

Lancaster Farming

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The Changing Tobacco Market

"How will the increasing popularity of processed binder-type cigars affect the price the grower gets for binder-type tobaccos?" asks C. I. Hendrickson of the Marketing Research Division of the Agricultural Marketing Service in the July issue of the Agricultural Situation.

He answers his own question by saying that the total amount of money received by growers from the binder types would be somewhat reduced if the processed binders continue to grow in popularity as rapidly as they have until now. But there are offsetting factors.

The reduction in price for binder types would not apply to all the crop of those types. That part of the binder type tobaccos that is sold directly for scrap chewing tobacco would continue to be sold for that purpose.

The growers market would be widened if the popularity of cigars with processed binders continues to increase. In that event, the total of tobacco used in cigars would be increased.

Grower's production costs would be reduced because it would no longer be necessary to take such extreme and expensive care in harvesting, curing, and preparing the high-grade binder types for market.

And the new developments will affect the relative advantage of areas and growers in producing tobacco today. Growers who best adapt their production and marketing practices to lowering their costs will be in the best position to profit from the new situation, regardless of the area.

In April 1957, 20 per cent of all cigars had processed binders. It's expected that 30 per cent will have the binders the latter part of this year.

Customers who prefer imported, all-Havana or hand-made cigars with natural binders are very much in the minority. It appears reasonable to expect that essentially 80 per cent or more of all cigars will have processed binders.

Pointing out that the use of processed binders reduces the weight of binder leaf required by 38 to 44 per cent, Hendrickson says that a year's supply of binder for the six million cigars produced domestically per year would amount to about 18.1 to 18.9 million pounds if half the cigars used processed binder.

When half the cigars are made with processed binders, the half made with natural binders would use binder types only. Lower-priced cigars now having binders from nonbinder types would have processed binders in this kind of future. All of the stemming tobacco used for scrap chewing would have to come from binder types. This would take the place of the cuttings and throw-outs that would not be available if processed binders were used.

It seems logical, then, that growers of the type of tobacco used mostly for scrap chewing could look forward to higher prices because chewing tobacco manufacturers would have to buy more of the whole leaf.

The significant change you might expect would be reduced returns from tobacco to be sorted, from \$18.7 million to \$11.7 million. But tobacco sold that is not sorted would be expected to increase in value from, say, \$3 million, to \$6.9 million or \$7.1 million.

The way that growers compete to supply the changed market for their product will determine the level of prices and the differentials for each use.

Adjustment of the supply to this new development will depend not only on the factors already considered, but on the ability of the growers to reduce production costs under the new conditions. This should be possible. Increased mechanization and other changes in production methods — new varieties, for example — will affect these costs.



BY JACK REICHARD
 50 YEARS AGO (1907)

For the first time in the history of America apples had been imported from Australia during May and June in 1907. Although domestic crops were apparently large enough in the fall of 1906 to supply all demands, the late spring of 1907 found the supplies so depleted that prevailing prices justified the importation of apples from Australia, some 10,000 miles away.

NEW HOLLAND SHOEMAKER IN TROUBLE

Jacob Diffenderfer, once a New Holland, Lancaster County, shoemaker, was in trouble in Chattanooga, Tenn., back in 1907. He had been married to six wives; four being divorced, one deceased, and now remarrying No. 6 in order to cancel pending charges. The brother-in-law of wife No. 5 started court proceedings to have the shoemaker punished for his unfaithfulness. While drunk Diffenderfer informed his wife that he had a wife in Pennsylvania, then disappeared to evade the relatives of wife No. 5, who were about to bring charges against him, when she died.

ICE CREAM FROZEN WITH HAILSTONES

On the Chester County farm of James McConnell, near Russellville, it was declared the family was enjoying ice cream every weekend, frozen with hailstones which fell in that area May 19, 1907. The hail was gathered with wheelbarrow and shovel the following morning and buried in sawdust in the orchard. During the middle of July McConnell stated there were enough hailstones left to freeze another can or two of ice cream.

In Florence, Italy, a half century ago, a snail's rate of travel was determined by experiments officially conducted. A half-dozen snails were permitted to crawl between two points ten feet apart. Exact time was kept from start to finish. The figures were arranged into table of feet, yards and furlongs, and it was found that it took exactly 14 days for a snail to travel one mile.

Back in 1907, Lancaster County's Landisville Camp Meeting activities were set to open July 25 and continue through August 7. Governor Stuart of Pennsylvania was scheduled to make an address on the camp grounds July 30.

P. A. D. MADE WAR AGAINST SAN JOSE SCALE

War against the deadly San Jose scale was being waged by inspectors for Pennsylvania Agriculture Department. Orchards throughout the state were being examined, and applications made to kill the parasite wherever traces of it were found. State authorities was making every effort to stamp it out before a foothold was secured.

The inspectors not only destroyed the scale in the field where it was found, but instructed farmers in the best methods of preventing its appearance.

In order to carry out a notion which proved to be better in theory than in practice, an Iowa farmer fed the carcasses of hogs that had died of cholera to a pen of hogs which had the disease, but had recovered, in order to prove that having had the disease rendered them immune. A report on the outcome of the farmer's theory stated: "Every hog in the pen but one died as a result of the experiment".

Garden parties were fashionable and popular in the East half a century ago, but not so in the West, where jack rabbits were the chief concern of garden grow-

ers. Near Beloit, Kansas, as many as 100 rabbits were observed gathered in a garden one night. Two men shot 40 in one night in a garden. Their antics were called "Jack Rabbit Fandango".

25 Years Ago

During the summer of 1932 there was one little gleam of sunshine in the nation's economical picture, and it came from the farm.

