

Advertising Trade Magazine Survey Finds Farmers U.S.'s Most Solvent Customers

PRINTERS' INK, the trade paper of the advertising industry, in a recent issue ran a special report on farming and the farm market. We thought you would be interested in some of their findings and views.

The brightest spot in the report was this: "The farmer is probably more solvent than any other customer in the U.S. economy. He owes only \$11 for each \$100 he has in assets. Two out of every three farms have no mortgages. The net income of farmers, the amount they have left to buy after they have paid taxes and installments on machinery, was nearly 12 billion dollars last year and may very well increase in 1958."

This too was noted: "The farm wife is just as chic as her city cousin, but with the difference that she can pay cash and shuns time payment plans."

The magazine found that most companies catering to the needs of farmers expect 1958 to be a good year. For several years farmers have foresworn buying tractors and equipment. Last year farm equipment sales averaged 10 per cent above the previous year. In dollars and cents, they now own \$343 million worth of new tractors and \$625 million worth of other new farm equipment.

As always, when talking about farming, and especially farm income, there is a tendency to stick your neck out and make a prediction. Printers' Ink, too, could not resist. Here is what their gaze into the crystal ball brought forth:

"There are signs that livestock prices will decrease somewhat but to no appreciable extent. The meat-eating habit is now so firmly fixed in the nation that people on shorter work weeks juggle their reduced

income to avoid cutting down on meat. This means a continued good farm income.

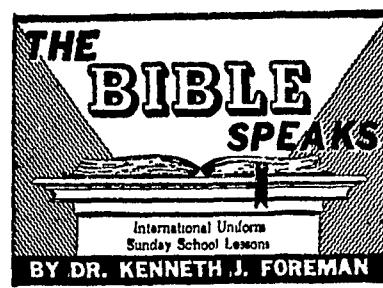
"Farm assets, already at an all-time high, should keep on rising. One group of men closest to the situation, the editors of farm publications, thinks farm income will go up this year. A Farm Implement News survey of the 56 editors found only a small fraction who thought it would go down. The main differences among predictions centered on the weather—the most unpredictable element in agriculture.

"The efficiency with which grain is turned into meat is improving steadily. Boars, bulls and rams with tendencies toward lean and less fat meat are siring animals more to the public taste. The most marked improvement has been poultry, and this has come about mainly through feeding methods controlled by packing houses rather than by improvement in breed alone.

"Nine out of 10 broilers that reach the market today are grown under a system of contracting that the packers call 'vertical integration.' The farmer furnishes the brooder house and the man power and the packer or feed company the feed and antibiotics.

"Farmers under contract to raise broilers are assured of a market, and the packers are assured of a supply of high-quality birds.

"Now several large packing companies are interested in 'vertical integration' of their cattle and hog supplies. This would mean an assured supply of meat of the highest quality, make the livestock market more stable and virtually end the auction markets. Vertical integration today is the subject of more farmers in the Middle West than Ezra Taft Benson or the government agriculture program.



Bible Material: Exodus 1
Devotional Reading: Isaiah 40:1-11

Up From Slavery

Lesson for April 13, 1958

THE most amazing race in the world got off to a bad start. An Emperor once asked a scholar of his court if he could give him in one sentence the greatest proof of God. The answer was "The Jews, sire." What he meant was that nobody with any sense, ordinary common sense that is, would have expected the Hebrew race to survive, much less to overspread the earth, still less to contribute to the world as they have. What became of the Hittites, Hivites, Jebusites, Hurrians, all the miscellaneous hodge-podge of tribes and "nations" (mostly no bigger than Texas counties) that filled what we now call the Middle East? Dead and buried and their languages with them. And of all that mess of scrambling little peoples, one of the smallest and least promising was none other than the people who—before they rose to the dignity of being "a People"—were at the very bottom of the heap.



Dr. Foreman

time to time, they would be more thankful for the safety, the prestige, the luxuries even, which they later came to enjoy.

