From Where We Stand ...

Only Farmers Can Tell It Like It Is

Recent studies show that illegible handwriting costs American business tens of millions of dollars annually—to say nothing of the extra time and effort, And indecipherable shopping lists, notes, memos, - even love letters! - result in countless head aches for senders and receivers alike.

Poor letter writing, in terms of both legibility and content, is a costly problem not confined to the unlettered. Even many well-educated people have little inkling of how to put their thoughts into ink and thereby write a better letter

One big-city department store, for ex-

ample, reports that approximately 20,000 unreadable sales slips hold up about \$165,-000 in purchases each year Sloppy numerals, according to the United States Post Office, account for many of the 23,000,000 "dead letters" undelivered annually

Even farmers, though they usually don't like to write letters, find it necessary at times to express themselves in written torm. The breeder of registered livestock needs to answer inquiries about his stock in such a manner that will induce the prospect to buy And when a member of the tamily is away from home, letters must be written. Farm correspondence is more and more necessary and must be done expressively and legibly so that others will under-

The Writing Instrument Manutacturers Association with headquarters in Washington, D C, suggests that you watch out for tricky letters such as "t", "e", "a", and "r", making sure to close looped letters, being doubly careful of numbers such as "I". and "7", sitting comfortably and erectly when writing, and keeping writing tools

While some people with an acceptable handwriting have difficulty in expressing themselves, you needn't write like a pro to prevent your pros from becoming prosaic The pen, mightier than the sword, can be mastered much more easily if you follow these Association to the Letter.

1. Don't delay in replying. When you receive a written message that calls for a neply, promptly pick up a fountain pen or ballpoint pen — or one of the new markers that come in almost 100 different colors and shades — and begin writing while your ideas and reactions are spontaneous Delay develops guilt feelings which, in turn, foster more delay. Write what you genuinely feel and even cliches will sound lively and sincere.

2 Have a regular "write night." Set aside one evening a week and make it your night to write all correspondence and bring the farm accounts up to date. Have a regular place for writing, too — a spot where there's room for keeping your address book. writing instruments, stationery and account books in one place

Farm News This Week

Local 4-H Group Tops At Exposition — Page 1 Grant Heilman Has New Studio; Plans Open House — Page 23 Farm And Home Plans Benefit Antique Auction — Page 1

LANCASTER FARMING

Lancaster County's Own Farm Weekly

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3. Tell it like it is. Much better than struggling for witty lines, or "professionalsounding" paragraphs, (which tend to come out pompous) relax, and just tell what you want to say. It's the information, not the writing style, that the person you're writing to really cares about.

4. Brief is better than grief. Why struggle and tense up? The person you're writing to is glad to know that you care enough to write, and you accomplish both these benefits by sending even a few lines. So stop and sign off when you've written whatever comes to mind, rather than trying to think of something more to add.

5. Tell the news. In your case, there may be still other things to say, but for most people, at least 9 areas are worth considering in deciding what to write.

The past week — what did you do? Even if you just did the normal farm work, tell what happened.

Changes - have there been any among tamily members and friends at your end.

New Purchases — have you gotten a tractor, a new corn crib or an addition to the swine herd.

Politics — what's happening on the local political scene, and what do you wish they'd do in Washington about foreign and domes-

Health — are you in the pink? That's news worth mentioning.

Weather is especially interesting if it has been unusual. Lots of rain? One glorious day after another. Your letter reader will be glad to sympathize or rejoice with you.

Clever things the children said are always a delight to read about - and also a pleasure to relate.

Vacation plans? Have you decided where you're going? If not, what choices are you thinking about?

Finally, (and this one will make it easier for the other person to write to you) what would you like to know in his or her next letter? Ask and it shall probably be related unto you.

Penmanship, according to Bradford R. Boss, the President of the WIMA, is an art "The handwritten expression of thoughts and ideas is the cornerstone of culture," he continues, "and the portability of a writing instrument has yet to be superseded by any mechanical or electronic device for recording fact and fancy.

Boss notes that writing instruments are the basic tool of communication And, that the pen or pencil is a most reliable way of transmitting information

'Through writing instruments," he relates, "the scribbles of a child become more than unintelligible lines on paper; the creations of an adult mind are recorded for private or public interpretation and understanding, and the uneducated may become

According to Frank L. King, Executive Vice President of the Association, the com mon belief that computers are replacing nandwriting is inaccurate. There is, ne declares, "a continuing increase in the use of writing and marking instruments along with the expansion of computer usage and optical scanning equipment." "This is all part of the enormous communications explosion which is now taking place all over the world."

