

From Where We Stand . . .

Time Honored Tradition

June has long been a time for brides and graduates, a wonderful month to rhyme with "moon" in song lyrics, and for the past 32 years, a time to focus attention on the dairy industry during the nationwide celebration of June Dairy Month.

In the beginning, June as a peak production month, was selected as the ideal time to remind consumers of the nutritive value of dairy foods and the nation of the important role the dairy industry plays in the economic welfare of the country. Because of this value to consumer and country, the nation's leaders in government, agriculture and businesses allied with the dairy industry actively participated in the month-long activities.

June Dairy Month has evolved into a reminder campaign for consumers to keep them aware of the importance of dairy foods in the family diet. It is featured in dairy specials in food stores, in dairy recipes in newspapers and magazines, and on restaurant menus during the "spotlight" month.

We feel this annual observance should be continued because the dairy industry is a multi-billion dollar business essential to the economic health of the nation! And because dairy foods constitute a mainstay of the daily diet for all age groups! They are the principal food of babies; young people need and enjoy dairy products; and they are essential to oldsters for health maintenance through the calcium they contain. In addition, dairy foods are a convenient source of minerals and vitamins.

In this era of "convenience" products, what product line is easier to serve than nature's own convenience foods, dairy products? And milk costs only about 15c a pound, a low cost for a high-value product despite the rising cost of living.

We believe that the competition of imitation products throughout the country makes June Dairy Month, 1968, an important time to re-emphasize the flavor and nutritious benefits of "honest-to-goodness" milk and milk products. And, if the economic health of a nation depends upon its industries, and the strength of the nation upon the health of its citizens, we might argue that it's our patriotic duty to drink milk.

No matter what your reasons, we urge you to get on the June Dairy Month milk wagon in 1968!



You Still Have To Sell It

The April 3 issue of DAIRYMEN'S LEAGUE NEWS had an interesting editorial entitled "The Painful Truth"

"When the American consumer will pay more for a soft drink of doubtful nutritive value than for an equivalent amount of

Lead Photo Page One

JUNE IS DAIRY MONTH. The lead picture for this Special Lancaster Farming Dairy Issue, was taken just one month ago today along the road to Marticville. The woods and winding-brook setting chanced upon by the editor, produced a picture setting for the mixed herd of Mr. and Mrs. John Clymer and family, Conestoga R1. The Clymers milk 50 head of Guernsey and Holstein dairy cows and have enough young stock to bring the total herd to about 75 head.

L. F. Photo

LANCASTER FARMING

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milk, then the dairy industry must recognize that milk has become simply 'another' beverage rather than a distinctive and essential food."

So said Secretary Orville Freeman recently in a call for the total dairy industry to get behind programs for more research, advertising, promotion and consumer education.

It's painful for many long-time dairy industry people to hear that milk may no longer be considered "essential" to the public. From a nutritive point of view, particularly where young people are concerned, it is probably a somewhat exaggerated opinion.

Nevertheless, the unvarnished truth is that in this day of vitamin pills, vast food varieties and substitutes, a person can live from womb to tomb without drinking a glass of milk if he so desires.

Note that we say "can." We didn't say that it would be easy or that it would be as healthful as a lifetime with milk in the diet. But who wants to invest in a future built on the unsupported belief that the masses of the American public will bypass alternative foods and continue to drink milk and eat dairy foods?

The belief must be supported by the same energies, monies and ingenuity that causes people to invest in soft drink companies, automobile corporations, air conditioning firms and even toy manufacturing. We can obviously live out our lives without a cola drink, an automobile, an air conditioner or toys.

But we don't, and we never will.

All of these organizations, plus hundreds of others, have one thing in common. They don't take the need of their consuming market for granted — they CREATE the need. They sell. They promise. They motivate. They educate. And they keep it up year in and year out. They develop new and better air conditioners, cars and toys. They upgrade consumers' tastes for the more expensive models because they know that salesmanship is more than trying to undercut another man's price.

The dairy industry has made some progress in salesmanship but it has been severely restricted by some ultra conservative thinking and some threadbare budgets.

Lack of money is not the only problem however. Many dairymen are not using the available means of promoting milk he has at his fingertips which cost no money or very little.

How about putting leaflets in with your checks when you pay your bills stating that the payment was made available through money obtained from agriculture. It doesn't cost much so Pennsylvania Power and Light Company puts leaflets in their bills. But few farmers do.

Or, how about inviting city friends out to watch you milk some evening. You might treat them to some home made ice cream but it wouldn't cost much. And the answers to the questions you would be asked would be better advertisement for your dairy industry than you might think.

It's time to use your imagination along with your dollars. Milk is nature's most nearly perfect food — but you still have to sell it.

