

# Farm Talk

by  
**Jerry Webb**

Do you ever get the feeling that the fast food industry is trying to replace the dinner table? That its ultimate goal is to completely take over the feeding of America's people? It hasn't happened yet, but given enough time and the current trend, there's little doubt that mom's home cooking will be replaced by some fast food creation in a plastic box complete with napkins, salt and pepper, a packet of ketchup—everything but the Alka Seltzer.

I can see the time when youngsters will grow up not knowing the joys of good home cooking, and instead of bragging about their mother's cooking they will debate the merits of the various fast food outlets.

Fast food restaurants are very perceptive when it comes to understanding the American mind. They study the trends of working mothers, school kids and busy families that lack the time and the motivation to gather around the dinner table two or three times a day. And so they offer in foil and plastic a variety of food items ranging from your basic hamburger to make-believe spare ribs. There's hardly a food entree that some fast food organization hasn't at least experimented with to see if it can be sold in a ready-to-go package.

While hamburgers and cheeseburgers are still number one and number two, a whole range of food items are competing for the next few spots. Things like ham and cheese, Canadian bacon, beef steak, chicken, fish, sizzle chops, baked potatoes and on and

on. What was once a simple hamburger and french fry business has turned into a 24 hour a day operation providing all your daily needs from a cup of coffee to a full dinner. And it's still ready in a hurry and packaged to go.

I remember quite vividly my first visit to a McDonalds. That was back in the late fifties in Missouri and I was attending a wedding in the state capitol. Following a rehearsal, we went out for a quick bite and someone directed us to McDonalds. There it was, looking like a porcelain gas station, with big yellow arches holding it up. As I recall, hamburgers were about 15 cents and french fries were a dime and they were made from real potatoes prepared right on the premises. It wasn't home cooking but it was quick and cheap, and it met a nutritional need.

Now those fast food restaurants are everywhere, springing up like gas stations at busy intersections, touting their products on television and in the newspapers and offering all kinds of incentives including games, special glasses, cash prizes, and comic books.

It's interesting to note that the generic name that is applied to these places has been and probably always will be fast food restaurants. I suppose that designation excuses a multitude of sins, including too much grease, not enough flavor, and more wrapping than content. I've often thought at the conclusion of one of those gastronomic experiences that if possible I would be better off to eat the packaging and throw

away the food. There would be more of it and it might even taste better.

It's not that I'm against fast food restaurants, they clearly have a place. But when I realize that somewhere in the future they may be the only place to eat, I get concerned. When a generation grows up on Burger King and Roy Rogers and all of those others, and only occasionally gets the rare treat of a home cooked meal, what will another generation do? Will our society become populated with people who won't realize that beef also comes in roasts and steaks? Or that a whole ham properly prepared and served with the right additions is much tastier and more nutritious than a ham sandwich and fries. And will the job of eating home cooked foods with all of their ethnic and regional variations be replaced by the corporate hamburger, reconstituted and frozen fries and a

shake that contains no dairy products?

Despite a recent study that supports the nutritional merits of fast food, I still hope for the continuation of home cooking. I hope that children—boys and girls—will still learn to cook and that a fast food dinner will be the exception rather than the rule—reserved for

that occasional time when nobody in the family has time to cook.

Maybe I long for a simpler time—a bygone day with family gathered around a dinner table piled high with the best of agriculture's abundance.

Somehow I just can't picture that table loaded up with today's fast food cardboard containers and foil wrappers.

## Berks plans poultry meeting

LEESPORT — A meeting on "Production and Marketing Economics" will be held for Backyard Poultry Producers and Poultry Fanciers at 7:30 p.m.

Monday, Nov. 5, at the Berks County Agricultural Center.

Speaker will be Dr. Paul Aho, Penn State Extension Poultry Specialist.

