

## Farmers May Be Shortchanging Selves By Marketing For Convenience Only

WE WERE ALWAYS under the impression that farmers were in business to make money, but it looks like we've been wrong all the time.

At any rate, a recent study by Penn State shows that farmers look first at the convenience factor when buying or selling stock at a market. Only 30 per cent said that price is a factor.

Dr. Clarence E. Trotter, associate professor of marketing at Penn State, seems to agree. He says, "This indicates that it is doubtful if the majority of farmers are using market information to buy and sell to best advantage. When choice of outlet is based on convenience and habit, farmers may receive lower prices than could be had at other markets."

Convenience can be terribly costly at times. We heard recently of a farmer who felt that he did not have time to market his cattle at the market place. So he sold them to a dealer at the dealer's price. Three days later the dealer had run them through the market and picked up two cents a pound.

Not that we have anything against cattle dealers making a profit. If the man is going to study the market and conditions, he should make a profit. But on the other hand there is no reason for any farmer to hand over what was probably half the profit in the group of steers.

Tradition and habit are with us and

are hard to change. But the marketing procedures of today are vastly different than when Dad was farming. For the farmer to stay ahead of the game, he must change too.

For example, the same Penn State survey shows that half the slaughter stock was sold through auctions. But nearly 60 per cent of the replacement animals and three-fourths of the feeders were sold directly to farmers.

Half of the purchases of all types of livestock was from other farmers, making them the most important single source of stock. Type and quality of livestock decided 40 per cent of the purchases.

You can see from this that there are a lot of ways that the price can be changed, played with and perhaps sliced off a bit. But the price is the thing. That is what makes the farm account books stay in the black.

Pennsylvania farmers received over 111 million dollars from the sale of livestock in 1955, which was 15 per cent of all farm cash receipts. More than 15 million head of stock changed hands during that year.

In Lancaster County this information on markets is especially important. In 1955 fully 26 per cent of the farm cash receipts were from livestock. In that same year Lancaster County farmers netted \$25,497,800 dollars from the sale of livestock and products.



### BY JACK REICHARD 75 Years Ago

For more than 200 years after the art of printing was invented no person was allowed to print anything in England without direct permission from the government. In 1853 a decree was made that no printing presses should be set up in any place in London, except at the two universities.

No book could then be published except by the Stationers Company. Sometime later special privileges were granted to others. One man was permitted to publish all the almanacs, another all the law books, a third all school books and a fourth the Bibles.

The monopolists having the power to charge what they pleased put the price so high that only the rich could buy a Bible. Finally the unjust system was broken down.

Thomas Guy, a shrewd book seller of London, sent an agent to Holland who bought good type and finer paper and employed Dutch printers to put together well printed Bibles.

These were shipped to England and sold in great numbers at a low price. The Kings printer seeing his craft in danger went to law and the importation of the sacred book was discontinued.

But Guy was determined to produce Bibles that all could afford. He went to the authorities of the University of Oxford and persuaded them to sell their privilege to him thus evading the law.

Many of these Bibles still in existence have printed at the bottom of the title page "Oxford Printed at the University Press—Cum Privilegio" signifying that the publishers had obtained permission of the University in order to keep within the law.

Miss Kate Field, well known American lecturer, back in 1883 had an experience in Spain which illustrated the fact of the biblical woman.

Miss Field was in trouble. Her time in Spain was limited and she was anxious to start for Madrid. But her courier informed her that authorities of Santander had put her trunk in quarantine for three days and he could do nothing to break the embargo.

She realized the difficulty but was not to be baffled. She went

to the Sanitary Bureau and asked why she could not have her trunk. Because there is cholera in Paris, madam!

But I'm not from Paris!

That made no difference. The cholera must be kept out of Spain.

Had I known the marvels of Spanish quarantine," said Miss Field. "I would have brought my clothes in a newspaper!"

The suggestion gave the stolid official an idea.

You can't have your trunk, that would cost my position but you can have your clothes!

