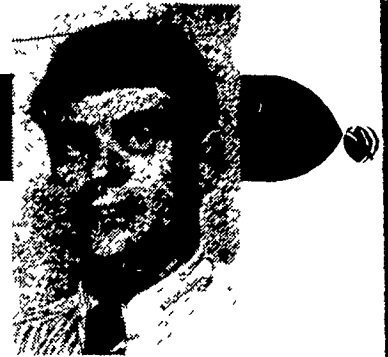


**EDITORIAL COMMENTS** By DIETER KRIEG, EDITOR



# Cheers for the girls who promote milk

There are many things of life that I have taken for granted, despite the constant teachings and reminders from my parents and grandparents that it shouldn't be so.

Milk is just one item I take for granted, although I've learned a thing or two in recent years about its availability.

It used to be that I could help myself to all the milk I wanted, unless someone had forgotten to get some out of the tank before the milk truck arrived. Now it's not nearly so convenient anymore.

At our house, milk is supposed to be on the table for all three meals, and available in the refrigerator at any time between. Sometimes the supply runs out, and I'm disappointed, to say the least. I'm a milk drinker, and proud of it.

Crazy as I am about milk, I'm surprised at myself for not ever having bragged to my three children how good milk really is. I know that milk contains vitamins, and minerals, and calcium, and a bunch of other nutritional goodies, but I've always taken that for granted.

Besides, my children like milk, so there was no need to give'em a good sales pitch, I guess.

But my 6-year old is now more willing than ever to drink milk, and he knows about as much about its nutritional value as the average person. Maybe more

But don't thank me for that, Mr Milk Producer. And don't thank my wife, either. In fact, you and I still have some convincing to do as far as she is concerned.

***Dairy princesses are the prettiest promoters for the dairy industry, and perhaps also the most effective.***

Thank the dairy princess

A few weeks ago, while I was home for lunch, 6-year old Paul announced boastfully that he was going to drink a big, tall glassful of milk. "It's good for me," he announced with a tone of authority. "It has vitamins and minerals .. and it'll make me grow and give me strong bones and teeth."

I was surprised to hear the words and at first couldn't believe my ears

"Where did you learn all of that?" I interrupted

"In school .. the dairy princess told us," he replied

Paul is in Kindergarten and he learned more about milk there in a matter of one short visit from a dairy

princess than I've taught him in six years. I suppose that doesn't say much for my priorities. But, as I admitted in the beginning of this editorial, I've always taken milk for granted.

Is there anyone else out there who takes milk for granted, or who simply doesn't make much of an effort to promote milk?

I have for many years been convinced that promotional programs are worth the effort and expense, and this encounter between the dairy princess and my son reinforces that belief

There are two main reasons for this reinforcement

First, it's acknowledged that despite my love for milk and close association with the dairy business, I have failed in my own home to tell of milk's nutritional values. I excuse myself on the basis that the children and I drink plenty of milk anyway. Maybe I would have made an effort if my children were reluctant to drink milk. But how about other families?

And, even if I had bragged about milk, are a father's words as impressive to a 6-year old as the presentation of a real, live dairy princess who puts on a fascinating, educational puppet show? Of course the dairy princess is more effective

I do want to add that a farmer visiting the classroom with a milk

machine and a couple of large cow pictures in hand could be just as successful with the "drink milk" message. He could easily captivate his young audience. If he brought a calf along, he would win hands down. But there aren't too many dairymen who would be willing to take time for that.

So who's going to spread the good word?

I've neglected to do it because I've always taken milk for granted. How about you?

If you find yourself in my shoes, you've got a good reason to support your dairy princess program. What's more, you probably owe the girl a big thank you.

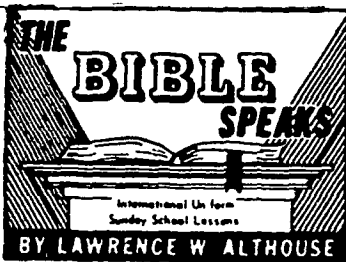
Dairy princesses are not only the prettiest spokesmen for the industry, they just may be the most effective as well.

My son, Paul, is proof of that. He watches enough television to have memorized the programs, but I never heard him repeat a dairy jingle. I point out that just one visit from a dairy princess made him "a little authority" on the goodness of milk.