### WHITE WASHING with DAIRY WHITE

- DRIES WHITE
- DOES NOT RUB OFF EASILY
- NO WET FLOORS
- IS COMPATIBLE WITH DISINFECTANT & FLY SPRAYS
- WASHES OFF WINDOWS & PIPELINES EASILY

#### BARN CLEANING SERVICE AVAILABLE WITH COMPRESSED AIR

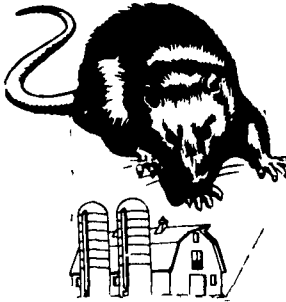
To have your barn cleaned with air it will clean off dust, cob webs & lots of old lime. This will keep your barn looking cleaner & whiter longer.

We will take work within 100 mile radius of Lancaster

**MAYNARD L. BEITZEL**  
Witmer, PA 17585 717-392-7227  
Barn Spraying Our Business, not a sideline.  
Spraying since 1961.

High Pressure Washing & Disinfecting Poultry Houses And Veal Pens

ATTENTION FARMERS... FREE ESTIMATES ON RODENT CONTROL



RODENTS carry diseases which can endanger the health of your poultry flocks. Your business is raising them. Ours is protecting them.

We Specialize In Sanitizing And Disinfecting Poultry Houses

**Fhrlich**

Since 1928

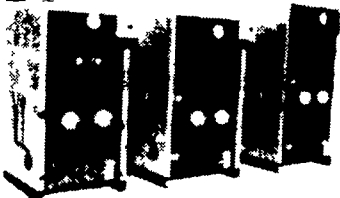
Pest control is too important to trust to anyone else

Lancaster, PA 397-3721

Lewistown, PA 248-3983

State College, PA 237-7607

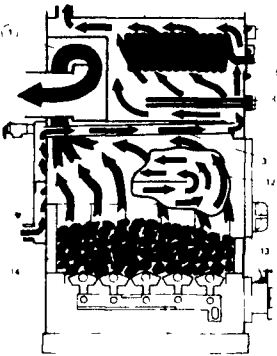
### HARMAN TRIDENT BOILERS



THE ULTIMATE IN WOOD/COAL BOILERS, FURNACES & FREE STANDING STOVES (Available to plumbers at wholesale price)

#### FEATURES:

1. Exclusive Harman Spiral Chamber
2. Harman Cast-Iron Grate System with external shaker lever
3. 1" Schedule 80 Water Pipes
4. Optional Electric Back-Up Kit
5. Optional 4 gpm Domestic Hot Water Coil
6. ASME Pressure Relief Valve
7. Temperature Pressure Gauge Fitting
8. Dual Function Aquastat Fitting
9. Electronic Automatic Draft Control
10. Heavy 3/4" & 5/16" Steel Construction
11. Overfire Draft Controls Provides Secondary Air To Burn Coal Gases
12. Unique Water Flow Pattern For Maximum Heat Transfer
13. Heavy Cast-Iron Doors
14. Fire-Brick Lined



### CHESTER B. NOLT

30 S. Hershey Ave. (Bareville) Leola, Pa. 17540

Phone (717) 656-6898

Hours: Mon. & Tues. by Appointment  
Wed., Thurs., Fri. 10 to 8; Sat. 10 to 4

## "I will not single out farmers to bear the brunt of any embargo"

President Reagan

- Lifted the Carter-Mondale Grain Embargo
- Lowered Interest Rates
- Lowered Inflation
- Lowered Taxes (Including Inheritance and Gift)

Mondale was an active, full-time partner in the failed policies of the prior administration that pushed American farmers to the ground. Rampant inflation, high interest rates and high production costs — crowned with the crushing grain embargo that cost farmers precious markets and billions of dollars — were terrible burdens for anyone to inherit.

But President Reagan moved aggressively to reverse the down-trodden course of agriculture and the entire nation. There is a brighter hope for all of us now. President Reagan is committed to policies that will provide for sustained, broad-based growth in agriculture.

His leadership is working for farmers. Vote AG-Leadership

*Reagan*

— 1980 Election Campaign



**PRESIDENT REAGAN**  
Leadership That's Working

Paid for by Reagan-Bush '84