

## Spearman Gives Egg Men Hope

The Poultry and Egg National Board has summarized a University of Georgia study of egg sales by J. T. Spearman. As a result of this study, PENB has concluded that much of what is accepted practice in relation to egg merchandising is based on misunderstanding of the consumer.

Many store owners, for instance, apparently feel it doesn't pay to advertise eggs, because consumers are only going to buy a certain amount and they can't be induced to change their egg eating habits.

Baloney.

The Spearman study shows egg sales nearly doubled at chain stores when featured in sales.

More importantly, the high sales week volume did not detract from sales at this same store the following week. And further, the high sales at one store did not detract from egg sales at a competing store the same week.

This tends to explode the old myth that only a certain amount of eggs are going to

be consumed and if one store promotes them, it will only detract from sales elsewhere or from sales the following week.

If, as the Spearman findings indicate, egg sales can be nearly doubled through promotion at one store without detracting from future sales or from sales of competitors, the egg industry would be well advised to make sure that eggs are featured in more and more store sales.

But egg men can't afford to sit back and wait for retailers to see the light. The egg industry must educate retailers to realize that eggs can attract customers.

White eggs over the years have been hard-pressed to maintain even a constant sales volume from year to year, the Spearman study offers real hope that eggs can begin to play a more important role in the American diet.

But it will take real leadership by egg industry men to translate the potential into actual egg sales.

## A Moooo-ving Safety Lesson

The National Safety Council has reported an animal safety lesson from New Zealand.

After crews had laid natural gas pipeline through some pastures, farmers found that their cows were going blind.

After investigating, an official announced that no one had explained to the naturally curious bovines that it's dangerous to watch welders work unless one is wearing dark glasses.

As a result, one enterprising firm began offering Moo-Master goggles for cows so they can watch without harm to their eyes.

We're not exactly sure what all this proves.

Maybe that where there's a need, some enterprising firm will meet it. Or maybe that Bossy has to be protected from her own curiosity. Or maybe that farmers should keep in mind that many of the things which are dangerous for humans are dangerous for animals.

Whatever, we can't help thinking about the possible reaction of persons, say tourists, who saw the cows in their dark glasses for the first time.

## Light Vehicles at Night

We note that a corn picker operator in Kennett Square was charged by police with operating without lights after a motorist drove into the rear of his unlighted corn picker on the highway at night.

It should be all too obvious that any slow moving vehicle on today's highways is in somewhat of a hazardous situation in light of today's fast-moving automobiles.

Motorists used to travelling at high speed have difficulty judging the speed of slow moving vehicles and any hesitation in slowing down can result in a rear-end collision. This is why a minimum speed limit,

usually 40 miles per hour, is posted on most of the new interstate highways.

While speeds are slower and there is no need for a minimum speed on our older highways and country roads, operators of slow moving vehicles still must observe certain minimum precautions — for their own safety as well as the safety of everyone else who uses the highway.

And one minimum precaution which we think should apply to everyone is the use of lights on the highway at night. An unlighted slow-moving vehicle, including a bicycle, on the highway at night is an accident waiting to happen.

## The Cost of High Living

Part of the "inflation" that we complain about is due to changing standards of living rather than to the declining purchasing power of the dollar.

That is the conclusion of one housewife who compared her food budget in 1960 with one of a more recent date.

She took a typical current shopping list that rang up a total of \$24 on the supermarket's cash register. On going over the list, she discovered that much of what she is now buying at the grocery store is not groceries.

There were paper towels and paper napkins itemized at \$1.66. In the old days, people took time to home launder and reuse cloth towels and napkins.

Then there was 59 cents for dog food. In the old days, Rover used to eat table scraps.

There was an item of \$1.79 for bug spray on the current shopping list "... to execute what we used to swat — and 89 cents for fabric softener where we formerly depended on a windy day."

There was also \$1.59 for shampoo and band-aids — "in 1960 some of us were shampooing with soap and bandaging with strips of worn-out shirts."

Another item, \$3.75 for light bulbs and a thermos bottle would formerly have shown up on the "hardware" bill.

This housewife discovered that of her \$24 grocery bill, groceries cost less than \$16.

Summing up, she found that her food bill for 1960 was \$971.57. Household items that year came to \$347.98. This past year, she paid only \$3 more for food, for household items she paid \$725.82!

In spite of the kicking about inflation, consumers so far have shown little inclination to turn their backs on the conveniences and luxuries that have been brought to them by the world's most efficient, retail, mass-distribution system.



