



BY DICK ANGLESTEIN

Carlton Coup

It will go down in dairy marketing annals as the "Carlton Coup."

Lehigh Valley Farms this week launched their new milk promotion campaign featuring Steve Carlton, Phillies pitcher, as their spokesman for Lite.

Lehigh Valley couldn't have made a better choice.

"Silent Steve's" devout belief in physical fitness speaks for itself.

He's the kind of person with a reputation that he would endorse only a product he truly believes in.

And, most farmers can relate to his 11-year avoidance of the press and mass media. Every farmer who has ever been misquoted by a newspaper or TV reporter who obviously knew nothing about agriculture can applaud Steve's more than a decade of silence.

While Carlton is a natural spokesman, there are other possibilities:

Gene Garber, relief pitcher for the Atlanta Braves, has his own Holstein herd around Elizabethtown in Lancaster County.

His teammate Dale Murphy looks like a big healthy country boy who could pitch a hay bale as far as he can hit a baseball.

Claude Osteen, pitching coach for the Phillies, is a chicken farmer up around Lebanon.

And, there gotta be some metro-born athletes out there who were introduced to good, clean farm life as Fresh Air Kids.

But today's Blue Ribbon goes to Lehigh Valley. And, there's a lesson in their coup.

I believe there's a place for brand name advertising in state and federal milk promotion programs. Let's hope someone gives it a chance to prove itself in these programs as it has been proven by Lehigh Valley in its own campaigns.

Vo-Ag Shortage

There are a lot of dedicated people in agriculture. It takes a foundation of dedication to be a farmer in the first place.

Among these dedicated people are vo-ag teachers.

They're gathering at Penn State this coming week to discuss some of their problems, including a possible shortage of teachers this fall.

Teaching vo-ag is a tough job. It's a 12-month assignment of very long days. There are fickle school boards and administrations to contend with and the ever present budget problems.

We in ag communications face a situation that many ag teachers face, also. It's the choice of making more money in agribusiness or staying in something that truly gives more personal satisfaction.

This true satisfaction for the ag teacher is that occasional student with the real potential to be a force in shaping ag's future.

But when you're younger and just beginning your career, it's a tough decision. Life is an economic challenge for all of us and at times it's hard to sidestep that reality.

I've met a lot of dedicated vo-ag teachers. Each in his or her individual way is a factor in the future of farming.

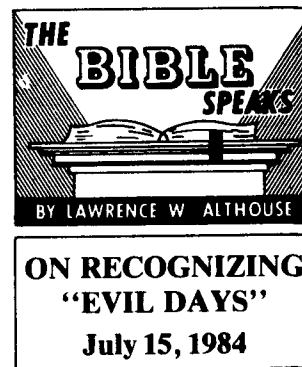
Just a few brief comments about some here in Lancaster County:

Phil Oglie -- Pennsylvania's loss is Michigan's gain.

Dick Yencer -- Your understanding, dedication and humanness will be missed.

Lou Ayers -- Well, Lou, you're a competitor now. But your contributions to ag are well scattered across Northern Lancaster County and beyond.

Vo-Ag teachers -- They're the 24-karat gold in the Blue and Gold.



Background Scripture:
1 Kings 16:15 through 22:40.
Devotional Reading:
1 Kings 19:9-18.

For us it is quite simple: we need not be particularly astute to realize that the era covered in 1 Kings is one of evil compounded with yet more evil.

Despite God's warnings, Jeroboam, first king of the northern Kingdom of Israel, had been a sinful monarch, leading Israel in ways which were an abomination to the Lord. Furthermore, each succeeding generation seemed to perpetuate and even magnify his evil deeds. Nadad, Jeroboam's son, also "did what was evil in the sight of the Lord, and walked in the way of his father, and in his sin which he made Israel to sin" (15:26).

MORE THAN OTHERS

Nadad was succeeded by Baasha, who continued the evil traditions of his predecessors. Baasha was followed by his son, Elah, who lasted only two years until he was assassinated by Zimri. Attacked by Omri, Zimri chose to die in the flames of the palace, rather than be captured by the next monarch of Israel. And Zimri's fate, says the chronicler, was "because of his sins which he committed, doing evil in the sight

of the Lord, walking in the way of Jeroboam..." (16:19).

Omri was no improvement on the throne of Israel and the writer of 1 Kings concludes: "Omri... did more evil than all those who were before him" (16:25). But there was even more evil in store for Israel, for Omri was followed on the throne by his son, Ahab and the chronicler proclaims: "And Ahab the son of Omri did evil in the sight of the Lord more than all that were before him" (16:30).

