

From Where We Stand . . .

You Can Sell Anything For A Price

It has been said that you can sell anything if the price is low enough.

But let's suppose this unlikely situation:

You have taken your wife out to the best restaurant in town and said to the waitress, "Price is no object. Bring us the best meal in the house." She brings on the food, cooked and seasoned to a turn. The meal contains all your favorite dishes done just the way you like them. You eat until you think you can't hold another bite when she brings out your favorite kind of pie with a dip of your favorite kind of ice cream. You know you shouldn't, but you force it down and wonder if you will be able to make your way to the car.

The waitress presents you with a bill for \$10.00. You wince a little bit, but you figure it was worth it to eat like that just once.

Now just as you get ready to rise from the table, the waitress comes over and says, "Wouldn't you like another dinner just like the first one — at half price?"

Of course you say no. Then she asks if you wouldn't take one for one dollar. Again you say no. The price keeps coming down until she tries to sell you the five dollar dinner for ten cents. You don't want that meal at any price.

Economists call this the "inelastic demand" for farm products.

There are those who will argue that this is simple supply and demand, but supply and demand runs much deeper than this.

Two of the factors that determine the demand for a product are its availability and its selling price, but even more important, perhaps, is the number of good substitutes that are available. If there are lots of good substitutes, demand will shift from one product to another as prices change. If there are few or no substitutes, however, demand for many products is affected very little by changes in price.

Most farm products fit into this latter category. There are no good substitutes for food, hence consumers have very little choice but to pay the going rate. It has been determined often that consumption of food products changes very little with price changes. We still buy about the same amount of potatoes, bread, milk, flour, sugar and meat, regardless of price.

For those of you who can remember how uncomfortable it was to do without sugar during the war years, we think you will agree that people would have bought it, if it had been available — even at much higher prices than normal.

This means that if farm prices decline there will be very little increase in total sales, and a rise in prices will cause very little decline in total sales.

There are those who believe that this country enjoys good diets because food is an inexpensive commodity, but we believe it is simply because food is available in such quantities. We believe this is the reason for the bargains in food. Consumers have been enjoying relatively low food prices for the past two decades. It has been the increased efficiency of the American farmer that has made this possible.

Consumers are now experiencing what happens when a food item gets into short supply. We are really fortunate that this situation happened with sugar since it accounts for a relatively small percentage of the food dollar. We shudder to think what problems would be caused by a short crop of meat or milk.

But perhaps it would make consumers realize what a bargain they have been getting at the food market.

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



Rain On The Unjust

"You must be living right," a farmer said the other day as he looked at his dry, browned lawn and we described our green, lush one. We happen to live in one of the "spots" in the county that have had more rain than most of the area.

Of course, we would like to take credit for our green lawn, but we are told that, "The rain falls on the just and the unjust alike."

We can't help being struck by the great differences in the lawns around the county. In some areas around Lititz, Quarryville, and Millersville, the lawns are as brown as they were in January, while in the Willow Street area, lawns are quite green, and in the Kirkwood area, the grass is as fresh and green as it ever was in the spring.

As we said, we wouldn't mind taking credit for our green lawn, but then of course, we would have to take the blame for all the brown ones, and we surely don't want that hanging over our head.

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



Down to Earth Thinking — From the Opportunity, Wash. Spokane Valley Herald: "I was raised on a farm where you have the advantage of seeing my basic philosophy working. Sometimes I feel I did my three sons a disservice by not making their home on a farm. In a modern push-button home its not hard to understand why young people sometimes miss the point of life. On a farm, they would learn that if they wanted to eat they would have to plant the seed and then labor mightily until their muscles ached to see that seed bear fruit for their use. In more primitive times they would have learned that failure to labor thus would have resulted in a hungry winter.



Watch Common Market! — If European Common market — in order to gain self sufficiency — continues to expand measures to protect its area against outside competition, the resulting contagion would "spread to the whole world," the Senate Commerce Committee was told recently. Possibility of future declines in U.S. agricultural exports to the common market point out the need for expanding markets in Asia and the Southwest Pacific says Foreign Agriculture Service. The chief obstacle is the low income of the potential customers.

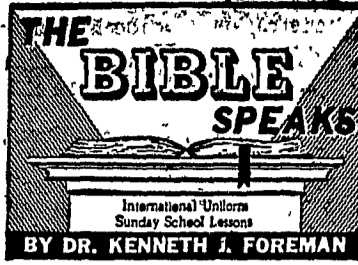


Image of God

Lesson for July 14, 1963

Bible Material: Genesis 1 and 2. Devotional Reading: Psalm 8.

GOD created man in His own image, in His own likeness. That is the declaration of Genesis, in the very first chapter of the Bible. It is such an astonishing statement that many, even Christians, have been unable to believe it. There is no space here to tell of the ways in which this great declaration has been made to appear to say something else but what it does say, namely, that God and man have a common likeness, a resemblance. This does not mean that man is an exact reproduction of God on a small scale. It does mean, taken at face value, that man resembles God in ways that no other creatures do.



