

FROM WHERE WE STAND

The Customer Is Always Right

What has happened to the old slogan, "The customer is always right."?

It used to be the rule for most businesses as well as the slogan. Merchants went out of their way to try to satisfy the customer before he got out of the store. Persons with something to sell tried to make the customer feel that his business was appreciated and welcomed.

Now the feeling seems to be, "We can get along without your business. There are plenty more customers."

There appears to be a general feeling that if customers are hit hard enough and often enough with high pressure advertising they will be eager to snap up anything offered to them.

We realize that during the few days before Christmas, extreme pressure is on the sales people, but we do not believe this is an excuse for rudeness.

During the shopping season in December, we were in the market for a small electrical appliance, but had not settled on any particular style or trade name. When we asked to see some samples of the appliance in the store we were told, "We have (a well known brand). The name is what sells them". When we ventured that we believe in the value of a good name, but would still like to know what we are buying, the salesman became rather huffy and told us that there was no need to show the model to us if we didn't know what we were getting when he mentioned a name like that.

We will admit that this is an isolated case, but we feel that it points up the general attitude that seems to be developing among all too many people in sales jobs.

There is a lesson in this for us as farmers too. A few weeks ago an agricultural economist explained in a talk, that he had just recently been examining some eggs shipped into our state from the deep south, now we have never before worried much about the eggs coming here from other areas because they were always of such poor quality that they could not compete with our locally produced ones. The economist went on to say that the eggs he had seen were of excellent quality and had been packed

and shipped in such a way as to keep them in good condition.

There was a time not long ago when my helpmate would specify Maine or Idaho potatoes when she would ask her husband to do the weekly grocery shopping. When asked why, she answered, "They always wash them.", and the neatness that was added to the package was enough to cause her to ask for these particular spuds.

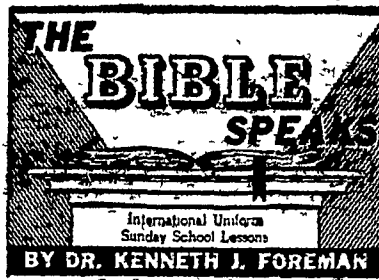
Apples from the state of Washington have long been considered the very tops in quality. Once very innocently we asked an orchardist from the State University why we couldn't grow apples of as good quality in this state. His reply was very direct and to the point. "We don't have to." He maintained that we have the know-how and the material to produce high quality fruit, but growers in Washington State must grow only the very highest quality apples in order to meet competition after the long haul to the eastern markets.

Transportation and packaging have taken such giant strides in the past few years that the barrier of distance is much less than it formerly was. We can no longer produce second quality merchandise and hope to hold our markets just because we are in a favorable spot geographically. We still have the advantage of being near several large centers of population, but our advantage is shrinking all the time.

We must remember this, because if we do not give the consumer what he wants in the way of food products, he will look elsewhere for his supply. We are going to have to put more emphasis on quality than ever before, and we are going to have to demand that the quality of our food products is maintained until it reaches the consumer.

High pressure advertising will not for very long sell inferior merchandise, nor can we maintain a market with the attitude of, "Let the buyer beware." In agriculture as in any other business, the customer is always right.

At least that's how it looks from where we stand.



Bible Material: Acts 12.
Devotional Reading: Psalm 96.

World Mission

Lesson for January 3, 1960

CHARLES Darwin, the famous scientist, is reported to have said, "If I am ever cast adrift on a savage island, I hope it will be one where Christian missionaries have got there first." Dr. Pitt Van Dusen during World War II wrote a book called "They Found the Church There," describing some of the many times Allied troops had been astonished to find Christians in the least likely places. A young paratrooper lost in New Guinea, expecting nothing better than to be eaten by cannibals, would hear the sound of a familiar Christian hymn, something he used to sing in Sunday school. When he made his way toward the sound, he discovered not cannibals but ex-cannibals, now changed men because Christ had come to their village.



Dr. Foreman

One of the most thrilling sights this writer has seen in recent years was a book, in fact two books—though he could read neither one! One of these was the first book of any kind printed in one of the Miao languages (Miao rhymes with a cat's meow). Some young missionaries, trained in the study of primitive languages, have for the first time in history put this Miao language into writing so that these mountain tribes, living in the borderlands between China and Thailand, can learn to read, and in time read the Bible. This new book is only a primer, but it is a kind of toe-hold for the Christian missionaries. The other book is a reprint of the first New Testament ever printed in Korean. Seventy-five years ago, to be a Christian in Korea called for the death penalty. No missionary could go there. But in China this Testament was printed in the Korean language, and smuggled into Korea by the

"Christian Underground."