### NOW IS THE TIME . . .

By Max Smith  
Lancaster County Agent

#### To Learn By Mail

Correspondence Courses offered by the College of Agriculture at The Pennsylvania State University are strongly recommended at this time of the year. These courses are available in a large range of subjects and are designed to help the farmer and any property owner with most any phase of farming or gardening problems. The information requires a small registration fee and then the materials will come by mail. Details may be obtained by writing Correspondence Courses, P.O. Box No. 5000, University Park, Penna. 16802.

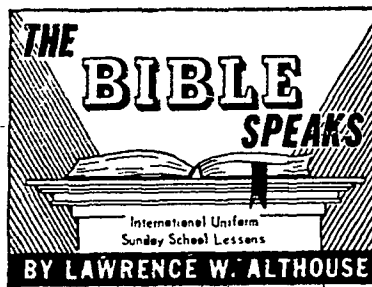
#### To Exercise Young Stock

Dairymen raising their own heifer replacements are reminded of the need of daily outside exercise for growing heifers. The plan of keeping them confined in a stanchion or box-stall at all

times is to be discouraged. The recommended method is to have them housed in an open shed or pole-barn type of structure where they can come and go with liberal amounts of quality roughage for their feed supplies. Plans for heifer barns are available at our Extension Office.

#### To Help Eliminate Hog Cholera

Livestock authorities have an optimistic outlook that hog cholera can be eradicated from this country in the next few years. Even though this part of the state had an outbreak last summer, we are told the number of cholera cases decreased by more than half in the country last year, most of these were confined to a few states. Hog producers and especially buyers of feeder pigs are urged to be careful when buying; insist on clean health papers; promptly report any sick hogs that may develop.



### TWO LOST SONS

Lesson for January 24, 1971

Background Scripture: Luke 15

Some have called the Parable of the Prodigal Son the greatest short story in the world.

Yet, for all this popularity, it is often misunderstood — or perhaps, not fully understood. Many people seem to miss the fact that

Jesus is concerned with two sons, not just one. Both are central to the story: "Jesus said, 'There was a man who had two sons.'"

The younger son who "came to himself"

Rev. Althouse himself" This is the son with whom we are best acquainted. We have known many people like him; perhaps we have even seen a bit of him in ourselves. Despite a loving father and a life that must have been materially quite adequate, he is restless and brazenly asks his father for his share of the estate so that he might leave home.

How typically he represents many young people: he wants to be independent, but he asserts his independence while continuing to live on the resources that come from the one from whom he is separating himself. He leaves home because he obviously wants to be free of all its encumbrances. At last, he will do as he pleases, when he pleases, and how he pleases. No one will dominate him.

Yet, like many of us he comes to find that when we are "free to do as we please," we are not really free but often dominated and in bondage to our own immature impulses and drives. Free of our parents or some other authority, we become slaves to something else. We exchange one kind of bondage for another.

But at last the younger son "comes to himself"—begins to become his true self. He begins to realize that in being the rebellious, prodigal son, he was not really himself. He had tried out a role that he came to realize was not really his. Thus, Jesus is telling us that when a man is "away from God," when he sins, he is not his real self, not the self which he can be and was created to be.

#### The son who stayed at home for the wrong reasons

But there was another son, the eldest son, to be exact. Jewish law indicated that he was to receive two-thirds of his father's estate and his younger brother one-third. We find nothing about him until his younger brother returns home. Then it becomes obvious that he, unlike his brother, remained with his father, assuming his share of the labors of the family farm.

At first it warms our heart to think that, though the father's heart was broken by his prodigal son, he at least had the faithful love and assistance of another son. But it was obvious that, although the eldest son had done the right thing, he had done it for the wrong reasons. Though he had not rebelled openly, neither did he serve his father for any admirable reason.

It was very apparent that what had seemed to be years of obedience and faithfulness to his father were, in reality, years of grudging service. The labor he performed was apparently, not out of love, but in anticipation of what he would receive in return for it. He was not working for his father, but for himself. His respectable behavior had always, it seems, masked a resentment toward his father.

#### The son who was really "lost!"

Actually, this man is even less attractive than his prodigal brother. There is no compassion for his brother; he calls him "your son," not "my brother." He was obviously a self-righteous man, proud of his goodness, certain it should bring him certain rewards. The Father had two sons and one "came to himself" and returned home. But one, though he had never left home, remained "lost." God, it seems, always has more difficulty with this kind of son.

(Based on outline copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U.S.A., Released by Community Press Service.)

**LANCASTER FARMING**  
Lancaster County's Own Farm Weekly

P. O. Box 266 Lititz Pa 17542  
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