Divine Deliverer

The other thing the Hebrews were taught to remember, another reason for remembering their long slavery years, was that God delivered them. They did not deliver themselves, they had no powerful friends among the nations. Nobody fought to set them free, they did not raise a hand on their own behalf. They just walked out. Without getting ahead of our story, we can recall that the entire exodus from Egypt is set forth as God's doing. So when the Israelites thought back on their past, their not only humble but rather horrible beginnings, they were expected to be grateful to God for taking them out of there. It can be so with us. Even a poet who lived before Christianity could make one of his heroes say, after a terrible shipwreck, "Perhaps one day it will be a pleasure to remember even this." And a Christian can say far more. Every trouble we have had, every disaster we have survived, every danger passed, every humiliation and hardship endured,—if we have come out of it with a Christian spirit, will make us all the more grateful to God.

"Uses of Adversity"

Some people's only university is adversity; the "University of Hard Knocks." "Sweet are the uses of adversity," said a poet once. Adversity is not sweet, and no one should pretend to like it. But its uses are many. Besides the two already mentioned, a heightened appreciation of present blessings, and a sense of gratitude to God our Father, let us set down a third: The capacity for sympathy. There were many minority groups in the Hebrew nation, from their first days to their last. They would always be tempted to treat those minorities,—people of a different race and background—with contempt. They would consider them fair game for exploitation. They would tolerate them only as second-class citizens. But one of the main good uses they could make of their memories of slavery, was not to despise minority groups, the helpless men and women on the fringes of society. So it is today. There is not a race in the world that did not have a lowly, even savage background. No people was ever born civilized, no people was ever born powerful. Any nation that forgets its own small beginnings is on the way to fatal pride.

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"You Shall Remember"

You can't get farther down than slavery. That is where the Israelite nation started, or if you like, that was where it was before it started. You might think that as their astonishing history rolled on, and they took a dignified place in an ancient world,—you might think they would like to forget their exceedingly low origins. Some did, no doubt, forget all about it. But their prophets and their great men remembered. It was written into their Law: "You shall remember that you were a servant in the land of Egypt." The Ten Commandments begin: "I am the Lord your God, who brought you out of the land of bondage." What was the point of remembering those grimy days in Egypt? One reason was that by remembering from



This Week in Lancaster Farming

BY JACK REICHARD

75 Years Ago

The ancients called the Straits of Constantinople the Bosphorus. Later spelled Bosphorus, which meant cattle ford, but seventy-five years ago cattle in the region had chosen that place to kill themselves.

According to an article in Pall Mall Gazette, a disease had spread among the cattle which caused the animals affected by it to dash to the Bosphorus shores and commit suicide.

The disease officially reported at Constantinople was characterized by frothing at the mouth, running from eyes and nose, total loss of appetite, feverish heat and thirst so great that many of the animals cast themselves headlong into adjacent rivers and were drowned.

GIRL ARRESTED FOR WEARING BOY'S CLOTHING

A 17-year-old girl arrested in Chicago for wearing boy's clothing explained that she merely changed garments in order to get a better job.

For three years she had been employed on lake boats as a stewardess and watchman and cook, living modestly without being suspected and was only detected following an accident. She told the authorities.

By working on the boat in boy's clothing I can earn \$1.75 a day without hard work. If I wore girl's clothes I would not be allowed to work and would have to wash pots. I know I have violated the law, but to tell you the truth I'd rather make brick in the penitentiary than bend over a wash tub.

At Baltimore a 14-year-old boy employed in a brewery fell into a vat of boiling beer and was cooked to death.

A flute and drum corps were arrested on a Saturday night in

Philadelphia and were held to keep the peace. The group were charged with being a nuisance and an obstruction on the highway.

The placing of stones and lime in the ears of a balky horse, was declared a sure way to conquer the critter, according to a horse doctor of 75 years ago.

50 Years Ago

While a farmer was cutting hop poles in a Pennsylvania county he saw a half-grown bear cross Clear Creek with the leg of a sheep in its mouth. He was on the point of dashing down the slope to kill the young sheep thief with his axe when a much larger bear waddled across the stream in the wake of the cub.

