

From Where We Stand . . .

Un-Selling The Cow Won't Be Easy

The idea that the cow is becoming obsolete is being expressed often these days, usually in jest but sometimes seriously. Promoters of vegetable fats and proteins are using every possible angle to convince people that the cow is an anachronism. Feed the crops directly to people instead of running them through animals first, these people suggest. Yet the cow has become an increasingly efficient converter of feeds and forages into what is still nature's most nearly perfect food — milk. This process of increasing the cow's efficiency as a converter continues. The cow's use of forages which man cannot consume, of course, means that man has a means of using a good deal of land that can grow grass and little else. The benefits of livestock agriculture have been recited often in the past and probably should be recited often in the future to remind the American people just how good they really have it.

Cow's milk is the primary food of American infants and children. Studies have shown repeatedly that American mothers have great respect for the products of the dairy industry, and especially for milk. Imitation and filled milk, when introduced into any market, will attract a certain percentage of people because any new product has the advantage of being newsworthy and attractive to those who are seeking out whatever is new. The price advantage will also appeal to some people. However, there is every indication now that a strong selling campaign for milk can offset interest in imitation or filled milk. Mothers are wary about experimenting with the food they feed their children. There is confusion about what the imitation products really are. Even nutritionists are beginning to express doubts about the nutritional values of some of the imitation products now on the market.

There are powerful appeals to American mothers that can be used to keep them buying milk, and this apparently is what dairymen are determined to do if we may judge by their reaction to this problem thus far. Dairymen are asking that imitation products be properly labeled, that pricing of milk ingredients should not give an advantage to the imitations, that quality controls for imitation products should be at least equal to those holding for milk, but few dairymen are looking to restrictive legislation to try to keep imitation products off the market. The attitude is: make sure

everyone has to compete on the same basis, and we'll go into the marketplaces of this country and win consumer votes for genuine dairy products.

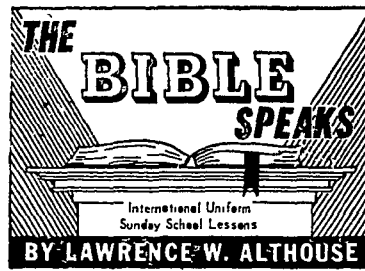
The year 1968 is going to be an interesting one in the dairy business. It will be a year when a good many decisions will have to be made. Milk producers will have to decide if they really are going to put up enough money to do a real research and selling job or if they are simply going to sit back and take whatever comes their way — good or bad. All indications are now that producers are ready to fight, that producers in many areas may be far out in front of their leadership.

Distributors who have not yet plunged into the imitation or filled milk business will be debating what course to take. Competition will dictate the answer for many, although it is always interesting to hear the first distributor who introduces filled milk into a market explain that he is meeting competition! A good many distributors are seriously questioning the wisdom of adding this new product to their line because they do recognize its potential for price footballing, for seriously upsetting relationships between milk producers and processors, for perhaps setting the stage for non-dairy food giants to take over and sell a wholly imitation milk that would be marketed on a basis much different from the present dairy business.

It will be most interesting to watch the reaction that will occur in some market when a wise distributor, after debating the pros and cons of introducing imitation or filled milk, decides against such a move and then tells his customers something like this:

"We are not following the lead of our competitors who have introduced imitation or filled milks into this market recently because we do not believe such products are necessarily in the best interests of our customers. We have seen generation after generation of children in this community grow strong and healthy because they drank their milk. We do not believe this fabricated milk, even though it may cost a few pennies less per quart, is the kind of product our customers really want for their families. Instead of experimenting with untried formulas, we'll continue to sell the product that has proved its goodness and its high nutritional value through the years. We don't believe in experimenting with the good health of our customers."

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



THE COMMUNICATOR Lesson for January 7, 1968

Background Scripture: John 1:1-42 20:30-31.
Devotional Reading: Hebrews 1:1-9

A few days ago I saw this sticker on a car bumper:
GOD IS NOT DEAD. HE JUST DOESN'T WANT TO GET INVOLVED!

Actually, this is the kind of God many people believe in:



Rev. Althouse

rather than a deity so remote, so impersonal, that there can be little or no communication between the Creator and his creatures. He is more an Absentee Landlord, a Celestial Spectator rather than a participant.

