of Jesus is this: "The Son of Man came not to be served but to serve." So the church exists to serve. When it forgets this, its days of usefulness are over. There are many forms of service in which the church can be active; but the basic, most vital service is winning souls, to use an old-fashioned but expressive slogan. The church exists for the transformation of the world through the transformation of lives from within. It is the only organization in the world with a purpose so profound and penetrating as this. Various words have been used to express this fundamental service of the church; too much used in our time are "evangelism" and "mission." It is often said that the church is mission, and this is true. The church as a whole, and every single person in it, is meant to be missionary in what it does and what it teaches. Christ's challenge is too plain for us to reject or neglect it.

### Missionary here

Where is the place for the church—including you, if you are one of that great band—to be missionary? Not in some room in the church where the "missionary society" meets once a month. The whole church is meant to be missionary the whole time. Missions cannot be and will not be shoved into a corner by a true church. We can illustrate what is meant by looking at the case of a church that ran away. It was in a large city, and the neighborhood changed, that is, the houses began to get run-down, and there were more people around than ever. But they were mostly people the church gentlemen and ladies did not care for. So they moved the church . . . and soon the neighborhood to which they moved started to run down, and so they moved . . . This went on for six moves, and finally one of the officers said sadly: "Seems there's no place that's safe." That church had been running away from people who needed help, poor people, displaced people, discouraged people.

### Missionary there

Every Christian, it can't be said too often, is called by God to be missionary—that is, to be a radiating Christian, where he is. But some people are specially called by God to be missionaries there—far off, overseas, in the Congo or the back country of Brazil or in some great crowded city like Tokyo or Seoul. But how can I know whether God so calls me? Well, it's like this: Suppose you are a good swimmer and you are standing at the edge of a pool. You notice at one end of the pool a number of swimmers having trouble, but there's quite a flock of life-savers about; at the other end there are more swimmers in trouble and nobody noticing it or helping them. Now would you think you had to wait for a message from the skies to tell you what to do? Wouldn't your common sense tell you that if you can help where help is most needed, that's the place God wants you to be and to work? A need, and your ability to fill that need, is as good and plain a missionary call as you could ask for, to go there, from here. It may be that some are "sitting in darkness" this very day, waiting for you!

(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 Inspect Weeds In Corn**  
Due to the dry weather conditions in most parts of the county, the chemical weed killers may not do a very good job of killing weeds this summer. In most cases the herbicides will not control weeds unless sufficient moisture is present. If grass and weeds appear healthy and growthy after being sprayed for several weeks, we suggest that the field be cultivated in order to help control the weeds. Another spraying or heavier amounts of the chemical are not the answer to this moisture deficiency.

**To Make Oat Silage**  
Spring oats may be made into silage with good feeding results. The proper time of maturity to cut the crop is when the plants are in the flowering stage and before they develop into the milk stage. This will usually be only a few days after heading. The crop does not require wilting and a feed additive may be used as a valuable preservative. If a new legume seeding has been made in the oats, it is suggested that the crop be cut 3 to 4 inches high.

**To Circle July 9th**  
On Thursday, July 9, our Extension Service will conduct a Unit Demonstration Dairy Field Day at the farm of J. Wade Groff, Lancaster, #7. This all-day affair will feature forage variety, weed control, barn remodeling and farm management demonstrations and exhibits. We urge dairymen to mark this date and plan to attend.

**Plan for Quality Sweet Corn**  
Both the corn borer and the corn earworm do considerable damage to the sweet corn crop. These may be controlled by timely sprays. Get the control when the first tassels appear in the whorl of the silks. Four applications at 5-day intervals. The earworm is eliminated by spraying from 3 to 5 days after the first silks appear and the second application 5 days later. Use either DDT or Sevin for both of these insects. Do not feed DDT treated fodder to livestock.

### ● Farm Calendar

- (Continued from Page 1)
- June 24-25 — Penna. Poultry Federation Convention at Penn State University
  - June 25 — 1 p.m. — Small grain field day at the Southeastern Penna. Field Laboratory near Landisville
  - 8 p.m. — County wide meeting of all Junior 4-H leaders at the Farm Bureau Building, Dillerville Road.
  - 1:30 p.m. — Merry Stitche 4-H Club of Manheim Township will meet at the Manheim Township Junior High School.

### Lancaster Farming

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