In a few moments the big bear overtook the little one, took away the leg of mutton and began to pull the meat from the bone. Just then a still larger bear came crashing through the underbrush and pounced upon the second bear, surprising it so suddenly that it released its hold on the mutton. The second bear then gave battle with the third and while the scummage was going on the little bear recaptured the leg and made off with it.

The farmer was so amazed that he decided not to molest the bears, as he put it.

George Brown of Cairo, Kan., toted a gunny sack full of rabbit ears into the office of the county clerk of Pratt County. In the sack were 789 ears for which Brown received 3 cents bounty on each one.

In Lancaster County Enos Croff of Camargo while stripping his crop of tobacco found a three-ribbed leaf. It was over a foot in length and the three leaves in one was a curiosity. Tobacco buyers who had been in the business for many years declared they had never seen anything like it before.

Lancaster Farming

Lancaster County's Own Farm Weekly
Alfred C. Alspach, Publisher, Robert E. Best, Editor, Robert G. Campbell, Advertising Director, Robert J. Wiggins, Circulation Director

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An Iowa farmer who for a number of years had made a specialty of growing one product each year had planted 50 acres in cabbage in 1907. When he had sold the last carload of the vegetable, he found he had cleared about \$50 per acre.

Among other things, a farm journal writer pointed out half a century ago: "There is absolutely nothing in common between a dirty cream separator and a gilt edge butter product."

25 Years Ago

Losses to milk producers up to \$75,000 or more per month resulted from a 2-cent per quart cut in the price of Guernsey milk sold in the Syracuse, N. Y. market.

Effective April 1, 1933, the cut reduced Guernsey milk from 12 to 10 cents per quart retail. This was equivalent to a reduction of 94 cents per hundred pounds.

The situation was brought about by the New York Guernsey Breeders' Co-operative Assn. working with an independent dealer who had carried on an extensive advertising campaign in an effort to sell Golden Guernsey milk at 10 cents per quart.

In order to meet this competition distributors of regular milk in the Syracuse market were forced to reduce their prices accordingly.

Despite his 90 years of age, Robert Lyon Civil War veteran drove his automobile to Leslie Mich. from his farm every day throughout the winter of 1932-33.

A sweet potato closely resembling a small dog in shape was found by M. D. Holm on his farm near Richmond, Va.

Now Is The Time . . .

By MAX SMITH

County Agricultural Agent



Max Smith

TO SHEAR SHEEP — Nothing will be gained by delaying the shearing of sheep in this area beyond the first of April, many pounds of wool will be lost during the next month if local producers wait for the grease in the fleece to improve the value of their wool clip. Many ewes will become better mothers when out of the fleece and more exposed to weather conditions, also, extremely warm days that may be expected at any time will reduce the efficiency of the flock.

TO BE ALERT FOR SWARMING TERMITES — Property owners are warned of the danger of termite infestation in their wood structures here in this warm, humid climate. Early spring is swarming time for these insects where they collect around windows and in other warm locations. Many folks confuse swarming termites with flying ants, the termite has an elongated body in one section while the flying ant has a double jointed body in two sections. Penn State Circular 740J, "Control of Termites" gives full particulars.

TO MARK THOSE WET SPOTS FOR FIELD DRAINAGE — Right now is the best time of the year to mark where the tile drains should be installed, with the ground full of water it is easier to see the seepage boundaries rather than wait until next summer and then guess at the area concerned. If tile drainage is needed, tall stakes should be driven at this time to help locate the problem area later on when the digging is done. Tile drains through crop land will remove the excess water and permit earlier cultivation in addition to better aeration and more normal crop yields.

TO APPLY NITROGEN TO COVER CROPS — Before plowing down a tank cover crop growth such as rye grass, field brome grass or rye it is suggested that the area to be top dressed with at least 60 to 75 pounds of nitrogen. This may be applied the last week to 10 days prior to plowing. If additional growth is desired otherwise apply and plow down within a few days. This nitrogen will hasten the decomposition of the cover crop and reduce the "tie up" of nitrogen in the soil. Domestic rye grass should be plowed down when from 6 to 10 inches tall and before dry weather appears. When growth of any cover crop is over a foot tall it is best to disc the area before plowing.