The greatest challenge to Christianity today, it seems, is not from those who say there is no God or who maintain that he is dead, but those who, though they believe in his existence, deny his involvement in the world he created. You cannot really know what God is like, they say, because he either chooses to remain silent or cannot communicate with us. Our prayers are assumed to be like the fruitless radio signals beeped into outer space to communicate with unknown civilizations that might be out there; no one probably hears them and, if they do, they probably cannot answer.

God Who Communicates

Christians, however, do not believe in a God who is mute or too remote to care or be involved. Ours is a God who can be known to us because he communicates with us, revealing to us what he is and what he wants us to become. Thus, the Gospel According to John begins: "In the beginning was the Word, and the Word was with God, and the Word was God."

The "Word" of which John speaks here is not the words of scripture nor even audible spoken words, but the dynamic

power of God by which he reveals himself and his purpose to men and acts or becomes involved in their affairs. The "Word" is thus the self-expressiveness of God and the J. B. Phillips translation renders John 1:1, "In the beginning, God expressed himself."

When We Think of God

This is not a vague, elusive, unknowable God, but a Supreme Being who communicates himself to men, revealing himself, making himself known. But John goes on to say something else that sounds utterly audacious: "The Word became flesh and dwelt among us." Revealing himself in so many ways, God made the ultimate self-disclosure by transposing his divine nature into the person of a human being. As Phillips puts it: "So the expression of God became a human being and lived among us."

What this means for us, of course, is that all that man can ever know or understand about God is tied up in the person whom we know as Jesus Christ. If we come to know him, we will know God as fully as man can know him. If we understand him, we will understand as much of the divine mystery as our finite minds are capable of understanding. When the Christian thinks of God, then, he does not have to picture a white-haired old gentleman peering down from the heavens. He does not have to do the impossible by envisioning a finite picture of the infinite. He can point to Jesus Christ and say: "There, that is what God is like in human terms, the only terms we can understand."

Fuss About Jesus

This, then, is why Jesus Christ is so essential for the Christian. As a child I used to wonder, "Why all the fuss about Jesus? Why not just concentrate upon God?" What I did not realize, however, is that men cannot very well concentrate upon God without Jesus Christ. To think about God for any length of time becomes a very frustrating experience unless our thoughts of God are focused through Christ. "No one has ever seen God," wrote John, "the only Son . . . he has made him known". (John 1:18 RSV)

To believe in a god is not enough. It is the kind of god you believe in that makes the vital difference. The kind of God whom Christians worship and serve is the God who communicates to us through Jesus Christ.

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Across The Fence Row

The speed of a runaway horse counts for nothing. — Jean Cocteau

Foundations are important. Often I have passed by a piece of excavation going many feet into the ground and upon inquiry been told this was to be the site of a skyscraper. To the uninitiated it looked as if they were going in the wrong direction, but they were going down in order to go up. — John L. Hill in The Defender

Weather Forecast

The five-day forecast for the period Saturday through next Wednesday calls for temperatures to average much below normal with daytime highs in the 30's and overnight lows in the teens. Generally very cold. Normal high temperature is 39 and low is 24.

Precipitation may total one-half inch water equivalent occurring as snow in the north at the beginning of the period and snow over the general area Monday night.

Farm News This Week

- Gerald Biggs Appointed To Land Committee — Page 8
- Dog Owners Warned To Get Licenses Now — Page 1
- County Tobacco Show To Be Held January 11 — Page 1
- Countian Tours Russia; Brings Moscow Farm News — Page 1
- USDA Hires 75 Additional Inspectors — Page 7
- Mrs. Thomas Is Elected To State Economist Post — Page 1

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NOW IS THE TIME . . .

By Max Smith
Lancaster County Agent

To Use Pig & Lamb Brooders . . .

The new crop of pigs and lambs will soon start arriving; cold weather creates a problem for these little animals the first few hours. Experience has shown that supplemental heat provided the first few hours will pay for itself many times. This is usually done through brooders of some type in the pen. Local producers are urged to prepare for the new animals during cold weather.

To Use Forage Testing . . .

We are aware of the lack of activity in the forage testing work this winter. The value of this test is to know the feeding nutrients in the roughage so that efficient grain feeding may be obtained. Testing provides a

basis for working out less-costly rations that still meet needs for additional grain and concentrates.

To Segregate Livestock . . .

Good herd management includes the careful handling of newly-purchased animals, or animals that have been off the farm and returned. In all types of livestock the practice of complete segregation for the first 30 days is very important; many have learned the value of this method the hard way. With the State Farm Show approaching where many local animals will be returned, and some purchased, we urge local producers to separate the animals in order to prevent serious herd contamination.