

From Where We Stand . . .

Animal Agriculture Does Not Benefit

Perhaps you have seen the new film already or seen some TV commercial adaptations of it. The American Heart Association has produced a new promotion flick entitled, "Eat To Your Heart's Content". From a production point of view, the film is an excellent cinematic product. It is in color, runs about 15 minutes and is narrated by humorist Tony Randall in lighthearted, effective, serio-comic style.

From the point of view of getting people to eat fewer products of animal origin, the film is an outstanding public relations success. But if you're in the livestock meat business, you will look at it pretty dismally. The movie has unmistakable references to the (presumed) role of saturated fats of animal origin as the causes of heart disease. As usual the inconclusive, invalid "evidence" used by many "diet-heart enthusiasts" to support the "cholesterol" concept rears its head Dairy products and eggs really take a beating.

We still can't see how anyone can disregard the fact that as vegetable oil consumption has increased so has heart disease. If animal products are the cause why hasn't the disease fallen off along with the consumption per capita of dairy, beef and poultry products. In any event, animal agriculture does not benefit from the film which likely will be booked extensively during February Heart Month. At least that's the way it looks from where we stand.

A Nation Of Thieves

A United Press International news report says, "The growth of shoplifting has become a national scandal. The Federal Bureau of Investigation and the National Retail Merchants Association believe shoplifting increased by about 93 per cent from 1960 through 1966 and still is skyrocketing."

Figures such as these have both a moral and a practical side. On the moral side, they leave but one conclusion — we are becoming a nation of thieves. On the practical side, the soaring incidence of pilferage and shoplifting increases the cost of doing business, which must be passed on ultimately to consumers.

The kind of mass thievery we call shoplifting will not only drive up prices, but will lead to controls and surveillance distasteful to both honest consumers and merchants. More stringent laws are being written, stores are employing more detectives and more sophisticated electronic and mechanical detecting devices to protect the goods on their shelves. The cure for shoplifting, however, as with most of our current ills, lies with a rebirth of individual responsibility and a respect for the rights and property of others. At least that's the way it looks from where we stand.

Farm News This Week

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LANCASTER FARMING

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Appealing To The Young

Just about everybody these days (including us) tends to get excited over the "under 25" age group. But in terms of market potential for farm products, how does it rate — for buying power?

Here is how Fabian Linden of the National Industrial Conference Board pegs them in a recent consumer economics study. "By most criteria, this is a relatively unimportant segment of the consumer market," he says. It is small in size and in terms of buying power." Linden reports this age group accounts for only six percent of all households, and only five percent of all money spent in this country.

But what of estimates that households with heads of family under 25 will grow three times the rate of total households by 1975? Despite this, Linden sees this group still only accounting for seven percent of all spending at that time.

The most affluent age group, he indicates are those between 35 and 54 with one half of all spending power. More than 35 percent of these households own two or more cars, many of them for teen-age offspring. The majority of the middle age group own their own homes where as only 10 percent of the young age group do.

This is interesting but doesn't take into consideration what influence the young people have on their Dad's and Mom's pocketbook even though they don't actually control the spending power. We still think we are right in promoting our farm products in a light that is appealing to the young — whether they be young in age or only young at heart. At least that's the way it looks from where we stand.

Across The Fence Row

Poison ivy does far less harm than poison envy.

A would-be burglar crept through the shrubbery for a view of the living-room where he saw two young ladies playing a piano duet. "Cross this place off the list," he whispered to his partner. "They can't have no money, there's two people in there playing on one piano."

To fight a war on calories,
 It would appear, is vain;
 For if you win, you're sure to lose,
 And if you lose . . . you gain! — F. K.

A stranger in Detroit asked a teenager: "What's the quickest way to get to the nearest hospital?"

"Simple," answered the young man, "just stand on the corner and yell, 'Down with the Tigers!'"

Defendant. "But Your Honor, I didn't steal the duck . . . I just carried it home for a joke! So why are you fining me?"

Judge. "You carried the joke too far, sir, that's why!"

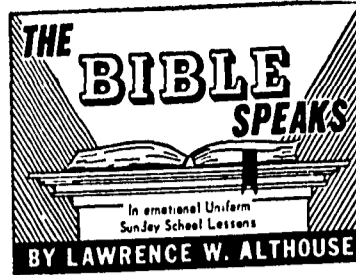
"If you were to kick the person responsible for most of your problems and mistakes, you wouldn't be able to sit down for six months!"