It's easy to see: these were evil days.

THE ACTS OF AHAB

But, if we had lived in those days, we might not have recognized them as "evil." The contemporaries of these kings probably did not regard them as evil. More likely they saw them as "successful." The days and years of their reigns were times of political strength and material prosperity. Omri established the city of Samaria as the new capitol of Israel. He subjugated Moab and established political alliances with the Phoenicians. Ahab, his son and successor, brought Israel victory over the powerful Syrians.

What the kings and their people probably failed to realize was that, although these were days of political might and material prosperity, they were also a time of spiritual weakness and decay. Unfortunately, when we are prosperous and powerful, it is difficult to realize that we are spiritually in decline. Even if we are aware of some spiritual and moral decay, we may assume it is the price that must be paid for political power and prosperity. What we may not realize is that it is too high a price to pay!

Often, as 1 Kings proves again and again, it is difficult to know when we are in the midst of "evil days" until it is too late.

NOW IS THE TIME

By Jay Irwin

Lancaster County Agriculture Agent
Phone 717 394 6851**To Readjust Time Clocks:**

This is the time to readjust time clocks controlling the lights laying houses to provide the layers with the day length they received on June 21, according to Dr. Forest Muir, Poultry Specialist at Penn State University.

One of the cardinal rules of poultry management is to never decrease the light period of a flock in production. Most flock managers would never intentionally decrease the day length of a flock in production, but we are in a season when this can happen accidentally.

The longest sunrise to sunset period occurred on June 21, so the day length will decrease until December 21. It is approximately the third week in July before this decrease in day length is apparent.

Some layers are in light controlled not light tight housing. Two major sources of light leakage in these buildings are from exhaust fans and air intake. Therefore, layers housed in light controlled or in housing with windows may be subjected to a naturally decreasing day length unless time clocks controlling the lights are readjusted to provide the layers with the day length they received on June 21.

To Vaccinate Calves:

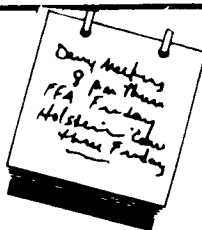
To keep your herd healthy it is important that cows and calves be vaccinated at the proper time. A.J. Heinrichs, Penn State Extension Dairy Scientist, tells us that specific vaccine use varies with the disease present in the particular area.

Because IBR (infectious bovine rhinotracheitis) is widespread in Pennsylvania cattle, vaccinate all replacement heifers at least once. Six to eight months is a good age to do this because maternal immunity has disappeared by then.

In herds with widespread respiratory infections in young calves, a nasal vaccine to protect against IBR may be given to calves as early as two weeks after birth. Parainfluenza protection is usually given in the same dose with the IBR.

To Keep Dogs Under Control
The summer months increase outdoor activity with your dog. Keep in mind that a dog owner's responsibility is to keep their pet under control at all times. Free roaming dogs cause accidents,

(Turn to Page A12)

Farm Calendar**Saturday, July 14**

Pa. Angus Breeders Show, Centre Hall.

Pa. State Beekeepers Assn. Summer Picnic, Indian Trail Park.

Dairy Goat Field Day, 1-4 p.m., Fischer's Windy Hill Goat Dairy, Manheim.

Chester County 4-H Dairy Roundup, Kimberton Fairgrounds.

Lycoming County Fair continues through next Saturday.

Monday, July 16

Professional Judges Conference, Pa. Holstein Association, Tioga County.

Md. North-Central Championship Show, State Fairgrounds,

Timonium.

Jefferson County Fair, continues through Saturday.

Pa. Vo-Ag Teachers Assn. annual meeting, Penn State, continues into Wednesday.

Kimberton Community Fair, continues through Saturday.

Tuesday, July 17

Fair Directors, Courthouse, Smethport.

Wednesday, July 18

Annual Meeting of Inland Fertilizer Association, Hostetter Farm Supply, Inc., Hanover.

Pa. Flower Growers Annual Meeting, Penn State, continues tomorrow.

Adams County poultry meeting for egg producers, 7:30 p.m., Extension Office.

Lancaster County 4-H Holstein Show, 9 a.m., Solanco Fairgrounds.

Thursday, July 19

Lancaster County Holstein Club Show, 9 a.m., Solanco Fairgrounds.

Friday, July 20

USDA cattle report due.

Saturday, July 21

District III Jersey Picnic, 11 a.m., Long Meadow Farm.

Shippensburg Fair opens, continues through Tuesday.

