

Egg Sandwich -- Big Potential

The egg sandwich contest which was held recently at the State Department of Agriculture building at Harrisburg is an example of the type of effort which can yield big returns for the egg industry at very little cost.

The possible results of such a contest are very far reaching.

The contest involved restaurant chefs who were competing for the honor and up to \$250 in prize money for developing the egg sandwich which can be best suited to the restaurant business.

Restaurant owners are like farmers in feeling a cost squeeze these days. Even more so than farmers, restaurant owners have large labor needs in an increasingly costly labor market. In order to continue to serve good food at a price that people can and will pay, restaurant owners must think in terms of providing a nutritious and low-cost food with a sufficient spread between cost and return. And they need a food which can be prepared rapidly in order to minimize the labor costs which go into it.

Faced with this kind of challenge, the restaurant industry is taking a fresh look at eggs. The significance of this interest by the restaurant industry should be fully appreciated and encouraged by egg producers and allied industry men.

Development of new recipes suitable to the restaurant trade could open up major new markets for eggs.

The side benefits could be even greater. We think there's a tendency for foods which become popular in eating establishments to also become popular in the home. Expansion of egg sales through restaurants could lead to even greater expansion of sales to housewives.

When all things are considered, it is evident that the egg has long been overdue for a revival in consumer interest. Among some of the things going for eggs are: high food value, including high protein content; relatively low cost, only three to five cents each at recent market prices; convenience of handling; relatively easy storage; easy availability; low calories for many persons who are concerned about diets today — just to name a few.

With that many things going for it, we have been hard put to understand why the egg is waging a losing battle, or at best a break-even stance, in the market place.

Farm people have a tendency to be production oriented and overlook the importance of selling their product. But what Colonel Sanders and his Kentucky Fried Chicken did in opening up broiler markets should not be overlooked by egg producers.

Most of the advantages that broilers held before they were discovered by Colonel Sanders and people like him are advantages which eggs enjoy. We're thinking of factors such as: high volume, low cost, and consumer acceptance. Eggs, like milk, also have great potential for use as the basic part of many types of recipes.

With some determined promotion, such as the current effort to bring eggs and chefs together, we think everybody can benefit, including farmers, restaurant owners and consumers.

Organizations which have backed this egg sandwich program, including the Pennsylvania Poultry Federation, Pennsylvania Restaurant Association, and the Pennsylvania Department of Agriculture, deserve the wholehearted support of everyone.

Stay Alert to the Borer

While local sources indicate the corn borer isn't a major problem in Southeastern Pennsylvania, a recent report by Geigy News indicates the borer may prove to be a major problem in most of the nation's important corn areas.

This year's prediction of heavy infestations, Geigy reports, is based on several factors: high borer populations last year, heavy overwintering populations, and, in some regions this spring, evidence of early moth activity.

States cited as having heavy borer infestation are Delaware, Maryland, Ohio, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.

But just how serious this season's outbreak will be depends on two things: weather and crop management. Heavy

rains or strong winds when moths emerge could reduce the problem. And growers who chop or shred their stalks can expect lower populations. The pest can be controlled by spray.

In 1969, according to the USDA, the borer cost U.S. corn growers an estimated \$182.5 million. The borer can cost the individual farmer an average of 15 or more bushels an acre.

If coupled with blight losses, corn borer damage would be greatly increased.

While the borer is not considered an important problem here, producers should continue to stay alert to its existence in order to be prepared to stop any buildup.

And major problems with the borer elsewhere this Summer could also have important impact on corn supplies and feed prices for the next year.

Match Plants to Soils?

Lancaster County is fortunate to have unusually good soils.

However, soils in Lancaster County and neighboring areas, like soils everywhere, vary considerably from one farm to the next and from one part of the county to the next.

It's because soils lack or are low in some nutrients that a sound fertilization program is particularly important. The nutrient requirements will vary, depending on the types of crops that are grown.

All this leads to an interesting recommendation which was made recently at a meeting at the National Fertilizer Development Center in Alabama. Where maintaining the proper chemical status of the soil requires large and repeated applications of chemicals, it was recommended that tailoring or selecting plants to fit problem soils could provide permanent and inexpensive solutions.

It represents a different way of looking at an old problem: how to match plants and soils to achieve maximum results.

The idea encouraged here is that while farmers have long been used to changing the soil to meet the needs of the plants, perhaps some more thought should be given to finding the plant which is best suited for the available nutrients in the soil.



NOW IS THE TIME . . .

By Max Smith
Lancaster County Agent

To Clip Pastures

Livestock producers with permanent pastures should start clipping the area within the next few weeks. Many of the grasses are going to seed and the weeds are also maturing. One of the most important benefits from regular clipping (every four to six weeks) is the control of weeds. In addition, the cutting of the mature grasses will encourage new growth and increase the grazing capacity of the area. The old clippings will dry and will be consumed by the animals. Good pasture management requires regular clipping throughout the growing season.

