



# Off the Sounding Board

By Sheila Miller, Editor

## T.V. turns on viewers to junk food

Is our society getting hooked on television to the point where that 20-inch screen takes technicolor control of our thoughts and minds?

If you'd ask my mother, she'd give you an emphatic "yes, indeed." This woman who has been the wife of my father for 34 years, has been sharing him with another 'love' — the T.V. set — for about 33 and 7/8ths years.

I'm sure she's not the only one who lives with a T.V. addict — someone who switches on the electronic link to the outside world and sits with a trance-like gaze fixed on the screen, totally oblivious to doorbells, beckoning telephones, and conversation-starved wives.

To some degree, most of us are tuned into the 'escape box' that brings us news of far away places, a glimpse at the lives of exciting people, and occasionally an educational insight into outer space or the undersea world. It offers us a chance to just watch and listen as our eyes and ears pick up the 'picture' with hardly any effort or imagination required.

People who don't watch or even own a television are undoubtedly in the minority today. Perhaps they're the lucky ones — tuning into their lives instead of the 'tube.'

Just how strong a hold does television have on our society? One cable-television advocate has gone on record recently stating that there no longer will be the need for newspapers within the next ten years.

Imagine the brief, somewhat-biased news reporting that this would provide. Public information would be dissipated by 15-second segments on two-hour news programs — with views and subject selections being made for the people by two or three networks.

Local, state, national, and even international news would be broadcast through the air and through cable telephone wires. There'd be no chance for 're-reading' a complicated report — that is, not unless they begin instant replays of the news, or unless every home is equipped with a video recorder.

I guess that's not as far-fetched as it sounds today — considering the electronic gadgetry scientists are developing. Why, even now, television telephones are being advertised. (Just pick up your set and dial!) Don't ask me how, but now you can watch Laverne and Shirley and talk to your mother-in-law at the same time.

With news being made available at the touch of a button, people will be able to forget about reading. In our fast paced society, a turn of the dial will let people eat dinner, bake a pie, or

even drive a truck while listening to and glancing at the 'tube.'

Because of the appetite the American public has for television, some groups have expressed concern over the T.V.-habit's influence on what people eat. A recent study revealed that Americans spend more time watching television than doing anything else except sleeping.

During those hours in front of the T.V., people receive cues about eating and drinking on an average of nine times per hour, the report reveals. But that 'food for thought' generally suggests a snack (39 percent of all eating/drinking episodes). It gets worse during weekend daytime children's programs as these impressionable viewers are bombarded with the message to snack in 45 percent of the eating scenes with regular meals declining to 24 percent and other meals making up the rest.

And what are these T.V. idols drinking — alcoholic beverages for the most part, with coffee and tea coming in next. No wonder the dairy producers are decrying milk's underconsumption.

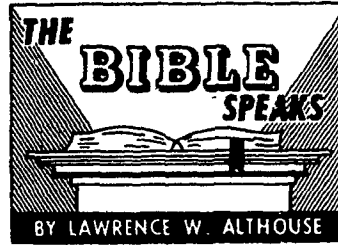
And commercials fall right in line with prime time programs they sponsor — sweets and junk food make up almost half the food commercials, with nutritious foods being advertised in only 9 percent.

This type of information, drummed into people's relaxing minds 365 days a year, and on the average about 5 hours per day, obviously has a brain-washing effect.

"You deserve a break today," "Bet you can't eat just one," "Melts in your mouth, not in your hand," "Good to the last drop," and "I'd like to teach the world to sing in perfect harmony" are jingles that have worked their ways into our subconscious minds. All of them promoting their junk food to the public in picturesque scenes showing 'beautiful people, places, and things'. Who could refuse such an inviting appeal?

Well, thanks to groups like the National Dairy Council, the United Dairy Industry Association, the Pork Producers Council, and the United Egg Board, this onslaught of snack food propaganda is being countered with messages about the nutritious qualities of milk, eggs, and meat.

It's about time we let everybody know that these are the 'real things'. Since T.V. seems to be here to stay, let's use it to our advantage.



HUMAN-PLUS  
December 13, 1981

Background Scripture:  
Matthew 8:18-22; 9:1-8;  
Mark 8:31-33; 14:61-65  
Devotional Reading:  
Matthew 3:1-12.

We've noted some of the titles by which Christians refer to Jesus. But have you ever stopped to think about the one title Jesus almost always used in reference to himself?

Although Jesus permitted his disciples to call him Christ, the Messiah, even the Son of God, he never once said "I am..." any of these. Neither did he say "I am the Son of man," but, according to the Gospel accounts, there are many times when he refers to himself in the third person with that title. For example, in Matthew 9:1-8, when the scribes have rebuked him for forgiving the paralytic, Jesus says: "...that you may know that the Son of man has authority on earth to forgive sins," and proceeded to heal the man. Later, when the high priest asks him: "Are you the Christ, the Son of the Blessed?" Jesus replies: "I am; and you will see the Son of man sitting at the right hand of Power..." (Mark 14:61,62).

### The Son of Man

So, "the Son of man" was the one title that Jesus used in referring to himself. Why this title and what does it mean?

Once again, it is a title that

defies a clear definition. Essentially it was a term that meant "a man," a "human being." It seems then, that at least one reason Jesus used it was to emphasize his humanity.

This is evident in Matthew 8:18-22 when Jesus says, "Foxes have holes, and birds of the air have nests; but the Son of man has nowhere to lay his head." His use of the term here indicates not only his humanity, but his humility. Later, at Caesarea Philippi after Peter has confessed him as "the Christ," Mark tells us: "he began to teach them that the Son of man must suffer many things, and be rejected by the elders and the chief priests and the scribes, and be killed..." (8:31). This is another indication of his vulnerability as a human being. Jesus as the Son of man shares our humanity and knows our feelings of frustration, powerlessness, and inadequacy. When he referred to himself as the Son of man, he said, in effect, "I am one with you."