Dr. Foreman a common likeness, a resemblance. This does not mean that man is an exact reproduction of God on a small scale. It does mean, taken at face value, that man resembles God in ways that no other creatures do.

What happened to God's image?

Someone will ask: But what about sin? Was there anything left of the image of God after mankind fell into sin? Here Christians, and even churches, have long differed. Some say: The image is there, clear as ever. Others say: The image (resemblance to God) has been totally destroyed by sin. There is a third view in between these, which is held by many churches, and which seems to this writer to be closest to the Bible and to facts of experience. That is, the image of God has been marred and defaced, but it is still there. This view of the matter is expressed in an old gospel song: "Down in the human heart, crushed by the tempter, Feelings lie buried that Grace can restore."

Like God in mind

One way in which we are a kind of likeness of God is in our minds. A great scientist of a past century spoke of his discoveries as "thinking—God's thoughts after him." The mind of God planned this universe; and if our minds were absolutely unlike His, we could no more appreciate this universe, we

could no more discover its laws than a turtle can. So far as we know how the world is made, so far as we discover the properties of new elements and materials, we are thinking after God the thoughts He had in creation. Had you ever stopped to think what a dull world this would be if we had to look at it from a turtle's eyes and a turtle's brain? If you have any sense you would not exchange places with the most intelligent horse or dog that ever lived, because in doing so you would lose your most precious possession next to life itself: your human mind.

The voice of conscience

John Calvin, a famous theologian who could be very plain when he tried, gave us a helpful hint about the image of God. It means all those qualities in man, he said, which mark us off from other animals. Now one of these qualities is what we call Conscience. This is a word for the ability which human beings have, to look at things and actions not only as pleasant or unpleasant, legal or illegal, approved or disapproved, but as RIGHT or WRONG. Nature—birds and bees and tigers and buzzards—does not know anything about right and wrong. Nature-creatures do what comes naturally, they know nothing else, because they do not bear the image of God. But man's ability to be aware of right and wrong,—and not only that, but to stand for the right even if he suffers and dies for it—this is part of what his likeness to God means.

The love of beauty

Again, one thing that sets us off from other creatures and marks a resemblance to God, is something often forgotten: namely the joy we have in what is beautiful. Animals are sensitive to simple beauties such as color; but you never saw a dog that would leave his bone to look at a sunset, nor a cat that would eat more happily if a bowl of violets were put down by her cat-food. It is only human beings who want flowers on the table, or who will rise from a meal to look at a sunset. God made the world beautiful, and it was beautiful long before men lived on this planet. But now whenever beauty touches our hearts, whenever we thrill to beauty in nature or in art, we are sharing the joy of God. The reader is invited to think this out farther; these that have been mentioned are not the only ways in which we bear the image of God. We can come to Him, not as to a stranger!

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Now Is The Time . . .

BY MAX SMITH

To Control Tree Borers

Many kinds of fruit and shade trees are damaged by borers working in the trunk near the soil level; on many fruit trees you can spot borer holes by looking for gum or sap oozing from the injured area. A good method of prevention and control is to spray the tree trunk with DDT about July 15th and repeat about August 10th. Use 6 tablespoons of 50% DDT powder per gallon of water. Cover the trunk from the lower branches to the ground and apply some to the soil and grass around the tree.



MAX M. SMITH

To Prepare For August Seeding

Many grassland farmers may want to make an August seeding of alfalfa or clover. If this be the case, it is important to get the ground prepared several weeks prior to sowing the seed. Since it is recommended to seed the alfalfa by the middle of August, the ground should be plowed or disced in the near future. In dry weather it might be better to disc several times, instead of plowing. A firm, well-prepared seedbed is very important.

To Give Cows Rest Period

Many local dairymen will have a large number of fresh cows during the late summer and fall months. The importance of a 6 to 8-week dry period is still recognized as good herd management and should be given to each cow. This enables the cow to gain weight and health before the next lactation.

To Start Compost Pile

Summer is a good time to start a compost pile in order to have extra humus and organic

matter for next spring's planting. Leaves, grasses, weeds, sod, soil, and discarded vegetable and flower plants may be used in the compost. Place alternate layers of these materials with soil and keep the pile flat and well wetted down during the summer. Spread a thin layer of complete garden fertilizer on the pile from time to time and keep turning it during the summer and fall. This well-rotted organic matter will be quite useful next year.

Buying Frozen Fish

Little or no odor is one sign of good-quality frozen fish, reminds Louise Hamilton, Penn State extension nutrition specialist. Fish should be solidly frozen and there should be no brownish tinge or other discoloration in the flesh. If buying fillets and steaks, choose those that are wrapped in a moisture-vapor-proof material. At home, keep frozen fish solidly frozen until ready for use. Do not refreeze fish once it has thawed.

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