

Which Comes First: The Omelet or the Consumer?

The World's Omelet King is coming to Lancaster County Tuesday to show people how to prepare an egg for enjoyable eating.

Sound a little foolish? We think we hear some of our friends (the Missouri type, "show me") saying something like this: "Ah, come on, now! You mean to tell me people don't know how to fry an egg!"

In large part, that's just what the Omelet King's trip to Lancaster County is all about, to show people how to cook an egg.

Of course, there's the hoped for publicity to draw attention to the egg industry. The idea is that if people get to thinking more about eggs, they'll probably buy and consume more eggs.

But underlying the Omelet King's trip is also the goal of teaching people how to prepare the egg.

It's a very basic concept in the new Consumer Age that consumers will buy anything once, but they only buy what they like the second time around.

Housewife Must Like It

For the egg producer, this means that getting the egg produced and getting it to the market is only part of the job. If the producer hopes to stay in business, it's also necessary that the consumer like the egg and keep coming back for more.

And to keep the consumer coming back, it's necessary that the egg is liked. There's plenty of competing products for the consumer's attention, so the product must be not only good, but better than the competition in the eyes of the consumer. The egg must stay better than all the thousands of existing products already on the market and all the thousands of new products which are going to continually come on the market.

Farmers know they can and do produce good eggs. But all their effort is lost if Mrs. Housewife doesn't do a good job with the egg in the kitchen.

The Urban Generation

Sound impossible that housewives can't cook an egg? Maybe, if we're talking about farm wives, but what about this new generation of urban housewives?

Remember that the U.S. farm population, according to the latest USDA information, has just dropped from six to five per cent of the U.S. total.

Of the remaining 95 per cent, a relatively small percentage once lived on the

farm. But for the great majority of Americans, the farm is something they see from the highway. Animals except for dogs and cats, are something they see in the fields or in pictures.

The growing non-farm population is less and less familiar with the farm, its people, its problems, its needs, goals, product.

Where does an egg come from? Too simple to think about, thinks the farmer, but the farmer must be aware that it's a question surprisingly large numbers of urban youths can't answer. Many of them don't know where milk comes from, either.

Their Numbers Grow

The proportion of people not knowing the most basic things about farm life and farm production is growing and will continue to grow.

The urban ignorance includes a blackout on the huge effort that goes into making a top-notch product and continually improving it. As this awareness declines, the farmer's markets also are put in danger. The consumer who doesn't know about the egg or its producers is a consumer who can be easily turned to other products.

If it is further realized that the modern trend to ease and comfort causes loss of the cooking art in general and that decreasing awareness of the farm and farm products causes loss of the egg cooking art in particular, the reason for the steady decline in per capita egg consumption becomes understandable, not acceptable, but understandable.

The plain truth is that our urban friends don't know what a good egg is, much less how to prepare one.

To Educate Urbanites

With the cooperation of the Pennsylvania Poultry Federation and Lancaster County Poultry Association, the World Omelet King has rightly seen fit to come here to educate our urban friends on the egg.

And while he's here, it might be a good idea for us farmers to pay attention so we can carry on the work after he leaves. The ignorance of the growing urban populations about the good life on the farm is growing in leaps and bounds — and out of a sense of duty and self-interest, we ought to become educators.

At least enough to make sure they know a good egg when they eat it.

Watch Fertilizer Results

Now is the time of year for farmers to take a close look at their corn and other crops to determine whether the spring fertilizer supplied sufficient nutrients for the crop.

While it's too late to change this year's fertilizer practices, diagnosing the problems this year can give the farmer a chance to make improvements next year.

As we have said before, the fertilizer program should be based on a soil test for best results. Soil tests can be made inexpensively through the county extension office, Farm and Home Center.

This combination of observation in the

field and soil test will give the farmer a reliable picture of his soil's productive capacity.

With fertilizer as with many other aspects of farming, an important key to success is learning from the past. The farmer who knows where his program is weak this year is going to be the farmer who has a better program next year.

Lawmakers' Addresses

Names and addresses of federal and state legislators, representing local residents are listed here for persons wishing to write to them.

FEDERAL

Sen. Hugh D. Scott, Room 260 Senate Office Building, Washington, D.C. 20515
Sen. Richard S. Schweiker, Room 4317, Senate Office Building, Washington, D.C. 20515
Rep. Harvey C. Nittrouer, 125 South St. Myerstown Pa. 17067
Rep. Edwin D. Eshleman, 1009 Longworth House Office Building, Washington, D.C. 20515

STATE

Sen. Richard A. Snyder, Box 21, State Senate Harrisburg, Pa. 17120
Sen. Clarence F. Manbeck, Fredericksburg Pa. 17026
Rep. Harry H. Gung, Reinholds Pa. 17569
Rep. Sherman L. Hill, 201 Manor Ave., Millersville 17551
Rep. Jack B. Horner, 23-A S. Market St., Elizabethtown 17022.
Rep. Marvin E. Miller, 501 Valley Road, Lancaster 17601
Rep. John C. Pittinger, 307 West End Ave., Lancaster 17603.

NOW IS THE TIME . . .