### The Right Hand of Power

There was also, however, another meaning that came to be attached to the term "Son of man." In the literature of the times the "Son of man" was anticipated as one who would be elevated to become the judge of all humanity. A human being, it was believed, would become or be something more than human or perhaps would lift humanity to a new level. Thus Jesus could say to the high priest, "You will see the Son of man sitting at the right hand of Power, and coming with the clouds of heaven" (Mark 14:62). The humble human being would be glorified by the power of God.

Someone has said, "Jesus became what we are so that we might be what he is." In Jesus the Son of man we see what God intends for humanity to be.

## Farm Calendar

- Today, Dec. 12**  
York County 4-H winter dance, 7:30-10:30 p.m. 4-H Center.
- Tuesday, Dec. 15**  
Bradford County, Sayre Hospitality House meeting on "Nutritious Eating for the Holidays" 12:30 p.m., Canton Hospitality House. Continues Wednesday.
- Franklin County Conservation District, 7:30 p.m., County Administration Bldg., Chambersburg.
- Wednesday, Dec. 16**  
South Central Dairy Goat meeting, 7 p.m., Adams County Extension Office.
- York Pruning meeting for Commercial Fruit Growers, 1:30 p.m., Goodlings Fruit Farm, Loganville.
- Red Rose Alliance, 7:30 p.m., New Holland Fire Hall.
- Hunterdon County Ag Development Board, 8 p.m., County Library.
- Centre County DHIA annual meeting, Logan Grange Hall, Pleasant Gap.
- Thursday, Dec. 17**  
Cellulose Conversion Seminar, alcohol fuel workshop, Wilson College, Chambersburg, continues through Saturday.
- Lebanon ASCS, 10 a.m., Heisey's Diner, Rt. 72, Lebanon.
- Classification barn meeting, Chester County Holstein Club, 7:30 p.m., Don Hostetters farm.
- Manor Young Farmers, 7:30 p.m., Glenn Burkholder farm, Prospect Rd., north of Rt. 999.
- Pa. Seedmen's Assoc. annual meeting, 10 a.m.-4 p.m., Treadway Inn, Lancaster.
- Seed, fertilizer dealers' meeting, 6:45 p.m., Union Hotel, Hunterdon County, N.J.

## NOW IS THE TIME

By Jay Irwin

Lancaster County Agriculture Agent  
Phone 717-394-6851



**To Exercise Breeding Animals**  
Many farm animals are kept in close quarters during the winter months. This may work well with animals being fattened for market, but is not the best practice for breeding animals. The flock of breeding ewes should have access to an exercise lot daily; there will be less trouble with paralysis in the ewe flock and stronger lambs born if daily exercise is practiced.

When the ground becomes frozen or snow covered, some shepherds will feed hay on the ground out in the exercise lot in order to force the ewes to exercise. Dairy cows need outside exercise to maintain good feet and legs, and to provide opportunity for heat detection. Brood mares need the same daily exercise, if they are to remain in the best of health.

**To Consider Forage Testing**  
Are you using the Penn State Forage Testing Service and the feeding suggestions offered? Many local dairymen and livestock producers utilize this testing service. The people that use the service tell us that the results and feeding recommendations they receive, far out-weigh the \$18 cost of the testing kit. We're at the beginning of the winter feeding period and suggest that producers get their hay and silage tested. This is the best way to learn the true feeding value of these forage crops. With top quality hay and silage, money can be saved by using less commercial protein in the mix. Details of this testing service and the recommendations are available at any Extension Office in the state.

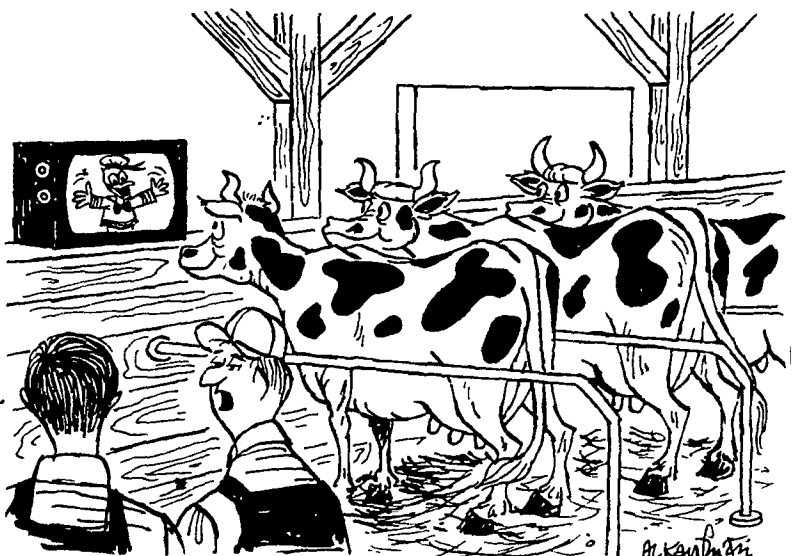
**To Review Partnership Agreements**  
There are a number of advantages to setting-up farm partnerships, but an annual review of the agreement and its meaningfulness in relation to current needs is essential.

Once a farm partnership is established, the agreement should be reviewed at least once a year. This should be done for two reasons. First, to see how well each of the partners is meeting their obligations...and secondly, to carefully evaluate the agreement to see if it is doing its intended job.

Then, too, farming is a rapidly changing business. So don't be surprised if the agreement you set up just a couple of years ago isn't

(Turn to Page A12)

## HAY HAWS



"I liked the good old days when we could keep 'em contented by just playing a little music."