Miss Field took the clothes from the trunk, piled them in a blue and white checkered wrap per and with this big bundle under her arm she started for Madrid.

### 50 Years Ago

That even chickens are endowed with keen instinct was demonstrated on the Lancaster farm of Edward McKinstry a mile north of Rohrerstown.

For a time a hen in his large flock had been secreting her eggs but no search was made for them and the chicken was left undisturbed. Then one morning the hen appeared at the door of the farmhouse clucking noisily. No one had taken any notice at first but three times she persisted in coming to the kitchen attracting the attention of the entire family.

Finally out of curiosity, Miss McKinstry followed the hen to the barn where it flew up to a bucket nailed near the roof inside the structure. A ladder was hoisted to the location and nesting in the bucket was found fourteen down chicks.

Having successfully hatched out the chicks without the knowledge of anyone the hen was at a loss to get her brood down to the ground and instinctively turned to its owners for help in the matter.

### STRANGE ACCIDENT ON LANCASTER FARM

A strange accident occurred on the Lancaster farm of John Slato a mile north of New Holland 50 years ago this week.

Slato was plowing with two horses when the ground suddenly gave way under one of the animals dropping it in a sink hole 15 feet deep. The other horse

### Lancaster Farming

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escaped being dragged along into the hole by the breaking of the harness.

Word of the accident soon spread and in a short time some 50 neighbors arrived on the scene to assist in extricating the horse. Following a brief discussion on ways and means to get the animal out of the hole it was decided to dig an inclining trench leading up to the imprisoned horse.

After more than five hours of hard work with pick and shovel the horse was brought to the surface unharmed by way of the trench over 20 feet in length.

In a contest inaugurated by a Chicago newspaper among young women back in 1908 calling for descriptions of the qualities necessary to the ideal husband, a young lady from Chicago won the prize. Some of the qualities of her ideal husband were:

He must be a good meal ticket provider.

He must be able to sweat when the occasion demanded it.

He must not stay out too many nights in the week but he would not be forced to tell where he had been.

He must be old enough to know what life is.

He must have a face that will attract dogs and babies.

He must have just money enough to know where the next meal is coming from and not enough so that he can live without working.

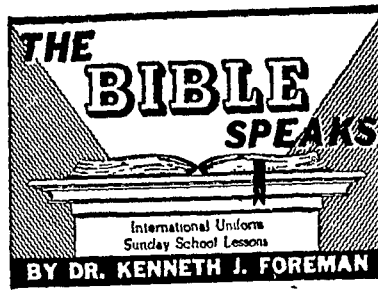
He must be an American and a gentleman.

### 25 Years Ago

When Wyatt Edwards, near Spottsville, Ky., returned to his home from which he had been driven by a flash flood, he found a 27 pound catfish stranded on the living room floor.

Arnold Smith, a teenager of Indianapolis, Ind., was saved a jail sentence for petty theft by his promise to go to bed for three years at 9 p.m.

Sixteen year old Max Kindred



Bible Material: Exodus 35-40  
Devotional Reading: Psalm 27:1-6

### Gifts and Glory

Lesson for May 11, 1958

SUPPOSE it were your problem. Suppose you had several thousand people, all of whom had recently been slaves, and their ancestors before them for hundreds of years. These people had no Bible, no church. Their masters had been very religious people, but the gods their masters worshipped were nearly all animals, and if not animals, then a river, or the sun, or the emperor and his family. Now suppose you had these slaves off by themselves trying to make them realize the truth about the only true God. How would you make God real to them?



Dr. Foreman

### Splendor of God

That was Moses' problem. God inspired him not with one answer but with several. One way by which he made God real to these very primitive people was in the provisions for the worship of God. Essentially this was very simple. God was provided with living quarters, the same type of home that all the people had, namely a tent. This tent was to be right in the very center of their encampment wherever it might be—for the people now lived the life of wandering desert nomads. When we today speak of the "house of God," we mean a church building which is filled, we hope, with people. But the Israelite "house of God" was a tent in which nobody at all lived, a tent which only a very few privileged priests could enter, a tent for God alone.

