

OUR READERS WRITE, AND OTHER OPINIONS

(Continued from Page A10)

serving their soil and water resources. I hope that it makes an impression on those who don't!

Thanks for all your support.
Robert K. Mowrer, chairman
Soil Stewardship Committee
Lancaster Conservation
District

Up in arms

Your newspaper is a splendid agri-business publication and a real asset to the good dairymen of this area. Many times we have remarked, "Now why couldn't that article (or picture) make the pages of a big city newspaper."

But then there have been times that we can be thankful that the paper doesn't have a substantial urban circulation. Take, for instance, the picture on page B40 of the June 5 edition under the title Milk 'Officially' Quenches Pa. Thirsts. The photo shows Leslie Bresee of Bradford County using a straw to drink milk from his brimming bulk tank. I cringed

when that photo appeared last June and to have a rerun of a photo I considered to be in very poor taste, makes my blood boil.

I applaud the Commonwealth of Pennsylvania for adopting milk as its official beverage! What greater compliment could a Pennsylvania

dairyman have than to know that his clean wholesome product is deemed official. But I think every dairyman should be "up in arms" with milk touted in such distasteful manner. Your office should be flooded with letters of disapproval.

Dairymen need to promote in every way possible, but I do not see city dwellers drinking more milk if they are under the impression a dairyman takes a sipping straw to the barn to tap the milk tank when he gets thirsty. This is certainly

not indicative of the pure product we are promoting.
So, come on, consider the impact of an article or picture on a suburbanite who does not know the actual mechanics of a dairy farm and who may just chance to read Lancaster Farming. Good promotion is vital — we must be careful not to foster a negative attitude.

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Ellen K. Armacost
Upperco, Md.

volume bulls or heifers to test trends. Supply included about 80 head offered in lots of 4-13, balance sold in lots of three or less.

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FEEDER HEIFERS: Medium and Large Frame #1: One lot 585 lb., 55.35.

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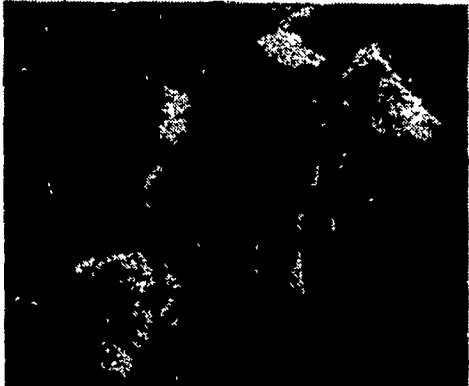
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Livestock market and auction news


**Lancaster
Feeder Cattle**
Friday, June 4
Report supplied by USDA

Today 234
Last Friday 464
Last Year 201
TREND: Small supply feeder
steers mostly steady; insufficient

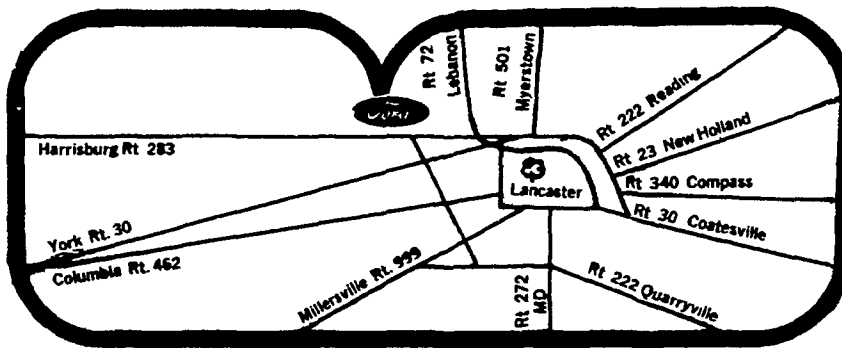
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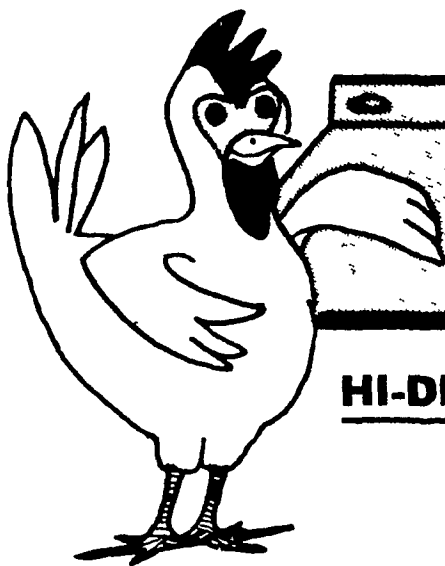


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