

FROM WHERE WE STAND -

Is The Salesman Worth His Hire?

A certain sales company has a slogan which says, "The only possible way to pay a salesman what he is worth is to put him on direct commission."

We tend to agree that the only fair measure of the worth of a salesman is the amount of his sales, if good will is discounted.

Now when you can get a salesman who can do a good job of selling for the highest price and build good will for the business at the same time, it seems to us that you should use that salesman as much as possible.

By the same reasoning, the most accurate method of arriving at the true worth of an item is to assemble all the people who would like to have that item and sell to the person who wants it most, that is, the one who is willing to pay the highest price.

Farmers could do this by themselves if they had sufficient volume, and if the farmer could inform all the buyers when he would have the product available, but this is seldom possible.

Several good agencies in the county overcome both the volume and advertising obstacles to selling by bid. Why do so few farmers take advantage of these agencies.

A prime example of this type of agency is the Lancaster Poultry Exchange Officials at the Poultry Center have listed at least seven advantages the Exchange has which the individual farmer cannot attain by himself:

Many of the livestock auctions as well as the Poultry exchange sells to bonded buyers. This guarantees payment to the producer. Some unfortunate situations in the past, when buyers went broke or moved away, could have been avoided if the product had been marketed through the Poultry Exchange.

The grower is guaranteed a price for his poultry. If the market fluctuates between the time of sale and the

time of delivery of the product, the settlement is at the contract price.

Movement of poultry bought on the Exchange must be within the specified time and at the price quoted. If for some reason the poultry can not be moved within the allotted time, a penalty for each day of delay can be enforced, unless the seller agrees to allow the poultry to stand.

In using the Exchange, the seller need not contact a host of buyers, ask their price and play one against the other trying to get the highest price and possibly miss the market he wanted while trying to make a satisfactory sale. Market price is established at the time of the sale by competitive bidding, and the seller is free to refuse the bid if he feels it is not fair.

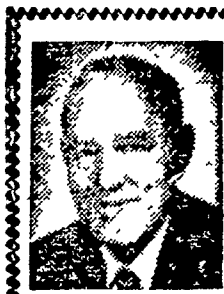
With one call to the Poultry Center, a poultryman can notify 28 buyers that he has poultry to sell.

Prompt payment for poultry is assured through the use of the Exchange. In the past we have heard many stories of how some buyers would purchase a truckload of poultry and sell it before settling with the farmer. In many instances, especially if the dealer was caught with a slipping market, the farmer had to wait quite a while. The Poultry Center contract calls for payment to the seller within seven days after movement of the birds.

Listing as a clincher, The Establishment Of a Market Price, the Poultry Center officials get back to the original idea of this piece. Many of the independent sales of poultry in the county are based on the sale average at the Poultry Center and on the sale average at the DelMarVa auction. "When auction sales are no longer in existence, who and what will establish the price paid?" the officials ask.

The motto will again be as in the past, "Let the Seller beware."

At least that's how it looks from where we stand.



Davidson

THIS WEEK

—In Washington

With Clinton Davidson

The Farm Problem

If you are good at mathematics, know something about farming, and like an argument, there is a free-for-all just starting that you might like to get into.

For the past 10 years it has been rather generally assumed that we have a "farm problem" in this country, although not everyone has agreed on just what the problem is. Congress has debated it endlessly without agreeing on a solution.

Now mathematicians and statisticians have begun a hot argument over whether there really is any "farm problem." They are using figures, charts, equations and mathematical formulas to support their arguments.

Personally, this is one argument we intend to steer clear of and report impartially, figure by figure, strictly

as a spectator. To bring you up-to-date, here is what happened so far in the battle of the mathematicians.

A Matter of Money

The question is: Are the farmers getting a fair share of the national income?

"No," say U. S. Department of Agriculture statisticians, economists and mathematicians.

"Yes," say statistical experts who have supplied the Farm Journal with figures showing farmers have 50% more income than the average American family.

The Farm Journal is an old and highly respected farm magazine and so it surprised a lot of folks when it bought a full page advertisement in the equally reputable Wall Street Journal to tell businessmen what its mathematicians had learned about farmers.

Farmers last year, the Journal reported, had a gross income of more than \$46 billion. That, if equally divided, would give each farm family an income of \$9,978, compared with the U.S. average of only \$6,470. Per capita farm income, it said, in 1959 was the highest on record.

The average farm family, the statisticians figured, owns equipment, buildings, and savings worth \$43,724. How many town families, asks the Journal, are worth that much?

USDA Rebuttal

It is grossly misleading, the USDA says, to compare farmers' gross income with non-farmers take-home pay.

A fair comparison, it argues would be between farmers' net income, after payment of operating expenses, with city workers' pay envelope.

The average farm worker, according to USDA figures, last year had a net income of \$1,672 including allowances for housing and food grown and consumed on the farm, about one-third less than the national average.

Approximately 5,000,000 farm families last year realized a net income, including the sale of their products plus government payments, of only about \$8 billion, USDA figures show, with which to pay family living expenses. The money farmers have to spend will buy less at the store than at any time since prior to World War II, the Department reports, while non-farm families can buy 50% more than in 1940.

Ten years ago farmers spent 50 cents out of each dollar received for production expenses. Last year they paid 70 cents and kept 30 cents. While consumers pay 10% more for most food items than in 1950, prices paid farmers have gone down an average of 20%.

There are the figures, so if you want to get into the argument you can choose your own weapons.

