

From Where We Stand . . .

Our Anniversary

Lancaster Farming is twelve-years-old this week. Published under the banner of "Lancaster County's Own Farm Weekly," we have been dedicated to local farm news through the years.

In the first issue published in 1955, the "Greetings From Lancaster Farming" stated, "Here is a 'trade paper' devoted to the interests of the farmer, to report his activities, to help others, to keep the farmer informed on what affects him."

The greeting continues, "Emphasis will be on meetings, on sales, on crop and weather conditions, legislation — state and national, markets, marketing, a clear, concise, condensed fact sheet. . . . The policy will be to report the facts as they fall.

"Every facility we can muster — will be put to use for you, to make Lancaster Farming tops in its field."

In the lead article of the same issue the editor said as far as farm news goes, "All will be covered".

In looking through the yearly volumes of Lancaster Farming it is evident that the farm news has been covered. And the present is no different. We are daily at the center of the county farm news when and where it occurs.

So, for all the local farm news, read Lancaster Farming.



"Milk"

In discussion with a local dairy farmer friend recently it was brought out that the average American consumer has the money and will buy what he or she wants. And what is wanted is what is best and what is known about.

This is where advertising milk comes in. There is no question that all the milk we can produce can be sold if the right advertising approach is used.

An example of what is needed came over our desk from the National Dairy Council this week. It reads in part, "Milk is a bargain. It is a package full of nutrients, safety, convenience, versatility, and economy."

This is some of the hard hitting language in the new consumer leaflet, "Milk" "Milk" has bold, colorful design, aimed at catching immediate reader interest. What "Milk" says is designed to hold this interest.

"Milk" emphasizes: "No other food offers so much all-around nourishment

Farm News This Week

Beef Roundup Scheduled For December 5 & 6 — Page 1

New FFA President Sees Land And Living Costs As Farmer's Big Problem — Page 1

City Congressmen Understand Agriculture, Fulton Says — Page 1

Grange Ends National Meet With New Goals — Page 1

1968 Agricultural Conservation Program Has Been Approved — Page 16

Remodeling Barn Tour Held This Week (Picture) — Page 1

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for your whole family as the milk you buy . . . It is a daily investment in health." To support this conclusion the nutrients are presented, their functions highlighted, and milk's special contributions to health analyzed. About one-half the leaflet covers quality and storage, milk as a basic ingredient in countless recipes, and milk's convenience and recommended amounts.

The total presentation is brief, without unnecessary details.

We believe advertising is not only a producer problem. Neither can we put all responsibility on the milk dealers or retailers. It's a problem too big to attack individually. But attack we must if we are to compete in the market place.

And we can compete. There is no question that if we untie and put our money together (producer, dealer and retailer) and run an advertising campaign to out-do all advertising campaigns, we can sell Mrs. (or Miss) consumer what she really wants — the best — real milk.

Oh, yes, we can't wait until some future date or some better method comes along to start. The best time and place to start this effort is now with the farm organizations who are already dedicated and set up to do a good advertising job for milk.

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

Across The Fence Row

Spend little effort and you will have little else to spend.

If you must strike a man from behind, slap him on the back.

Everything comes to him who hustles while he waits — Thomas Edison

Then there's this story: "You said the mule was quite tame," the buyer observed.

"And so he is tame, isn't he?" asked the dealer.

"Not altogether — only partly so," the discontented purchaser replied. "He is tame in front, I dare say; but he is desperately wild behind!"

One can patch a shirt or overalls or a reputation, but it's hard to keep it from showing.

An excellent way to knock the chip off your neighbor's shoulder is to pat him on the back.

Most new cars operate as smooth as velvet — until some jerk gets under wheel.

Life's evening will draw its character from life's morning and afternoon.

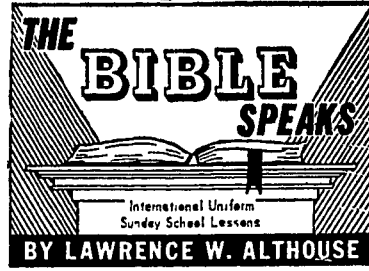
Then, here is one for the ladies: Her car stalled at the corner. The traffic light changed red, green, yellow, red, green, yellow, red, green, yellow.

Soon the policeman stepped up to her window and said, "What's the matter? Don't we have any colors you like?"

