

From Where We Stand . . .

Big, Bold, New Market For Butterfat

It is refreshing, this week, to find among the hoards of gloomy, don't-know-what-to-do-next mail that stacks up on this editor's desk, a fresh action approach to creating a "Big, Bold, New, Market for Butterfat". Taking off on the recent survey that indicates a growing number of Americans of all income levels are consuming progressively poorer diets mainly because of the drop in calcium consumption as a direct result of a 10 percent decrease in the use of milk and dairy products, Edwin L. Richman, of Enriches, Inc. in Chicago, says, "It is my contention that the number one problem of 'Dairy Interests' is communications. If the producers and their leaders do not know of alternative markets and means of marketing their product how can we expect them to make a choice. Likewise if consumers have never had an opportunity to use a product because it has not been offered for sale, how can we expect them to have a preference for the product?"

Richman is already nationally marketing butterfat in liquid oil form in bulk quantities to the food service field. Putting out his product as "Buttola", and offering it as "The Gold Standard of Cooking," Richman not only is interested in selling his product to consumers but also believes so much in the superior qualities of anhydrous milk fat as a cooking medium and the potential to open whole new horizons in dairy products marketing, he has registered the Buttola name and hopefully presents it for industry acceptance as the name for anhydrous milk fat.

From research and efforts to introduce Buttola (anhydrous milk fat) as a cooking medium to the food industry, Richman says he also learned that even though surplus milk fat was considered a big problem for sometime, the dairy industry had not offered to supply anhydrous milk fat to the food industry. "Furthermore," he says, "I discovered that the cooking qualities of anhydrous milk fat are those most sought after by the food industry."

Richman himself, surprisingly, in light of his dairy product fervor, does not have a dairy industry background. Nevertheless, he's an enthusiastic booster of butterfat superiority to the point where he's spending his own time and money attending numerous dairy conventions to gain "converts" from among dairy industry people to one of their own major products — butterfat.

In a hard-hitting twelve-page booklet using the best advertising techniques, Richman attempts to reach the public by starting off with this dedication to mothers:

To the millions of mothers that daily

are faced with the problem of planning and preparing meals for their families —

Meals that satisfy the nutritive needs of growing children and vigorous active adults, as well as those less active adults that have dietary restrictions —

Meals from foods that are prepared to be appetizing, flavorful, wholesome, palatable, nutritious and readily digestible; to maintain health and vigor; it is equally as important that the cooked food consumed has these essential qualities whether the individual eats a little or a lot.

To the millions of cows that must necessarily be mothers before they can produce milk. —

A cow is a very special kind of mother that is often referred to as "the foster mother of the human race." Cows are credited with producing milk that is acclaimed "The World's Most Perfect Food." All the vitamins recognized at the present time are contained in milk.

The milk fat in milk is said to have "unique" flavor intensification and other distinctive desirable cooking properties that have been recognized only in "butter made" foods. These unique properties are attributed to the fact that a cow, because of her mammary (mother) glands, can do more, through her complex digestive processes, than simply transform feed containing vegetable fats into animal fats.

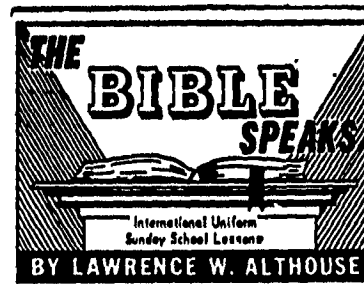
It is the supreme objective in developing and producing a superb cooking medium to have a product with these extra special ("unique") qualities that intensify seasoning and enhance natural food flavors.

To the millions of mothers that would avail themselves of a cooking medium that "Enriches" the quality of the foods they prepare and raises the standard of excellence of the meals served to their families — To these mothers, BUTTOLA is submitted as "The Gold Standard Of Cooking" a truly superb cooking medium that can only originate and be produced by a mother.

To assist mothers in utilizing the rare, unique qualities of this superb product processed from milk, the Developer of BUTTOLA hereby dedicates this brochure to these mothers that they might effectively prove for themselves that they can "make the best better with BUTTOLA."

Like we said, "It is refreshing." Refreshing to hear of someone who will take the "bull by the horns" and sell the part of milk that isn't supposed to be able to be sold. It is refreshing to hear of someone with no farm background support the farmer and his products. And most of all it is refreshing to hear of someone who will unselfishly open up the fruits of his own labor in an attempt to benefit the entire dairy industry.

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



THE HARDEST Lesson for June 30, 1968

Background Scriptures James 4:13 through 5:20. Devotional Readings Luke 12:1-5.

Someone has said that there are three keys to Christian living: worship, witness, and waiting. For me, worship is sometimes difficult, witness usually is, but waiting, I find, is almost impossible. It seems to be my "hardest subject" in the school of learning-by-experience.



