

From Where We Stand . . .

Meatless "Meats" Are With Us

Back on "substitutes" again. From time to time new products, new information available. We think you should know about it . . . keep alert to developments. Presently about 15 U.S. firms in some phase of manufacturing "meatless meats." These are true substitutes because they're simulated to look like real stuff. Products include ham, sausage, franks, luncheon loaves, meat loaves, chipped beef, fried chicken, bacon, even steaks, other "fresh" cuts. Technologists say this is a beginning. Subjective analysis of products: some very tasty . . . some mushy, off-flavors and pretty blah.

Vegetable protein products also used as principle "meat" source in soups, chili mixes, casseroles, potpies, baby foods, TV dinners, other convenience foods. In terms of tonnage, non-meats today are fraction of one percent of real meat tonnage produced, consumed by Americans. (That was true of margarine, too.) One thing our industry should remember: Every manufacturer has right to produce what he pleases. If it's high quality, palatable, priced right, he probably can find a market for it. Perhaps a big market. We just don't know yet to what extent Americans will insist on real meat. Most consumers are pretty fickle. (Remember that margarine!)

Well, what is present market? Where's non-meat being sold? First, there's small number of consumers who won't eat meat for religious or other apparently bona-fide reasons. They'll buy ersatz. Health-food stores also carry lines of non-meats . . . but these products usually merchandised under quackery or fad banners. Still, it's a place to sell . . . and they're selling along with tiger's milk and seaweed.

Industrially, growing use of vegetable protein, especially spun or extruded soy bean products. As binders or extenders in highly comminuted sausage products, for example, the protein can increase nutritive quality, help control fat content economically. Looks attractive to some processors.

Also significant, meat-like products becoming direct competition for consumers' attention in retail store. If she's sharp-eyed and not too price-conscious, the lady of your house can find all the products mentioned at beginning of this article in one store or another.

As ingredients in other products, appears to be growing use, particularly in peanut butter (bacon), dried mixes, etc. Here's place to watch burgeoning growth. Could you tell if that's really beef in your

beef pot pie? We doubt it. May be growth institutionally in hospitals, other big feeders, including restaurants. Like other convenience foods, non-meats involve less kitchen work, little or no waste and some are highly nutritious.

Substitutes, analogs, imitations, alternatives . . . call 'em what you will. They're here. Won't go away. Industry must redouble its efforts in quality improvement, production efficiency, marketing aggressiveness at all levels from farm to consumer. (Industry could try protective legislation. But somebody keeps handing us the margarine when we say, "please pass the butter.") Stepped-up research, — including market research — development and selling of real meat is the answer. Let's get at it.

\$210 Doorknob

Only 20 years ago, an employer in New England challenged the constitutionality of withholding taxes on the grounds that an employee's full wages belonged to him until the taxes were due, at which time he could pay them himself. This point of view was never brought before the Supreme Court for a ruling, and nobody has challenged withholding since. And so, all businesses have become tax collectors for the government, whether they like it or not.

The horror stories of senseless waste in federal spending are legendary and include everything from \$152 billion in foreign aid down to \$210 doorknobs for the Pentagon. An article appearing in an Esco Corporation publication makes the suggestion that, "If we have neither the courage nor the money to contest a tax system of questionable legality, the least we can do is to take some action regarding the ways in which our money is spent." It is pointed out that if we haven't written the people who control federal spending — our Congressmen, our Senators and the President of the United States — lately, perhaps it's time we got at it, or an alternative might be to register our protest in the polling booth this November.

Across The Fence Row

What's A Billion? Not many people can really appreciate the immensity of the \$186 billion federal budget for 1969. Watchmaker Arde Bulova has a novel way of explaining what a billion amounts to. He asks his guests for their estimate of how many minutes have elapsed since Christ was born. Would you say trillions? No. As of right now, only little over one billion minutes have passed.

Mankind is working hard to improve everything, except people.

Knowing that you don't know much is knowing more than most people do.

Little things in life often annoy us more than the big ones. We can sit on a mountain, but not on a tack. We can fight elephants, but mosquitoes are sometimes impossible.

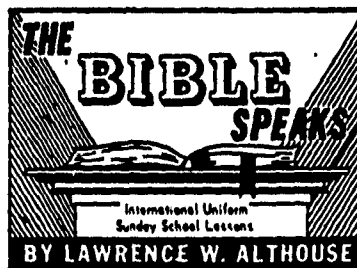
The wise man does not judge till he sees clearly. When people see clearly, they seldom judge.