Weather Forecast

The five-day forecast calls for temperatures to average below normal with the high in the mid 30's to low 40's, and the low in the 20's to the 30's. It is to be generally cold throughout the period. Normal temperatures are 44 high, 27 low.

Rain may total one-fourth inch occurring as snow or rain Sunday and again on Wednesday.



POINTLESS QUESTIONS

Lesson for December 3, 1967

Background Scripture: Micah 1 through 3:6.
Devotional Reading: James 1:22-27.

One day several years ago I was challenged by a situation of injustice that was afflicting someone who was a stranger to me. Because I feared that my involvement might be criticized, I layed. At last I prayed that God might reveal his will for me.



Rev. Althouse

The answer that seemed to come to me was a sharp reprimand: "You ought to be ashamed to even ask that question; you know what my will is!" I hesitated to admit it, but it was true. I really did know what God required of me, though I had put off the admission to myself. In truth, my problem was not ignorance, but reticence. Often, I'm afraid, that is the case with me: God does not hide his will from me so much as I might like to think; it is I who do not like to face up to the realities of that will and save my conscience by pretending ignorance.

Not in Ignorance

To be sure, there are times when I sin against God through ignorance, when I fail to realize the implications of certain choices that confront me. Far more often, however, I sin because, whether or not I will admit it, I do know God's will and refuse to do it.

I know that in this I am hardly unique. How often we make a mockery of prayer, asking God for his "guidance" for a body of men whose minds are already "made-up"! Meetings frequently will begin with a prayer for God to disclose his will, yet we have all observed that in reality most of us did not really want to know what God wanted so long as we got what we wanted.

The governing body of a certain congregation was holding its monthly business meeting. There were two items on the agenda: an

appeal for funds for the migrant ministry of the local council of churches, and a proposal to buy cushions for the church pews.

Too Late for God

The appeal by the council of churches was turned down because, as one official put it, "The treatment of those foreign workers isn't a concern for the church." In a subsequent action the governing body authorized the expenditure of several thousand dollars for pew cushions. Asked for a "closing prayer," the minister declined, exclaiming that there was "no point bringing in God at this late hour!"

The people of Judah were no less shocked by the stern words of the prophet Micah. The people of this nation, he said, made a great show of worshipping God, ever seeking to discover his will.

"With what shall I come before the Lord, and bow myself before God on high? Shall I come before him with burnt offerings, with calves a year old?" (Micah 6:6 RSV)

The question seemed sincere enough. What did God want of his people — What would please him? Ah, if only they knew!

Micah's response must have come as a jolt: "He has shown you, O man, what is good! God brought to them no new commandment. They do not have to search for God's word, for it has been already revealed to them many, many times. The only real question is whether they will do it. "And what does the Lord require of you but to do justice, and to love kindness, and to walk humbly with your God—" (Micah 6:8)

The Obvious Answer

It was a familiar message that had been given them by many of the prophets who had preceded Micah: unless you champion justice for the helpless, your worship is meaningless hypocrisy; unless you respond to the cries of your fellow man with kindness, your religion will be a judgment against you.

Will we never learn? Must we continue to ask: "With what shall I come before the Lord, and bow myself before God on high?" These are pointless questions for we already know the answer if we will admit it: ". . . do justice, . . . love kindness, and . . . walk humbly with your God."

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U. S. A. Released by Community Press Service.)

For Full Market Reports Read LANCASTER FARMING



NOW IS THE TIME . . .

By Max Smith
Lancaster County Agent

To Invest in Equipment . . .
Cattle feeders can save money by preventing injuries and bruises by having the proper equipment to safely handle their cattle. Catch gates are needed for treating animals, chutes and a loading ramp are necessary for loading and unloading. Local feeders are urged to install this needed equipment for more efficient handling and production of beef.

To Keep Records of Pesticide Use . . .
Now that the cropping season is over, all food producers should be certain to have an accurate record of all types of spray applications made during the year; this should be available on all crops as well as on

livestock. Our Extension Service has record blanks on which to keep these records. For market protection and for future farm planning these records are necessary.

To Control Livestock Parasites . . .
All livestock producers must make every effort to get efficient production in order to make a profit. Both external and internal parasites will reduce the production of both milk and meat. Many young animals are infected with stomach worms which may be more difficult to detect than body lice. Producers are urged to give special attention to these practices before the animals get a severe setback.