By Max Smith
Lancaster County Agent



To Maintain Silos

The important thing in keeping a silo in good condition is protecting the interior surface from corrosion so the walls will remain smooth and airtight. Smooth walls are important in proper settling, in expelling air and in increasing the life of the silo. Probably one of the best coatings for concrete, wood, or metal silos is to apply raw linseed oil every 2 or 3 years. Coatings of concrete or epoxy resins may be applied but are difficult to get to stick on old silo walls. Some attention at this time of the year before the silo is filled is suggested.

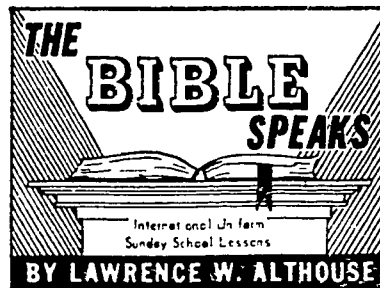
To Keep Livestock Cool

Summer heat affects livestock as well as people by reducing ambition and efficiency. Many dairymen permit their cows to come into the barn during the hot afternoons or into shelter. In stall barns the "wind tunnel"

method works well where the exhaust fans are in one end of the barn and all of the windows and doors are opened in the other end. All other doors and windows are closed; this will draw the air over the cows and keep them cool. Other livestock barns may use fans or open all doors and windows to get cross-ventilation.

To Use Other Grains With Corn

Producers who are running low on corn might mix other grains such as barley and wheat in the ration to replace part of the corn. Barley can replace from a third to half of the corn in most rations, while wheat may be used to 25 per cent in cattle rations and twice as high in swine rations. Considering the recent reports for the corn outlook throughout the country, some of the other grains in addition to corn may be used successfully.



THE ONLY SACRIFICE

Lesson for August 23, 1970

Background Scripture: Genesis 12 through 23; Romans 4; Hebrews 11:8, 12, 17, 19.
Devotional Reading: Romans 4:13-25.

Why would Abraham want to sacrifice his own son?

The answer is that he didn't want to. It came to him as a conviction that this is what God wanted him to do. That is pretty difficult for us to understand, isn't it? Why should any man believe that God desired the death of a son for a sacrifice?



If we answer that question from the perspective of a person living in our contemporary world of the twentieth century, the reply would have to be: No justifiable reason whatsoever! Today we would regard such an act as either madness or the depths of criminality.

When in Canaan . . .

Abraham, however, was not a resident of the twentieth century and his civilization was very, very different from our own culture. He lived thousands of years before Christ was born and the religions of his day were crude and barbaric by comparison. Abraham lived in Canaan, a land where these cruel religions flourished in great variety. Some of them taught that the highest act of devotion to one's god was the sacrifice of a human being cherished by the worshipper. Whereas we would regard this as a grossly immoral act, they regarded it as the fulfillment of their religious obligation. Thus, the Canaanite who offered his first-born son (who was always valued most because he was the father's immediate heir), did not do so out of cruelty or brutality, but with a sense of humble self-sacrifice.

Abraham was aware that his Canaanite neighbors held human sacrifice to be the highest form of religious devotion and very

likely he began to question himself as to whether God asked this of him also. He too must have come to look upon the sacrifice of one's first-born son as the supreme act of submission to one's god.

The first-born

We usually regard the laying-down of one's life for someone else as the highest of all sacrifices. For Abraham, however, this would not have been so — as it may not be true for all of us today. In Abraham's day it was thought that one lived on after death only in one's children, particularly the son or sons through which the family line was to be perpetuated. The ancient man took comfort in knowing that, even if his own life were taken, his son would carry on the family name and tradition. So the loss of one's son, particularly the first-born son, was often regarded as a greater tragedy than the loss of one's own life. Even today fathers, if faced with a need to choose would rather lay down their lives than allow their children to perish.

How fortunate when at last Abraham came to realize that the ways of his Canaanite neighbors were not God's ways. "God will provide" he had answered when Isaac asked about the animal that was to be sacrificed. Actually, his answer had been more accurate than he realized when he gave it. For it was when he was on the verge of sacrificing his son, God broke through to him and helped him to understand that he did not desire the death of Isaac, his son.

God will provide

God had indeed provided the needed sacrifice and Abraham learned that God does not desire human sacrifice. What a revolutionary idea this was for Abraham's day and age. At this point in history, by the grace of God, mankind took a giant step forward in his understanding of God.

Later, Abraham's descendants would make another great step forward in discovering what God really desires of us: "For thou hast no delight in sacrifice; were I to give a burnt offering, thou wouldst not be pleased. The sacrifice acceptable to God is a broken spirit, a broken and contrite heart . . ." (Psalms 51:15-17).

(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)

Release Week of August 17

LANCASTER FARMING
Lancaster County's Own Farm Weekly
P. O. Box 266 - Lititz Pa. 17543
Office 22 E. Main St., Lititz, Pa. 17543
Phone Lancaster 394-3047 or Lititz 626-2191
Robert G. Campbell Advertising Director
Zane Wilson Managing Editor
Subscription price \$2 per year in Lancaster County, \$3 elsewhere
Established November 4, 1955
Published every Saturday by Lancaster Farming Lititz, Pa.
Second Class Postage paid at Lititz, Pa. 17543
Member of Newspaper Farm Editors Assn. Pa. Newspaper Publishers Association, and National Newspaper Association