

EDITORIAL COMMENTS By DIETER KRIEG, EDITOR



Food advertising battle shaping up

Farmers are getting hurt by deceptive and false advertising claims made by manufacturers of artificial and imitation food products which compete with farm products. Several farm organizations are now mounting campaigns to bring unfair advertising practices to a halt. But they need your support.

Among those most concerned are such organizations as the National Dairy Council, the National Livestock and Meat Board, the American Egg Board, and United Egg Producers. Also in the forefront of the battle is the National Commission on Egg Nutrition, an independent organization which aims for truth in egg nutrition research.

The National Commission on Egg Nutrition, (NCEN) filed a complaint

last month with the Federal Trade Commission requesting action against Miles Laboratories for an advertising campaign about eggs and heart disease. The National Livestock and Meat Board (NLMB) has filed a similar complaint.

Recently, the NLMB requested the FTC to order four food manufacturers to cease and desist from "false, deceptive, and misleading" advertising which claims health benefits for their meat substitute and vegetable oil products. Named in the complaint were Miles Laboratories, makers of Morningstar Farms meat substitute products; Standard Brands, Inc., makers of Fleischmann's margarine and Egg Beaters; Best Foods Division of CPC International, Inc., makers of Mazola

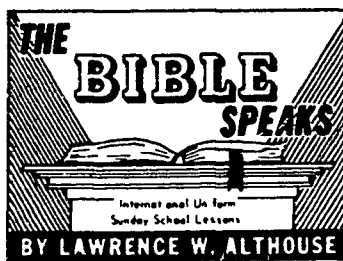
corn oil and margarine; and PVO International, Inc., makers of Saffola margarine and vegetable oil products. In addition to requesting a cease and desist order, the Meat Board has asked the FTC to seek a temporary injunction prohibiting the advertising pending issuance and adjudication of a formal complaint, according to a National Dairy Council publication.

The nation's egg industry has been battling Standard Brands for many months. The battle takes place not only on supermarket shelves where the farmer's eggs face competition from Standard Brands' Egg Beaters, but in board and court rooms as well. This Fall, the American Egg Board and United Egg Producers hope to take their case to court. They're

optimistic of standing a good chance of winning. We hope they do. If they do, it'll be a tremendous victory for all farmers.

But these kind of battles cost money and time. As usual, it is the cooperative organizations who are leading the fight. Farmers — whether they be dairymen, poultrymen, or cattlemen — are urged to consider the challenges involved. There is a lot of stake.

A little time and money invested now to protect the integrity of your markets could pay big dividends in years to come. This battle against unfair advertising is one with which every farmer should become involved. Unfair advertising should be stopped dead in its tracks as soon as possible.



THE QUIET REVOLUTION

Lesson for June 25, 1978

Background Scripture:
Acts 17.

Devotional Reading:
Acts 17:23-34.

A black African leader

was interviewed by a newsman. Asked what had influenced him most as a revolutionary leader, he replied without hesitation: "The Christian missionary school I attended."

Many Christians were shocked to think that their contributions to the missions had in any way influenced this man to become a revolutionary. Ironically this story broke in the summer of 1976 while Americans were celebrating their own revolutionary heritage.

World Upside Down
Yet there is no question but that Christianity has been a revolutionary force

from its very beginning. Testimony to this is found in Acts 17 when Paul and Silas are working in Thessalonica. Encountering the two missionaries in the synagogue, some of the Jews of Thessalonica drag some of the Christians before the town authorities, charging: "These men who have turned the world upside down, have come here also" (17:5).

Wherever Paul and Silas went — as well as other Christian missionaries — they were upsetting people and turning communities "upside down." No matter how you slice it, the Good News of Jesus Christ is a

revolutionary message and force! No community was ever the same again. These men upset the peaceful balance of communities by challenging their religions, their business practices, and their moral standards. Governmental authorities looked upon these people as politically subversive and many were treated as such.

Jesus, The Other King

One of the reasons they were regarded so suspiciously by civil authorities was their insistence upon calling Jesus their Lord. Political leaders saw this as a threat to the authority of the Roman Caesar and his empire.

Thus, in Thessalonica the Jews accused the Christians of saying that "there is another king, Jesus."

Well, of course, we do regard Jesus as Lord and King. Yet, Jesus is a different kind of king. He seeks no political or temporal kingdom and his sovereignty is spiritual. To be sure, his Lordship often has consequences that are political, social and economic in nature, but that is not the focus of his sovereignty in men's hearts.

This also means that although his Good News is revolutionary and throws the world into ferment, still his

revolution is not that of the sword or any other kind of violence. If there is force in his revolution, it is moral force, the power of love and loyalty. The violence it often experiences — as Paul and Silas experienced it in Thessalonica and elsewhere — is simply the sinful response of people who are threatened by it. People often react violently, failing to realize that violence has never been able to stop it.

When people take Christ into their lives and into their communities, they cannot help but experience a quiet revolution in all that he touches and turns upside down.