It was so small that even if it had been filled, only a few dozen people could have got in. But it was near. "God lives in the midst of us," they could say. And it was beautiful. The people themselves gave the materials to build it, and the very listing of these materials suggests a brilliant gleam of beauty—gold, silver, bronze.

twined linen, onyx stones . . . By the beauty of God's house the people were every day reminded of the splendor of God.

### The Best For God

Moses might have built that tent for God, the Tabernacle as we call it,—he might have built it himself. Very likely he had the resources with which to do it. But the thing was to be done by the people. Everybody was encouraged to contribute. Further, they were encouraged to give the best they had, the most costly materials they owned. That was the first church building campaign on record. The house of God was not to be made of scraps left after every one else had been well housed. The house of God was to be erected out of gifts which had cost the givers a great deal. There's an obvious moral to all this. Now, as then, if all that people devote to the worship of God is what they can well and easily spare; if God's worship comes from life's leftovers; it will mean very little. Here is a modern church member who contributes to his church—to the building fund or to any other need—only his spare change. He gives to God's worship not even an hour a week on an average; he never goes when the weather is bad or when it just "doesn't suit him."

### Glory of God

The Old Testament says that the "glory of the Lord filled the tabernacle." Jewish tradition says that this "glory" was a light so bright no man, not even Moses, could endure the sight of it. Be that as it may, what does it mean in this twentieth century, with all we have learned from the New Testament, for the glory of God to fill the house of God? For so it should be. There is dullness, emptiness enough in this world without our having to go to church for it. In God's house we long to find God's glory. What is it we are really looking for? Saint Paul tells us that the glory of God is in "the face of Christ." Here is a thought for every one who has a heart-interest in the worship of God. When is a Christian church filled with the glory of God? Surely when Christ is seen there, when he fills the church. But in the New Testament, the church is not a building, it is people. So a worshipping congregation is filled with the divine glory when it is a congregation of those in whose lives Christ himself is living, when Christ is not only proclaimed by the preacher but is active in the minds and hearts and service of those who know and love him.

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## Now Is The Time . . .

By MAX SMITH

County Agricultural Agent



Max Smith

**TO MAKE RYE SILAGE** — Winter rye is commonly used for grass silage and should be cut just after heading and before any seed is formed in the head. In the past some growers wait for a "milky kernel" to develop in the rye head which means that the plant is too mature for top silage making. One of the common grass silage preservatives should be added to improve the palatability of the crop.

**TO KILL CUTWORMS** — Many corn, tobacco, and tomato growers have successfully reduced damage from cutworms by treating the field in advance of planting. The soil may be sprayed three to 10 days ahead of planting with one quart of #2 Heptachlor or one pint per acre of #8 Chlordane emulsion. This treatment may prevent considerable re-planting this spring.

**TO RESERVE MAXIMUM FEED VALUE** — Considerable loss is experienced each year by forage crop growers in the process of cutting and harvesting the crop. Many factors contribute to this great loss including the weather. It is the feeling that more feed nutrients may be preserved from the first cutting of hay if part, or all, is made into grass silage. The attempt to field cure hay in this area has resulted in too high loss of feed nutrients. The average dairyman could benefit most of all by having some grass silage of good quality, rather than poor quality hay to feed either this summer in case of drought or next winter.

**TO BEWARE OF BLOATING** — Fresh, succulent forage crops should be handled carefully in order to prevent severe bloating in most sheep and cattle. Legume crops such as ladino clover, alfalfa, red clover and sweet clover have been blamed for many cases of bloating. This is especially true when the plants are wet and when the livestock are not accustomed to the fresh forage. Permitting the animals to graze only when the plants are dry, and giving a feeding of hay or other dry roughage before turning them in the pasture may save trouble.

of Wotthing, England, who had away from her home to work as a maid, said she was "tired of living in wealth."

Charles Almendinger, of Marion, Ohio, owned a dog that had an extra "tail" several inches long growing from its forehead.