



Ezra T. Benson

## Benson Unable To Visit Russia This Summer

Secretary of Agriculture Ezra T. Benson Monday announced that he has sent the following cable to the United States Embassy in Moscow

"Please convey regrets Mr. V. Matskevich Minister of Agriculture that I am unable visit Soviet Union this summer as I had hoped. Extreme pressure legislative and agricultural policy matters leave no choice but to delay trip indefinitely at this time"

"Please indicate this decision made regretfully since have strong personal interest in agricultural progress of Soviet Union and as indicated my letter April 30 have been desirous of being able accept Minister's kind invitation to visit"

"Appreciate courtesies being accorded U S agricultural group now in Soviet Union. We look forward to arrival of exchange group"

## Sales Problems To Get Top Billing at Neppco

TRENTON, N.J. — Ways and means of cracking poultry sales barriers will get top billing when the Northeastern Poultry Producers Council holds its annual exposition at Harrisburg, Oct. 7-8-9

Lead off speaker in the sales-building workshop will be Jeff Coates, Akron, Pa., president of the Professional Sales Training Co., it was announced here this week by Dr. Alfred Van Wagenen, NEPPCO managing director

"You can call it a recession, a dip, a slump or an incipient depression," said Dr. Van Wagenen. "But call it what you will, you can't help noticing that the big problem is getting people to buy — and maybe one of the very real reasons why people aren't buying is simply that too many others aren't selling!"

OCTOBER 8, the exposition's second day in the mammoth Farm Show Building, has been set aside for the down-to-earth assault on the problems that beset poultrymen from the standpoint of merchandising and selling. Not only will poultrymen get some expert insight on expanding their markets for poultry and eggs, but allied industry men will get some sound advice on moving their products in industry channels

Teamed up on the same program with Coates will be one of the nation's leading advertising men in the agricultural field. With the Keystone State expert giving listeners the clues to successful individual selling, the advertising specialist is expected to supply a generous helping of the same medicine for firms with ailing promotional programs.

## Hogs Continue Decline, Slow At Chicago

CHICAGO, July 15 —

CATTLE 25,000 Receipts will exceed the estimate by fully 500 head. Slaughter steers and heifers fairly active, steady to 50 cents lower. Mostly 25.50 cents lower than closing levels.

"Please repeat my faith that exchange of people and information between our nations leads to mutual benefit. Letter along similar lines being dispatched through Embassy here"

The visit to Soviet Russia was to have been a part of a trip that would have included several northern European countries. These countries also are being notified of the postponement.

1st week. Bulls fully steady. Other classes mostly steady. Bulk choice and prime slaughter steers \$26.75-29.00, most loads of steers at \$28.00-29.00. Mixed choice and prime grades, few loads 1250-1330 lb weights \$30.00, two loads 1375 lb Brangus steers included at \$28.75. Several loads mostly prime around 1400 lb steers \$28.25, mixed choice and low prime 1025 lb steers \$25.00, good and low-choice steers \$25.00-26.75, mostly \$25.50 up, steers grading standard and below very scarce, two loads utility 1000 lb Holstein steers \$25.00 with five head sorted out \$21.00. High-choice and prime choice heifers \$24.50-27.00, utility and standard grades \$20.00-24.00, two loads 850 lb utility heifers \$22.00. Utility and commercial cows \$18.00-21.00, mostly \$18.25-20.50, canners and cutters largely \$15.00-18.50, few heavy Holstein cutters up to \$19.00, few light canner cows \$14.00-15.00, utility and commercial bulls \$23.50-25.00. Good and choice vealers \$28.00-31.00, utility and standard \$18.00-27.00, culls down to \$12.00. Load good 575 lb stock steers \$27.00.

HOGS 8000. Slow, uneven, 25.50 cents lower on barrows and gilts under 230 lbs weights over 230 lbs 50 cents to as much as 75 cents lower. Sows weak to mostly 25 cents lower. Limited shipping outlet. Increased supply new crop barrows and gilts under 200 lbs in receipts U.S. No. 2 and 3, 200-270 lb barrows and gilts \$22.75-23.15, several lots No. 1 to 3, 200-240 lbs at \$23.25. Few lots mostly No. 1, 200-225 lbs \$23.25-23.50 and 98 head lot No. 1, 210 lbs uniform in weight and grade \$23.65.

## Lancaster Markets

(Continued from page two)

weigh teanners down to \$14. Most 850-1,100 lb. fed yearling bulls \$25.50-27.50, majority commercial bulls after Thursday \$23.50-25, utility \$23.24, later \$22.50-23.50. Most cutter early \$23-23.50, late \$23 down. Some lightweight canner bulls \$16-18.50. Early choice 500-1,050 lb stockers and feeders \$27.50-30.50, most good \$26-27.75, medium \$24-26; late choice 500-1,050 lbs \$27-30, good \$25.25-27, medium \$23.50-25.25, common \$20-23.

CALVES Three days 524, week ago 700. Moderately active. Small receipts since Monday. Fully steady. Prime 160-220 lbs. \$31-32, choice \$29-31, good 140-200 lbs. \$26-29, standard \$23-26.

HOGS Three days, 1,453, week ago 1,404. Rather slow early. Late receipts small. Barrows,

gilts and sows steady to mostly 25 cents. Bulk supply U.S. No. 1-3, 190-230 lbs. barrows and gilts \$24-24.25. No. 1 and 2 these weight \$24.25-24.50. Some No. 2 and 3, 230-270 lbs \$23.50-24. Few 300-550 lb. mixed grade sows \$17-20, mainly \$19.75 down.

SHEEP Three days 539, week ago 366. Moderately active early, very slow late. Several pens available of Monday's trade. Bulk spring slaughter lambs 50 cents to \$1 lower. Choice 70-90 lb. spring slaughter lambs, \$23.50-25, good \$22-24. Early utility to good \$21.22, late some low utility \$18, few culls \$15-17.

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