Rev. Althouse

One will never get anything to grow in his garden if he persists in pulling up his plants each day to see how they are taking root. Yet, this is precisely what many of us do with our prayers. We are impatient for obvious results and cannot bear waiting for God to answer us in his good time. Our problem is that unless we see something happening, we are sure that nothing is taking place.

Belated Miracle

A little boy was spending the summer on a farm. He was fascinated by a hen who, according to his aunt and uncle, would soon hatch the eggs upon which she was sitting. Most wonderful of all, out of each egg, promised his aunt, there would come a little yellow chick.

Thus, each morning before breakfast the boy raced to the henhouse to see whether the miracle had taken place. As the days passed, however, and nothing seemed to happen, the boy became discouraged. The eggs had not changed at all. They looked exactly as they had when he had first seen them.

He came to the reluctant conclusion that his aunt and uncle had deceived him, that the miracle would not take place as they had promised. Out of habit, not of expectation, he continued his daily visits to the henhouse. Then, one morning, he discovered a brood of little chicks in the nest. The miracle had happened! It seemed so strange to him that all

this should happen overnight, when for weeks nothing had taken place in the henhouse.

Hidden Miracle

Actually, the boy was mistaken. Though nothing had appeared to be happening during those long weeks, inside the eggs the wonderful changes were taking place all the while. The miracle was happening before his eyes, but he was not able to see it. In God's own time the miracle came to light.

This, said Jesus, is the way the kingdom of God grows before us. We may not see the evidences of its growth, but it is happening all the same and in God's own time it will be revealed. When a seed is planted in the earth, no one can see the process of germination and growth until at last it pushes to the earth's surface. Yet the growth has been taking place right along, though hidden from us.

Can we not apply this to our own lives? How often we wait impatiently for God to do what we have asked or he has promised. The little boy busily inspected the henhouse daily and nothing seemed to be taking place, so he assumed that nothing was happening. What he did not know and what we often overlook is that God's work often goes on unseen. The results and fruits of that work are not revealed until, according to his wisdom, the right time has arrived.

Miracle Fulfilled

The early church waited for what they believed would be the imminent return of Christ. Some of these became impatient, for it seemed that nothing was happening to bring that great day closer. Thus James advised: "Be patient, therefore, brethren, until the coming of the Lord" (James 5:7 RSV). James did not know when the kingdom would be given in its fullness, but he knew that it would happen when, in God's wisdom, the time was right. Thus, the counsel to be patient was the highest kind of wisdom.

As we wait for the fulfillment of the kingdom, therefore, we must worship, witness, and wait — but the hardest of these is to wait.

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Attend The Church Of Your Choice Sunday

Farm News This Week

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Spotlighting Game Outlawed After Midnight — Page 8

Air Tour Set For Tomorrow — Page 1

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Across The Fence Row

The pioneers who blazed the trails now have descendants who burn up the roads.

By the time most people get to green pastures, they are too old to climb over the fence.

Success is never attained by staying awake at night, but by staying awake in the daytime. Worry never helped anyone — except a competitor.

Weather Forecast

The five-day forecast for the period Saturday through next Wednesday call for temperatures to average near normal with daytime readings in the upper 70's to mid 80's and over-night lows the upper 50's to low 60's. Warm the first part of the period and cooler in the latter part. Normal high-low for the period is 86-64.

Rain may total greater than three-fourths of an inch in most sections with showers likely throughout the period.



NOW IS THE TIME . . .

By Max Smith

Lancaster County Agent

To Be Careful with Spring Oats

The best stage of maturity to cut spring oats for hay or silage is shortly after heading and when the plant is in the blossom to milk stage; this time of cutting will give the greatest amount of feed value considering both plant and seed-head. If the crop is cut for hay in the dough to ripe stage and when changing color, it should be allowed to go through a 6-week curing time in the mow, there have been some cases of oats hay poisoning when fed immediately at this stage of maturity.

To Operate Combines Slowly

With normal weather conditions grain combines will be running for the next month; with severely lodged barley and some wheat this will not be an easy operation. Combine operators are urged to wait until the grain is dry enough to go through the machine and then drive slowly

enough for the machinery to separate the grains from the straw. The large amount of volunteer growth following small grain harvest each year reflects the amount of grain that was not harvested. Take time to do a good job and practice farm machinery safety.

To Teach Water Safety

There's nothing quite as refreshing as a dip in a farm pond or a creek after a hot summer day. However, precautions should be taken to prevent another kind of farm accidents — drowning. Parents should teach their children water safety rules and provide rescue equipment such as wooden ladders, rope, wooden planks, or inflated inner tubes. Have them near the edge of the water and be certain every member of the family knows what to do in case of emergency.