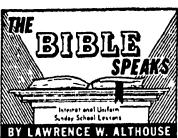
Farmers are a part of this communication explosion. And the ones who learn to communicate best, will go further in our society that is becoming urbanized. Only farmers themselves can tell it like it is on the farm. And they need to start now Even if it is only in a triendly letter. At least that's the way it looks from where we stand

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 much below normal with daytime highs in the 40's and over night lows in the 30's Moderating temperatures are expected about Tuesday

more as snow flurrics Saturday and rain at gram. Samples should be taken mis-understanding and disapthe end of the period



Lesson for November 16, 1969 | the present.

question above that the night was over. all others: when

Rev. Althouse would he be Ended! hberated from the camp? The dream was "March thirtieth!"

The death of hope

March 29, this prisoner suddenly became very ill, running a high ness, and by the next day he was dead.

To all appearances, says Frankl, the man died of typhus. Yet there was more to it than that. A man's morale and his ability to fight disease are closely related. "The ultimate cause of my friend's death," say Frankl, "was that the expected liberation did not come and he was severely disappointed. This suddenly lowered his body's resistance against the latent typhus infection. His faith in the future and his will to live had become paralyzed and his body fell victim to illness - and thus the voice of his dream was right after (Viktor Frankl, Man's Search For Meaning, Washington Square Press, Inc., N.Y., 1963).

Faith and power

The man had been doomed, not by his condition, but by his loss of faith and hope. That his situation was not hopeless is demonstrated in the survival of some of his fellow inmates. So it may be with us too. Someone has said that there are no hopeless situations, only men who have grown hopeless about them. Often our problem is not that we are in a hopeless situation, but that we have become hopeless about it. Having lost our faith in the future, we also lose our power in Several years ago I attended

a church planning retreat in the Redground Scripture: Psolms 126, 137 1-6, Isoseh mountains and discovered during 40 49 51 1-16 Jeromiah 31.

Developed Reading: Isosch 51 1 4.

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Developed Reading: Isosch 51 1 4. brought sufficient cover. If that One winter day in 1945 in the has ever happened to you, then Auschwitz concentration camp, you will appreciate what I went one of the prisoners came to through. I tossed and turned, conspeak to Dr. Viktor Frankl, him-tinually arranging and re-arself a prisoner there. He told ranging the blankets; but regard-Frankl of an unusual dream. In less of what I did, I found I was the dream a voice had told him too cold to go to sleep. It was a that he would be long, long miserable night. The granted the priv- whole weekend seemed crammed ilege of asking into those few hours. I'll never any question forget the joy and thanksgiving and that ques with which I greeted the sound tion would be of the rooster as he greeted the answered. To the first faint rays of light of the new dreaming man day. Although reveille was still there was one a little while off, I knew at last

This was also the essence of answer that came to him in the the message of the Prophet of the The night is over! The Exile . . . night of Chaldean exile had been an ordeal for the people, a time Assuming the dream to be of repentance, soul-searching, prophetic, the man lived with and renewal. But now that time eager expectation. But as the end of March drew near, the warnews reaching the camp made it seem tenderly to Jerusalem, and cry very unlikely that liberation to he that her warfare is ended, would come that soon. Thus on that her iniquity is pardoned... (Isaiah 40:1,2)

They had lived in hope and temperature. On the next day he now their hope was fulfilled. became delirious, lost conscious- Isaiah was right. Soon afterward the people who wanted to were allowed to return to their home-land. They would enter the Promised Land a second time

and begin again. So it is often for us, that when we have suffered a while, when we have repented and been renewed, the opportunity to begin again is given.

(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

Read Lancaster Farming For Full Market Reports



By Max Smith Lancaster County Agent

To Attend Dairy Meeting

All milk producers are urged the proposed milk promotion the soil. program Voting will be by mail ballot early in December We uige all producers to become well acquainted with the piogram and then vote

To Take Accurate Soil Tests

from a dozen places throughout pointments.

the field or area to be tested and a thorough job of mixing and serving should be performto attend one of the milk mai- ed Samples taken carelessly keting meetings scheduled on may not represent the area and November 18 and 19 to discuss will not reflect the real needs of

To Put It In Writing

Many farm leases and agreements will be made and reviewed in the next few months We continue to urge that the ar-Many soil samples are being rangements be put in writing taken this fall instead of next and that all interested parties spring This is good manage- receive a copy. A written lease ment and allows more time to may not make an honest man Precipitation may total one-half inch or plan the lime and fertilizer pro-