Small Beginnings

The story of Christian missions is long, and thrilling. The only people who do not get a thrill out of it are the people who get no thrill out of Christianity itself. A church member who says, "I believe in Christ but not in missions" is as good as saying "I don't believe in Christ." The Christian religion is a missionary religion, which is to say it is for all men everywhere, it is not "American," "white," "occidental" any more than it is Asian, low or oriental. Missionaries have gone everywhere, that is to say into all sorts of places. But when we call foreign missions, or world missions, began with the day when two men set out from the city of Antioch headed west. They were the best and ablest men in the church, they were its associate pastors as we would call them. They had been, so to speak, co-missionaries in the metropolis of Antioch. Now the church sent them out. But the church did not send them until they were sure this was the will of the Holy Spirit. The thought of sending these men came as an inspiration, and the church recognized it as such. So Paul and Barnabas became the first "foreign missionaries" in history.

Target: World

"Go into all the world," Jesus had said. There is no "here" or "there" for Christian missions. An American Christian goes to share Christ with the Koreans, is a "foreign" missionary; if a Korean comes here for the same purpose he is a "foreign" missionary too. (That is one reason why some churches do not speak of "missionaries" home or foreign but of "fraternal workers.") Preaching a Gospel sermon to a Spanish speaking congregation in Texas is "home" missions; preaching the identical sermon to a congregation in Mexico is "foreign" missions. Its geography that draws the line. There is no line, really. That first "foreign missionary" party started by going to the old home of Barnabas himself, where they would have (in our lingo) "connections." Everywhere in the world is always the target. Places and countries may be barred to us, for shorter or longer time. But the church sets no limits on itself. Wherever in the world there are people, there the Good News of God is needed, and there Christians will joyfully go.

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Davidson

THIS WEEK

—In Washington

With Clinton Davidson

Take Inventory

It's the custom in Washington between Christmas and New Years, to take inventory of where the Nation stands and to make plans for the year ahead.

To get an appraisal of 1959 and a preview of what Washington expects in the year ahead, we've talked with government officials, as well as with congressmen who are here for the session which begins next week.

Almost without exception they rate 1959 as a "good year." It has been, they agree a year of marked economic recovery, marred only by the steel strike and sharply lower farm income.

This has been a year of unprecedented prosperity. National income has set a new all-time record, more than \$20 billion above last year. Unemployment has dropped and employment has increased by about two million.

Peace is more secure than it was a year ago. There has been at least a crack in the cold war ace. World War III seems more remote and less likely than it did a year ago. The Year Ahead

There is unanimous agreement in Washington that the year ahead offers good prospects of continued national prosperity, as well as a further thaw in the cold war.

With the exception of farmers, 1960 is expected to be a better year for almost everyone than 1959. People will have more money to spend and factories will turn out more things they can buy.

Washington expects President Eisenhower's forthcom-

ing visit to Russia, and the Summit Conference which is expected to follow, to lay the groundwork for peace between the great powers of the East and West.

There is hope, too, that at least a start can be made toward disarmament in 1960. Negotiations for arms reduction would be expected to follow a successful Summit Conference.

Problems in 1960

The general feeling of optimism in Washington is mixed, however, with the realization that 1960 will not be without serious problems. Some of the problems which those we talked with see ahead include:

How to keep national prosperity rolling without it turning into inflation. Prices that go up faster than incomes could leave all of us with

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Now Is The Time . . .

BY MAX SMITH



MAX SMITH

TO ORDER LEGUME SEEDS—Grassland producers are urged to order and accept early deliveries of quality legume seeds. Red Clover or Alfalfa that is to be seeded next spring may be gotten on hand for it only about eight weeks until the time to make broadcast seedings. Certified seed is recommended to get maximum yields of quality roughage.

TO KEEP TRENCH SILOS SEALED—As feeding operations progress at the one end of a trench silo, it is very important that the plastic cover be kept tight on the balance of the silo. It is a common practice to keep rolling back the cover and little effort is made to keep air from blowing back under the cover that is over the remainder of the silo. When air gets under the cover, spoilage sets in. Sawdust, soil, mold, silage, or other heavy matter may be used to keep the cover down tight over the un-open surface.

TO POINT OR TREAT INSIDE OF SILOS—To treat the inside of an upright silo when it's empty is a major task, however, if the silo needs attention, it might be done frequently as the silage is fed out and the area within easily reached. Mild weather usually comes often enough during the feeding period to permit use of mortar, cement, or other silo-treating materials.

TO MACHINE-STRIP THOSE COWS—Many modern dairy men do not do any hand stripping of the cows following the milking machine; this practice is accepted however, we feel that it is a good practice to machine strip most cows. This means taking the one hand and bearing down on the claw of the machine while massaging the udder with the other hand. This practice also prevents the teat cup from crawling up on the teat and blocking the outlet. Careful attention is needed not to leave the machine on the cow too long; this has been blamed for many cases of mastitis.

Rural Rhythms

NEW YEAR THOUGHTS

by: C. D. H.

The decade ends, we review the past years;

Add up all the joys, subtract all the tears,

Multiply the good memories, divide all the bad;

The 50's were the best that we've ever had.

What will we say when the 60's are gone?

Will the children be making homes of their own?

Will these be the years we will never forget?

Will these be the best of all years yet?

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