



# Off the Sounding Board

By Sheila Miller, Editor

## Farm Show fever is contagious

About this time every year, people from country and town seem to get the fever — Farm Show fever, that is.

As people listen with straining ear to hear the latest weather forecast and reports on road conditions for the week of Jan. 10, the excitement begins to build.

For exhibitor and spectator alike, that trek to Harrisburg and the landmark Farm Show Building is an annual pilgrimage that has a magnetic effect. Whether it's a day spent ogling those mammoth tractors or scrutinizing four-legged specimens of the animal world, there's sure to be a memorable experience in store for anyone who walks through the welcoming doors.

A very important and special person who has some fond memories of his first Farm Show is Pennsylvania Secretary of Agriculture Penrose Hollowell.

"I was in seventh grade when my father took me out of school to travel to my first Farm Show and we stayed overnight," recalls the Bucks County dairyman who now holds the top seat in the Dept. of Agriculture. "That was in 1941 and the Farm Show building was only three years old, having been completed in 1939.

"I remember the impressive shows in the big arena, the cotton candy, the livestock, and looking at the Holsteins. I was impressed by the vastness of the Farm Show — I was more of a country boy then than I am now," he jokingly quips.

Hollowell has witnessed a change in philosophy for showing dairy cattle since the time he first attended the Farm Show as a young boy.

"At that time the emphasis was placed on bulls, and a lot were shown and sold here at the Farm Show each year. But that was before artificial insemination. Now the cow receives more attention, especially since the development of transferring embryos."

On Jan. 10 at 1 p.m., Secretary Hollowell will join Governor Dick Thornburgh in welcoming one and all to the 66th Penn-

sylvania Farm Show. This is a very special day for Hollowell, (who confesses he never dreamed as a boy of becoming the Secretary of Agriculture), because it will be the kick-off of a show that is dedicated to one of his pet projects — the promotion logo for Pennsylvania agricultural products.

"Pennsylvania Agriculture — We're Growing Better" is the official PDA logo developed 2½ years ago by a group of 4 or 5 individuals within the Department. This logo has become the pass word for every PDA employee and is now a readily identifiable sticker on many Pa. food items in grocery stores throughout the state.

"We had hired a professional firm to come up with a logo idea, but all we got were things like 'Farm Fresh' — not very original. So I consulted Jim Sumner of the PDA Bureau of Markets, we put our heads together, and came up with this."

Hollowell came up with the brainstorm in 1979 after seeing a real need to promote Pa. agriculture to consumers. "I kept seeing full page grocery ads that read 'We sell the best — Idaho potatoes' and the like. I had to ask myself why were they saying that in ads when Pennsylvania products were just as good if not better."

This year Hollowell can take a well-deserved bow for his idea and two-year effort. The fact that the logo was originally unveiled during the 1980 Farm Show can only make him more satisfied with the accomplishments he's made, with the help of a competent staff, in the area of promotion in just a few years.

Already more than 1,000 farmers' markets are using the logo in direct marketing sales. And about 170 commercial firms are displaying the distinctive logo on their cartons, labels, and cans.

So come out to Pennsylvania's largest farm promotion effort — the 66th Pennsylvania Farm Show. It truly is growing better under the direction of Secretary Hollowell and Farm Show Director Horace Mann.

## NOW IS THE TIME

By Jay Irwin

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### TO BE SURE ICE IS SAFE FOR SKATING

Farm ponds make great ice skating rinks...that's so long as the ice is strong enough. The general rule on thickness is that two inches will support one person and three inches will support a line of people. Thickness is not always the most accurate guide though. Other factors include color and age. New ice is stronger than old ice. And clear blue ice is stronger than slush ice. Be especially cautious with ponds that are either fed by a spring or have a fast moving current. The thickness of these ponds will vary considerably.

The most important thing is to have rescue equipment at the pond site. It is wise to have a straight ladder, rope and inner tube nearby — it could save a life. I would urge owners of farm ponds to use caution in permitting skating unless the ice is thick enough.

### TO MOVE FARM EQUIPMENT SAFELY

As farm equipment has gotten

bigger and taller, a new hazard has appeared. Cabs on larger tractors or combines may approach heights equal to ground clearance of high voltage electrical lines. Accidental contact between equipment and the electrical line can be fatal for the operator. This is especially hazardous where long spans cross fields creating considerable sag at mid-span. CB antennas or other additions to large equipment are almost certain to create a potential hazard of contact with the electrical line.

Wide equipment, such as planters or tillage equipment, folded up for transport can also reach heights that are dangerous. Also be careful when moving portable elevators. Instruct all operators and other workers about this hazard and how to avoid danger.