I've learned something

Maybe you have too

The dairy princesses, and all those who work closely with them deserve our support - not just on the night of the pageant or during June - Dairy Month, but throughout the year.



**PRECIOUS IN MY SIGHT**

Lesson for June 10, 1979

**Background Scripture:**

1 Samuel 18:1 through 19:18; 24; 26.

**Devotional Reading:**

Psalms 103:1-14.

David the young hero of Israel quickly became David the hunted fugitive! The reason: the insane jealousy and hatred of King Saul. After several unsuccessful attempts by Saul on his life, David fled into the wilderness between Judah and the Dead Sea. David might well have a great future before him - as everyone seemed to think - but if there was to be a "future," he would first have to determine how to stay alive in Saul's kingdom. **The Enemy in Your Hand**

So fearful was Saul of David that he took an army of three thousand of his best soldiers out into the wilderness to find him. By

comparison, David had a tiny band of men with him. All the odds were in Saul's favor, it seemed. David had nothing - or so it might seem.

But what David had - and what Saul apparently did not have - was the help of God. There is an old saying that "one man with God is a majority." So it appears to be with David. With God, David need not fear Saul's three thousand crack troops. What David learned that day is something that all of us need to know and remember: we are never outnumbered when we stand with God.

This is something that was

to be demonstrated significantly to David. No sooner does he find Saul's encampment and sneaks in to spy on his mortal enemy, than he finds the mighty King Saul within his power. Saul is sleeping soundly and his whole army seems to be sleeping soundly. Abishai, David's compatriot, says, "God has given your enemy into your hand this day; now therefore let me pin him to the earth with one stroke of the spear..." (1 Samuel 26:8). David is in the perfect position, not only to avenge himself of all Saul's wrong against him, but he has an opportunity once and for all to guarantee his future

security by taking Saul's life.

**The Lord's Anointed**

David had probably dreamed of just such a chance as this. (Wouldn't you, if you were David and your life was under constant threat of extinction by this mentally and spiritually disturbed king?) Many of us wait longingly for such a chance. Oh, we may not want to physically injure or kill our enemy (although some obviously do), but we welcome the chance to "get even" with them.

Yet with this opportunity within his grasp, David finds that he cannot allow himself to reach for it. Suddenly he

sees his demented enemy in a new light and he says to Abishai, "Do not destroy him; for who can put forth his hand against the Lord's anointed, and be guiltless" (26:9). A spiritual breakthrough took place at the precise moment. David could not seek personal revenge upon the one whom he recognized as God's "anointed."

Jesus came to help us understand that we must go even beyond David's breakthrough until we can see every human being as one of "God's anointed" who is "precious" in our sight.



## NOW IS THE TIME

By Max Smith, Lancaster County Agricultural Agent

Phone 394-6851

**TO EVALUATE FARM MACHINERY INVESTMENT**

Is it cheaper to own farm machinery or to get some custom work done? No doubt you have often heard and discussed this question. We

fear that too many farmers have too large an investment in their machinery; this can be very true on some of our smaller farms. We recognize the benefits of having your own equipment; this permits work to be done when the

crop is ready. However, if fixed and operating costs become too high, it will be more economical to hire the work done. The amount of use of the machine is the big factor. The reference to farm records and some

"pencil pushing" should help decide which way to go - buy or hire

**TO HANDLE GASOLINE CAREFULLY**

With the current gasoline and fuel conditions it is quite likely that gasoline may be handled and stored more often than in the past. We

urge all farmers and property owners to recognize the explosive nature of gasoline. It should be stored in underground tanks or in approved safety cans. Never stored or carried in glass containers. The hauling of extra gasoline (Turn to Page 16)

**RURAL ROUTE**

By Tom Armstrong



## Farm Calendar

**Today, June 9**  
Lancaster County 4-H Horse Fun Show, Lower Hopewell Horse Center, 9 a.m.

**Monday, June 11**  
Berks County Agriculture - Dairy Exposition, Berkshire Mall, followed by dinner and ceremonies. Official

functions begin at 6:15 p.m. Dinner at 7:30 p.m. Poultry serviceman's seminar, 6:30 p.m. at Treadway Inn, Lancaster

First of two Holstein classification barn meetings, 7:30 p.m. at

(Turn to Page 38)