Local Weather Forecast

(From the U. S. Weather Bureau at the Harrisburg State Airport)

The five-day forecast for the period Saturday through next Wednesday calls for temperatures to average near or slightly below normal. Daytime highs are expected in the 60's to 70's and overnight lows in the mid 50's. Cool during the first half of the period and mild the latter half. Normal high-low temperature for Harrisburg is 73-51.

Rain may total between one-fourth and one-half inch, falling near the end of the period.



LIVING IN HOPE

Lesson for September 29, 1968

Background Scriptures: Isaiah 41; Luke 22:32.
Devotional Readings: Psalms 91:1-6, 14-16.

Some time ago I was asked if I was an optimist or a pessimist. I found the question difficult to answer because it might be said that I am "provisionally pessimistic," but "ultimately optimistic." That is, in the short run I am likely to conclude that a situation is not very promising at all. Yet, in the long run I can see the same situation more brightly because of my faith in God's providence. Perhaps like little "Lucy" in the Peanuts cartoon I can say that I am "very optimistic about my pessimism."

One who hopes

Yet, the more we consider these two terms, the more it becomes clear that neither is particularly a Christian perspective. As followers of Christ, we are not called to be either optimistic or pessimistic, but to live in hope. There is a considerable difference even between "optimism" and "hope." Hope implies trust, reliance. The optimist's expectations focus on the inevitable goodness of the present, while the man who hopes place his trust in the assurance of the future.

Man, said Thomas Carlyle, "is based on hope. He has no other possession but hope." Others are somewhat less enchanted with it. H.L. Mencken, for one, called it "a pathological belief in the occurrence of the impossible." Philosopher Friedrich Nietzsche said it "is the worst of all evils, for it prolongs the torment of man." Ogden Nash writes it off as "dope" and Langdon terms it "a more gentle name for fear."

Materials of victory

There is a sense in which the detractors are quite right. By itself, hope is empty, but the Christian's trust is not in hope alone, but in God. This is different than a conviction that "everything will work out all right." Hope always allows for the many situations that turn into disappointment and tragedy. It does not deny their reality. It simply asks that we look beyond and trust in the ultimate fulfillment of God's purpose. Even the tragedies of this world can become the raw materials from which Christ can fashion his eventual victory.

We see this again and again in the life of Israel. The Hebrews returned from their Babylonian captivity to restore the nation of God once again. But in time, the restoration went sour. The high intentions of the people got sidetracked along the way like those of their forefathers. Thus the prophets began to look for the coming of the Messiah who would bring to fulfillment the hopes of Israel. Isaiah was one of the prophets who taught Israel to hope.

What about present?

Like the aged Simeon (Luke 2: 25-32), we see Jesus Christ as the fulfillment of that messianic expectation, a fulfillment that began with his coming and will continue to unfold until he comes again. Yet, some may say (as perhaps the people in Isaiah's time said) "Well, that's all very nice, but I'm living now. I appreciate what God has done in the past and what he will do in the future, but what about the present? That's where I am."

The answer is that those who live in the hope of what God will do in the future are freed to live victoriously in the present. Assured of the ultimate outcome, we can go about the business of living here and now. Even though we are unsure about tomorrow, we can be confident about eternity. By hope, we can on a rainy day in March look ahead to the glory of summer. That hope does not keep us from getting our feet wet or muddy, but we find in it the power to see that day through because we know that, beneath the silent earth, God's wonders are stirring unseen.

Hope in the future fulfillment of God's purpose is medicine for the present. As Isaiah's vision of a Christ to come enabled Israel to continue, so the reality of a Christ who has come enables us to live in hope.

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Farm News This Week

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NOW IS THE TIME . . .

By Max Smith
Lancaster County Agent

To Allow Corn To Dry

Corn has matured rapidly in the past two weeks because of the good weather. However, whether it is ready to be put into cribs without additional drying is questionable in many cases. As long as the corn is standing, field drying is one of the most economical methods of getting rid of the moisture. Heat drying is becoming more popular but is more expensive. Growers are urged to check the moisture of the corn before cribbing it to make sure of not carrying excessive moisture which will cause molding.

To Top Dress Alfalfa

Following the cutting of the last crop of alfalfa is a good time to apply a phosphorus potash fertilizer to establish stands. This will provide time for the plant to take up the fertilizer

elements and will reduce the work-load of a busy farming program next summer. The practice of applying nitrogen fertilizer to established alfalfa is still questionable with the feeling that the nitrogen will be more beneficial when used on other crops.

To Dehorn Dairy Calves

With the coming of colder weather, dairymen may want to be sure the horns are removed from all replacement heifer calves. If this is done by caustic or electric treatment, then the time of year has little bearing. However, when the small horns are removed mechanically, the colder weather usually means less danger of fly problems. Most dairymen prefer hornless cows in the milking string under modern management methods.