Prices of livestock took an upward turn. Hogs had advanced in prices from May 28 to July 15 an average of \$2.20 per hundred weight, and cattle in general showed improvement.

Two dollars a hundred more for hogs back in 1932 meant to many farmers the difference between reasonable prosperity, with payment of mortgage, and losing the farm.

Fancy heavy steers were selling at \$9 per hundred. But more important, farmers feeding corn to hogs at the current prices got 40 to 50 cents per bushel for corn selling as grain from 18 to 24 road workers and increased freight cents.

Following the upturn of livestock prices to farmers, in 1932, preliminary budgets of American railroads indicated an expenditure of \$1,000,000,000 for supplies

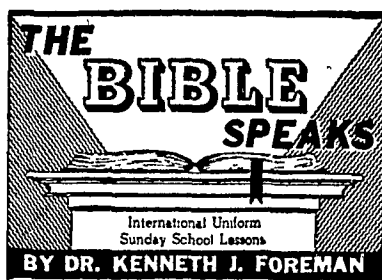
setting the pace for recovery of business in general in the nation. The acceptance of a 10 per cent reduction in wages by the railroad workers and increase freight rates, placed the leading railroads on a sound financial basis and permitted purchases of supplies which had been needed but deferred due to the depression.

At Reading, Pa., officials of the Reading Iron Company announced that the finishing mill and charcoal plants at their Oley Street Mill would resume operations July 18, with more than 200 workmen called back to work.

\$25,000 FIRE ON EXPERIMENTAL FARM
 Twenty-five years ago this week a disastrous fire destroyed the crop-filled barn on the Chester County, Pa., Experimental Farm of Prof. John R. D. Dickey, of the Pennsylvania State College, with a loss estimated at \$25,000.

A Holstein bull, which had been rescued from the model barn, charged the crowd of spectators and drove them to shelter behind trees and buildings before it was driven off by farmers armed with pitchforks.

According to a report issued by the state bureau of fire protection, Pennsylvania State Police, during the period of one year a total of 4,630 farm fires resulted in a loss of \$7,902,529, approximately 28 per cent of the aggregated loss for the entire state exclusive of Philadelphia and Pittsburgh. The majority of the fires were caused by seasonable conditions in the form of lightning during the summer months and spontaneous combustion and thrashing activities during the harvest season.



Background Scripture: Exodus 2:15-22 4:18-20, 18:1-27
 Devotional Reading: Psalm 119:33-40.

To Give Advice

Lesson for July 14, 1957

TO GIVE advice is easy; to give advice that people will take is not so easy. To give advice that people will be glad they took, is hardest of all. Besides, some people are harder customers for advice than other people. Old people sometimes are more stubborn than young ones; successful people may not listen so readily to criticism as will those who have failed; and members of one's own family may pay less attention than anybody else.



Dr. Foreman

Old Man Jethro
 There is a story in the Old Testament of a very old man who gave advice to another man who was younger than he, but still an old man too. The younger man had been tremendously successful, much more so than his father-in-law had ever been. Yet it was the father-in-law who gave the advice. His name was Jethro and he lived about as far off all the beaten tracks as a man could go. When the young Moses had fled from a murder charge, naturally he had gone as far from civilization as he could; and there he came across Jethro, priest and stock-raiser. Moses had married one of his daughters, a somewhat stupid girl, no match for the brilliant Moses. Now, forty-odd years later, with all the glory of the great escape from Egypt fresh upon him, Moses had brought his grumbling people (most ungrateful for their freedom!) out to this same remote region to get organized for their march to Canaan. All day long old Jethro watched his son-in-law, sitting in the midst of a swarming crowd, all talking at once, no doubt, asking questions, demanding attention, complaining of grievances, accusing their neighbors, wanting Moses to set

their quarrels. It was too much for any man, even a Moses. Old Jethro gave him a simple piece of advice: Set up a graded system of judges. Don't try all the cases yourself, only the hard ones. So Moses took the advice . . . and it worked so well that, forty years or so later, Moses seems to have believed that he himself had thought of the bright idea first.

Character
 Why did Moses take the advice of Jethro so quickly? Of course the main reason, no doubt, was that having lived with Jethro for nearly forty years, Moses had listened to the old man before and knew he did not talk nonsense. But what was it that made Jethro worth listening to? To put it into terms of our own problems: What do I need, to get my own advice taken by other people? How can I learn to give advice that people will follow and like? The first thing needed, in order to give advice wisely, is character. Jethro was a man of God. Possibly his idea of God was not up to the Christian standard, perhaps not even up to that of Moses. But the God he knew, he revered and served. Then he was not only religious, he was practical. He knew what would work and what would not. A man of deep faith and conviction, who is also solidly practical, is the best kind of counselor, and people know it.

Acquaintance
 Another thing: Jethro and Moses had lived side by side for forty years. Jethro knew Moses like a book, he knew his ability and his limitations. Advice is not best given by total strangers. Sometimes people in trouble will appeal to complete strangers for advice, but that is only because they don't like to tell some local man (or woman) the whole truth. In giving advice, the counselor needs to know as much as possible about the whole background of the person he is advising.

Concern
 More than acquaintance is needed, to be a welcomed adviser. The aged Jethro could see that Moses was wearing down, under the impossible burdens he was trying to carry. If Jethro had not cared, he would hardly have offered advice. But he did care; and Moses knew it. Advice is not best when served cold. A good counselor advises from the heart not less than from the head. With the head, one can analyze a situation; but only with the heart can the adviser put himself in the place of the one he helps.

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