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

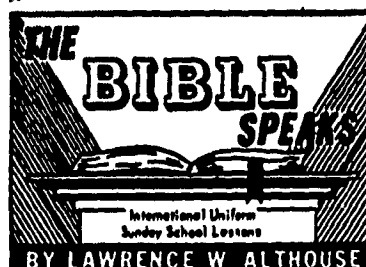
Across The Fence Row

Is there anything more embarrassing than jumping at a conclusion that isn't there?

Weather Forecast

The five-day forecast for the period Saturday through next Wednesday calls for temperatures to average near normal, with daytime highs in the 70's and overnight lows in the 50's. Little day to day change is expected. Normal high-low for the period is 80-57.

Rain may total one-fourth to one-half inch as showers and thundershowers Sunday or Monday and again Wednesday.



International Uniform Sunday School Lessons
BY LAWRENCE W. ALTHOUSE

STILL ONE THING

Lesson for June 2, 1968

Background Scripture: Job 31.
Devotional Reading: Matthew 5:3-11.

"A good man is hard to find," goes the old saying.

But what is a "good man"?

It all depends what you use as your standard of measurement. For some people, a "good man" is synonymous with a



"respectable man" of the community. He has a fine position, is active in civic matters, and leads a quiet, orderly life, bothering no one. To others, however, this "goodness" may be more specifically defined: he does not smoke, or drink, or curse, or tell off-color stories. Furthermore, he is an active member of a church, a man abounding in good works and worthy projects.

Whose standards?

To still others, the "good man" is the man who is free of racial prejudice, interested in social uplift, and deeply concerned with all issues of justice and equity.

There are others for whom the word "good" has an unpleasant connotation. They think of someone who is "goody-good," too sweet, too nice to be true. The goodness of such men is either painfully naive or deceptively artificial.

Thus, it all depends upon what you mean by "good," how you set the standards by which goodness will be measured. Men have a habit of writing the standards according to their own private desires and capabilities. I do not smoke, so for me, "goodness" means abstaining from tobacco. Thus, I am "good" and my smoking neighbor is not. On the other hand, my neighbor is a man with a small appetite, so temperate eating is an essential for "goodness" to him and a mark of condemnation against me.

We are not too unlike the

South Sea islander who, when asked to distinguish between his understanding of good and evil, said: "Evil is if my neighbor steals my cattle or my wife; good is when I steal my neighbor's cattle or wife." We all tend to load the scales of righteousness in our own favor.

No one is good

If ever any man was ever truly good, it was Jesus. Yet even he said, "Why do you call me good? No one is good but God alone" (Luke 18:19 RSV) In Romans 3:10-12 (RSV) Paul freely quotes the Psalmist: "None is righteous, no, not one . . . no one seeks for God. All have turned aside . . . no one does good, not even one." (See Psalms 14:1, 2; 53:1, 2.) We must therefore conclude that the New Testament sees man's claim to goodness as a self-delusion.

This is how it was with Job. He was certain that he was "good" in the sight of God. Yet, if this were so, then there was something wrong with God's justice. If Job were really "good," then his suffering would be quite incomprehensible.

Show me, Lord

One of Job's redeeming qualities is his honesty. He believes he is righteous and he tells God so in no uncertain terms. Too many of us would feel as he did and yet present to God a facade of false modesty. Chapter 31 is a sincere, if naive, recital of Job's goodness. In a sense, he is honestly challenging God to show him where he has gone wrong. "Lord, show me," he says, "I don't see where I've failed."

In time Job will discover that there is more to goodness than he would have imagined. He is like the rich young ruler who told Jesus that he fully observed all the commandments. What more would God require of him for eternal life? Yet, Jesus surprises him, indicating that there is still one thing lacking.

For all of us, there is, at the very least, always still one thing!

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Attend The Church Of Your Choice Sunday

TRY A CLASSIFIED AD!



NOW IS THE TIME . . .

By Max Smith

Lancaster County Agent

To Mow Weeds . . .

Every property owner throughout the county should be responsible to control the weeds on his land; many of the weeds and wild grasses are now maturing with a seed-head at which time they should be cut to prevent further contamination. Local government bodies and township officials are urged to enforce the weed control regulations in order to improve the community.

To Clip Pastures . . .

Livestock producers who are planning to get the most out of their permanent pastures this season should plan to clip them several times during the year. The first mowing is now due since many of the grasses and most weeds are shooting seed-heads. The mowed grass and weeds will dry and most of it will be consumed by the ani-

mals; also, weed growth will be controlled and the general appearance of the field improved. Excess growth of pasture grasses may be made into hay or silage for winter feeding.

To Plant Temporary Forage Crops . . .

Extra forage crops such as soybeans, sudan grass, or the sudan-sorghum hybrids do best when planted during late May or early June following the normal time to plant corn. These warm-weather crops grow rapidly and will make most any type of forage for the herd; they may be grazed, green-chopped, made into hay or into silage. When seeding it is important to be careful and not place the seeds and the fertilizer in direct contact with each other. Separate fertilizer application prior to planting is suggested.