Rural Rhythms

WEATHER

By Carol Dean Huber

This dry weather will ruin my crops, and soon unless the temperature drops.

Gee, I wish it would rain today!

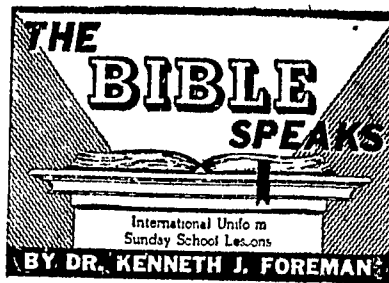
Remember the rain we had in May.

We said in May, "It's just too wet."

And now we say, "It hasn't rained yet"

We look at the sky and wonder whether—

But we can do nothing about the weather.



Bible Material: Amos 2 6; 5; 8 4-6. Devotional Reading: Romans 15 1-6.

Social Justice

Lesson for July 10, 1960

THE CHRISTIAN religion is said to be a religion of love, and so it is. It is love that makes it beautiful and gives it meaning. But just as the beauty and meaning of literature is built on the humble foundation of the alphabet, just as the beauty and the security of a house go down to the unseen foundations, so love itself is a stammering weak thing if it is not built on the foundation of justice. Love without justice is sloppy sentimentality, it is double-talk, it is drivel.



Dr. Foreman

Social Justice

God's prophets, whose writings are part of the Christian Bible, were interested in social justice. They were interested because God was interested. People who think that social justice is no affair of religion at all, either haven't read the prophets, or really don't believe them. Let us get straight what "social justice" is. It has nothing to do with socialism, or with social affairs as written up for the society pages. It is different from political or legal justice. (These two, of course, should also be a concern of Christians.) An example of political justice would be giving major parties equal time on the radio and TV. An example of legal justice would be getting paid a fair price for land the government has taken for a highway.

Social justice is broader and more basic than that. In a word, it means fair treatment all around. It does not mean treating everybody exactly alike, because people's needs are not always the same. But it does mean giving everybody a "fair shake," an honest deal; it means not handicapping people for "reasons" that make no difference. It means giving every one a chance to develop all he's got.

In the time of the prophets the people who needed justice and were not getting it, the poor. He speaks of the of the Israelites' mistreatment, over and over. He cheated out of justice in because they could not offer the handsome bribe richer people gave. He cheated in the marketplace cause the merchants used honest weights and measures had no one to speak for one but the God who spoke his prophets.

Social justice now also needed by the poor. Discrimination—a fancy word for unfairness—practiced also against groups—Negroes, Puerto Ricans, Chinese and others. But of all races, always need, for example, housing projects a way of wasting the money. They are a way of people live in humanly deplorable surroundings. There is a city is the capital of one of the of the Union. In it there that can be seen by anyone town. The city has had clearance authorized now years; but they are doing about it. Why? It is illegal to move a family out of most rotten tenement except better house. But most people who live in that slum can't afford to move they sit.

Backlash of Injustice

Amos told his people that they paid more attention to the welfare of the bottom of society, the whole country not only suffer—it would be destroyed. Social injustice is self-destructive. Consider a modern example. Here in we need educated leaders, scientists, thinkers, men of minds and skills. One of sons we do not get enough is that (as studies have stratred) many capable people do not have the means an education. Some who capacity never show it, simple reason that their high schools has to be crowded, leaky, unsanitary "homes" where you could raise a prize pig, let alone boy. Every time we in America reasons of poverty, or for other reason, deny a good education to young people who take it, we are weakening our country by just that much.

(Based on outlines prepared by the Division of Christian Education, National Council of the United Methodist Church in the U. S. A. Reprinted by Community Press Service.)

Now is The Time . . .

BY MAX SMITH



MAX SMITH

TO MOW LAWNS HIGHER—One of the very important practices in having a lawn is to mow the grass from 1 1/2 inches long each time, we believe. Some property owners do not accept this recommendation and continue to mow their lawns shorter thinking that it looks nicer and they will not have to mow so often. In these cases we feel they are sacrificing a thick turf in favor of their own conveniences. During the hot summer months of July and August it is especially important to cut the lawn higher

TO MULCH SHRUBBERY — Property owners who do not mulch their shrubbery about the home are running the risk that hot summer months could dry out the ground many inches in depth and cause injury to all shrubbery especially new planted shrubs. A two to three inch mulch of peat moss, cocoa hulls, rotted sawdust, or other organic material will go far toward holding moisture and reducing soil temperatures. In case of new plantings weekly applications of water, being sure to soak down 6 to 8 inches is very important for the first growing season.

TO CONTROL HOUSE FLY—Everyone should make an effort to reduce the house fly population. The first step is to eliminate the breeding places by keeping garbage covered, a general clean-up program, and on the farm the use of screens on windows and doors of all inhabited buildings and the use of screens on the milk house is essential. The spraying of ceilings and walls of porches, dairy barns, and other buildings with insecticides will kill many of the flies. Those sprays containing pyrethrins or organic thiocyanates are very good, such as Diazinon or Ronnel are recommended.

TO TAKE TIME COMBINING—Wheat harvest is at hand and the objective is to get the maximum amount of grain in the bin or bag, the combine is the modern machine to do this job provided it is adjusted and operated properly. From past experience the great amount of volunteer grain in the fall on small grain ground is evidence that much of it was missed. Combine operators are urged to wait until the moisture conditions are proper and then drive slowly enough to give the combine a chance to do a good job.

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