### TO TRANSFER SILAGE

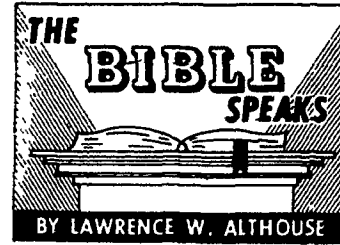
Livestock and dairy producers who have had silage stored in temporary structures might be planning to move this feed into

upright silos in the next month or so. Many producers use the temporary storage until some of the material is fed out of the upright silo. By transferring into the upright silo, mechanical feeders can be used. The objective is to move the silage during cold weather. The months of January and February should give this condition. When transferring during warm weather (above 50°) there is danger of more heating of the silage. No preservative should be needed. The faster the material can be moved into the upright silo, the better it will settle and remove the air.

### TO SEPARATE NEW ANIMALS

The addition of a new animal to the herd or flock, is a very common practice. However, there is always the chance of bringing new infections into the herd. Too many diseases and problems have been brought by the owner. At this time of year and in this part of the state, the Pa. Farm Show provides an

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### THE SERVANT January 10, 1982

**Background Scripture:**  
Matthew 12:51-12; Luke 22:24-27; John 13:1-16; Philippians 2:5-8.

**Devotional Reading:**  
Philemon 8-22.

I guess we still don't have this lesson right.

Oh, we've talked about it enough. We can verbalize it. Some of us can teach a Sunday school class a lesson on it and preachers can preach about it. But we still don't have it right.

If you are tempted to disagree with me, take a look at your own church. Now let's be honest, as you view it, is the "servant principle" evident in the life of your congregation?

What's the "servant principle"? Well, the New Testament makes it pretty clear for us. When, for example, the disciples of Jesus got into a dispute about which of them was to be regarded as "the greatest," Jesus rebuked them, saying: "...let the greatest among you become as the youngest, and the leader as one who serves" (Luke 22:26). Even more pointedly, he said "I am among you as one who serves" (22:27). It was no idle boast, for we know that on his last night with them, he took a basin, girded himself with a towel and washed their feet as a humble servant. And when he had finished, he said, "If I then, your Lord and Teacher have washed your feet,

you also ought to wash one another's feet. For I have given you an example, that you should also do as I have done to you" (John 13:14,15).

### The Form of the Servant

We know, of course, that Jesus was much influenced in his Christhood by the "Suffering Servant" passages of the Prophet Isaiah. His sovereignty was so strong that he could bend in servanthood to the needs of people wherever he encountered them. As Paul says in Philippians, it was servanthood born of sovereignty: "...though he was in the form of God, did not count equality with God a thing to be grasped, but emptied himself, taking the form of a servant..." (Philippians 2:6,7). No one coerced Jesus into his humble tasks as servant; rather he stooped from his exalted position to do these things of his own free will. As servant, he was still sovereign in his own life.

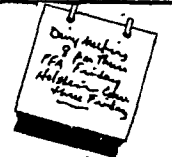
So, how do you see that view translated into action in your own congregation? Is it obvious in your church that the highest recognition we can receive is the witness of humble service? Do we exalt selflessness? Or is your church not all that different from your club or lodge: an heirarchy that depends on power and influence? (Maybe your church passes the test with flying colors. If so, good for you and yours! I and mine don't.)

### He Humbled Himself

But we need to look beyond our churches. What about the society in which we live: what really counts for prominence? Power or service? What examples do we hold before our children? And what kind of witness do we bear to them in our own lives?

It is very human for us to want, like the disciples, to be "the greatest." But we are called to be more than human, we are called to be Christlike, to humble ourselves in service to one another, knowing that no matter how much we give of ourselves, we lose nothing.

## Farm Calendar



Today, Jan. 9

Pennsylvania Farm Show livestock judging begins. (See complete daily schedule on Pages D22 & 27.)

Monday, Jan. 11

Poultry servicemen's seminar, Holiday Inn North, Rt. 501, Lancaster, 6:30 p.m.

CORE training for pesticide applicators, Hunterdon County Extension Office, Flemington, N.J., 7:30 p.m.

Bradford County Holstein Directors meeting, Robert Whipple farm, Hornbrook, noon.

Thursday, Jan. 14

Upper Eastern Shore Agronomy Day, Washington College, Chestertown, 8:30 a.m.-4 p.m.

Delaware vegetable growers meeting, 8:30 a.m., Sheraton Inn, Dover, continues tomorrow.

## HAY HAWS



"Quick, Cosgrove! Give this one some kind of ribbon!"