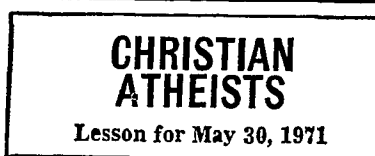
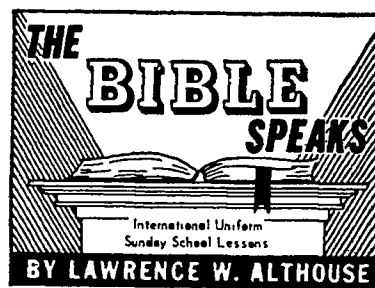
To Fertilize Alfalfa

One of the good times to fertilize an established stand of alfalfa is right after the removal of the first cutting. This application of a phosphorus-potash fertilizer (0-20-20 or 0-15-30) will strengthen the plants and increase yields for all later cut-

tings. Alfalfa is a heavy feeder of both phosphorus and potash and needs this extra plant food each year in order to give maximum yields. The application of any nitrogen fertilizer, after the stand is established, is still a questionable practice.

To Provide Good Ventilation

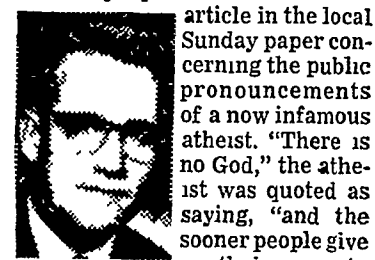
Livestock that is confined to a building should have ample cross-ventilation for the summer months. Remove windows and keep the doors open to get maximum air movement. In some cases large fans may be needed to keep the air moving. Hot weather is approaching and livestock comfort is important for efficient gains. In some dairy barns the exhaust fans can be used to draw air through the barn and keep the cows cooler. Cattle that are being fattened should have access to an outside lot, if at all possible. Fresh water at all times will also help and is a "must" for the summer months.



Background Scripture: Isaiah 10:5-15; 14:24-27.
Devotional Reading: Isaiah 35.

"Terrible!" said Hiram.
"Scandalous!" retorted Emily.
"Shocking!" exploded Ralph.

This was a fair sampling of responses by many of the good church people of Afton to an



article in the local Sunday paper concerning the public pronouncements of a now infamous atheist. "There is no God," the atheist was quoted as saying, "and the sooner people give up their superstitious religious practices, the quicker this world will know peace and prosperity for everyone!"

Slightly dishonest

"Terrible!" Hiram had exclaimed. He is sales manager for a local discount store. Much of that store's success was attributable to Hiram's shrewd — and often, slightly dishonest — merchandising tactics. These included "marking down" prices that had been purposely over-inflated, making price comparisons on products that only seemed comparative in quality, holding "bargain sales" that weren't really "bargains," failing to mention extra "hidden costs," and staying open Sundays and holidays in defiance of local closing laws. Hiram's success was recognized by his church when he was elected a trustee, a move that was resented by some members of the church whose own businesses had suffered in competition with Hiram's tactics.

"Everyone does it!"
"Scandalous!" Emily had said. She is a bookkeeper for a small

company that makes precision missile parts for the government's space program. Emily, a teacher of youth in the church school, likes her job very much. The salary is excellent and the working conditions are ideal. When she first took the job she was disturbed to learn that it was unwritten policy to falsify entries on costs data. But when she was told that "everyone does this kind of thing on government contracts," she decided it wasn't worth losing her job. As a result, she never even thinks about it anymore.

"Shocking!" had been the explosive response of Ralph, a superintendent in his church school for more than twenty years. He was also a clerk in the city licensing bureau, a job he had gotten through political patronage and kept by doing what was expected of him. What was "expected of him" included giving preference to firms and individuals that "voted right" and financially supported the party. It sometimes even included "looking the other way" when some of the best contributors to the party were found to be in violation of the license provisions. Doing "what was expected" didn't really bother Ralph, for he was convinced "that's the way it is in politics," and the other party would do the same if it got a chance.

An atheism of deeds

There we are three churchmen who react vigorously against the suggestion that there is no God. Strange that it never occurs to them that their lives say pretty much the same thing.

This is the message that the prophet Isaiah brought to the people of his own day. They professed to believe in God—the God of Abraham, Isaac, and Jacob—but they lived in a way that denied their profession of faith. Regardless of what they said with their mouths, the atheism of their deeds was clear to the prophet. So it is with the Christian atheist. He does not say, "There is no God," he just acts that way! ('All names in this story are wholly fictitious—L.W.A.)

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