Local Weather Forecast

(From the U. S. Weather Bureau at the Harrisburg State Airport)

The five-day forecast for the period Saturday through next Wednesday calls for temperatures to average near normal with daytime highs in the 30's to 40's and overnight lows in the teens to upper 20's. Normal high-low is 39-23.

Precipitation may total greater than one-half inch with chance of showers Saturday and rain Tuesday or Wednesday. Snow is a possibility over the Northern portion of Eastern Pennsylvania.



THE MISUNDERSTOOD

Lesson for January 26, 1969

Background Scripture: Mark 4:1-34.
 Devotional Readings: Luke 8:4-15.

A woman living in a large New York hotel complained to the manager about the man across the hall was "constantly pounding on that piano" and disturbing her. Something had to be done about it right away, she said, for she could not stand that "infernal racket another day!"



Rev. Althouse

"Yes, Madam," replied the manager, "I shall speak to Mr. Paderewski and see what can be done." "Paderewski!" exclaimed the woman, "You don't mean the Paderewski, the concert pianist?" The manager nodded his head discreetly. "Well, in that case, please don't say a thing," she said. Henceforth she would leave her door ajar so that she might hear him when he played and even invited friends to come to her suite so that they might hear him too.

The predisposition

This little story illustrates so well the fact that the inner disposition of a person is often the key to his misunderstandings. Before she knew the identity of the pianist, the woman had heard him playing as something annoying. Later, when she had learned who he was, the same sounds were now pleasurable. Now she was disposed to be pleased.

A preacher was once taken to task for something he was alleged to have said in a sermon. "I didn't say that," protested the pastor. "Oh yes you did," insisted his critic. So they decided to ask several other people to settle the argument. When these witnesses confirmed the pastor's version of the sermon, his critic was stymied. "I was so sure of what you would say that I guess I heard what I expected, not what you said."

To misunderstand

This is not at all an uncommon experience. It happens to

all of us. The problem is not so much with the data that we see and hear, but the attitude with which we receive it. We often hear someone say what we expect them to say. We see happening what we thought would happen. We judge people, not on the basis of what they are, but on the basis of our preconceived ideas. The ear hears and the eye sees rightly, but the mind and the heart are closed to the truth.

This is what happened to Jesus. He was misunderstood and, worst of all, he was misunderstood not only by his critics, but by his friends and family as well. They saw and heard him, not as he was, but through the distortions of their own prejudices.

For example, There are the friends of Jesus who decide to seize him and carry him off for his own good. "He is beside himself," they exclaim. (Mark 3:21) They thought Jesus was temporarily out of his mind. They could not understand that a man would be so committed to God that he would risk everything to fulfill his mission. And those who strive to follow the Master faithfully today often suffer the same accusations.

Minds made up

There was also the misunderstanding of the scribes and Pharisees. They could see all the good things he was doing and witnessed his God-given power. But they had made up their minds to oppose him and therefore they saw him exactly as they were disposed to see him: a henchman of Satan (Beelzebub). They misunderstood him because they wanted to misunderstand.

Unfortunately, he was misunderstood even by the members of his family, including his own mother. Perhaps they feared for his safety or were ashamed of the stir he was causing. At any rate, they wanted him to come home. If anyone should have understood him, they should have, but their predispositions got in the way.

Poor Jesus, so misunderstood! Thank goodness we understand him. Or do we?

(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.)

Attend The Church of Your Choice Sunday

Lancaster Farming Ads Pay



NOW IS THE TIME . . .

By Max Smith
 Lancaster County Agent

To Exercise Ewe Flock
 Sheep producers should force their breeding ewes to take daily outside exercise. With this exercise the ewes will throw stronger lambs and have less lambing free access to good quality legume hay, and be fed 1 to 2 pounds of grain per head daily depending upon the flesh of the flock.

To Use Certified Seed
 This is not a new suggestion but still a good one at this time of the year. The 1969 growing season is approaching and seed supplies should be ordered. Every grower should start with the best quality seed in order to get the most return for labor and capital. The use of unknown, untested seeds is not good management and may turn out to be a very costly practice. Certified seeds carry less risk and more chances of greater yields.

To Control Lice
 Too many herds of fattening swine are heavily infested with body lice, also many groups of replacement dairy heifers are infected. All of these parasites live from the body of the animal and reduce vitality and efficiency gains. Producers are urged to install automatic lice applicators, or treat their animals at least two times two weeks apart.