NOW IS THE TIME

By Max Smith, Lancaster County Agricultural Agent

Phone 394-6851



TO CONTROL FLIES

Recent weather conditions have favored the development of a larger fly population; extra moisture presents ideal conditions for maggots to develop into flies. We suggest that livestock operators use residual insecticides on their buildings to cut down the house fly problem; materials such as Cygon, Korlan, and Rabon can be used. Be sure to follow directions about amounts and presence of livestock.

One of the most important practices in keeping down the number of flies is to clean up the place and eliminate fly breeding areas. Manure packs and other filth are good fly breeding places. Cygon and Korlan sprays or applications on the surface of manure piles or packs will stop fly maggot development. Good sanitation along

with the proper use of insecticides can keep flies under control.

TO RENOVATE OLD STRAWBERRY BEDS

If the old plants are to be kept for another season, they should be thinned out and fertilized after the current crop is picked. This can be done by hand or by use of a cultivator to narrow the rows. A complete fertilizer application, and especially nitrogen, will encourage new growth and additional runner plants.

Most strawberry plants will give their best yields the first year after the planting year; however, with good care they can be profitable for a year or so longer. The allow them to grow into a solid mass of plants is not a good practice. New plantings should be fertilized when planted and again during mid-summer. The earlier that new runner

plants are rooted, the better they will yield next spring.

TO SHEAR PINE TREES

In this part of the state June and July would be the time to shape pine trees. This is true of ornamental plantings as well as those being grown for Christmas trees. The shearing should be done when most of the new growth has developed. Shearing is done to improve the shape of the tree, and in many cases to keep the size under control to fit the landscape.

Spruce and fir trees should not be sheared until late fall and winter. Most pine trees will become thicker and more attractive when pruned at this time of the year. This work should not be done on a tree before it is at least 3 to 4 feet high.

TO SPRAY ALFALFA FOR LEAF HOPPERS

One of the most

destructive insects on alfalfa in this part of the state is the potato leaf hopper. This insect usually attacks new growth and will stunt the plants and cause them to turn yellow.

Growers who have finished the first cutting should make plans to spray the field with Cygon, Malathion, or Methoxychlor

when the next growth is 2 to 4 inches high. Prevention is much better than to try and correct the problem after stunting is noticed.

Second and third cuttings of alfalfa are usually top quality and very valuable for feeding or for selling purposes. Growers are urged to make every effort to get maximum yields. The Leaf

Hoppers will decrease yields if not controlled.

The 1978 Agronomy Guide will give additional details

Farm Calendar

Saturday, June 24

"Farmers breakfast" at Willow Valley Restaurant, Willow Street. Speaker is Mel Graham, brother of Billy Graham. Sponsored by Teen Haven, 9 a.m.

Sunday, June 25

Ephrata Area Young Farmers baseball trip, meet at 11 a.m. at Ephrata Junior High School. Cecil County Farm

Visitation Day, 1 p.m. to 5 p.m.

Dairy goat picnic and workshop at the Richard Weaner farm, just north of Gettysburg on Business Route 15. 11 a.m.

Monday, June 26

State horticulture tour to orchards in Berks and Lehigh Counties continues tomorrow. Call your Extension Service office for details.

Monthly meeting of the Hunterdon County Horse and Pony Association, at the Extension Center, 8 p.m.

PennAg grain meeting, 6:30 p.m. at the Continental Inn, Route 30, east of Lancaster.

4-H Leadership Congress, today through Thursday at Penn State University.

Tuesday, June 27

Thomasville 4-H Club meets at 7:30 p.m. at the 4-H Center near Bair. Fun

Night, games and ice cream.

Northeast Dairy Day, 9 a.m. to 3 p.m. at Langdonhurst Farm, Copake, N.Y.

Ciba-Geigy field day at Mervin M. Hess Pavilion, 10 a.m. to dark. Pavilion located west of Manheim along Colebrook Road. Tours will leave from there to check corn, soybean, potato, and other plots.

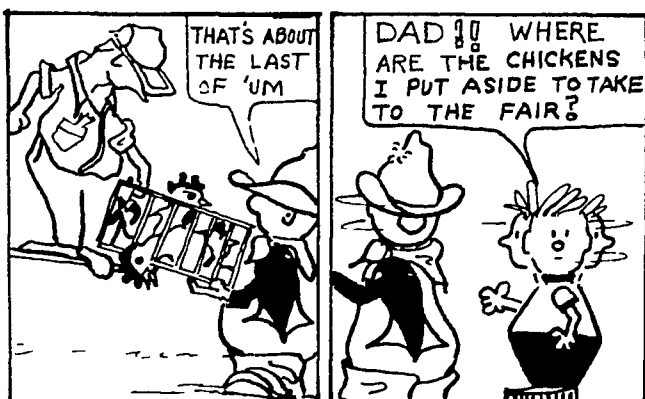
Wednesday, June 28
Regular monthly meeting of the board of directors of the Berks County Conservation District, 2 p.m. at the Ag Center, west of Reading.

Thursday, June 29
Southcentral Cattlemen's meeting, Dover Fire Hall.

Friday, June 30
Lebanon County dairy princess pageant, Lebanon Municipal Building Auditorium, 7:30 p.m.

Saturday, July 1
Kutztown Folk Festival begins, will last until July 8.

RURAL ROUTE



By Tom Armstrong