

Farmers Spent Over \$42 Billion For Goods in '61

UNIVERSITY PARK, PA. — Forty-two billions of dollars is a lot of money, but that's how much US farmers spent in 1961 to buy goods and services from the rest of us and from other farmers.

Dr. Russell E. Larson, director of the Cooperative Extension Service at The Pennsylvania State University, says "Farmers are certainly some of the best customers American business has. They spent around \$27 billion to buy all the different things it took to produce 1961's bumper crops

— great quantities of items like tractors and fertilizer and seed and bank interest and visits from the vet.

"And," Larson continues, "the farmer and his wife spent another \$15 billion for the same vast variety of things that city people buy — like TV sets, toothpaste, appendectomies, college for the kids, houses, trips to Yellowstone Park

"All of us, whether we work in a steel mill or teach school or sell groceries for a living, have a big stake in farm prosperity"

Just as other citizens, the American farmer buys a lot of just about everything, affecting most incomes in one way or another. But some

goods get used up in really big amounts in the farming process — and farmers have to keep on buying them.

Although farm people make up only 8 per cent of the population, Dr. Larson reports, they buy 13 per cent of the petroleum produced in the United States — more than any other single industry; 8 per cent of the rubber — enough to have put tires on all the automobiles manufactured in this country last year, twice as much steel as the railroad industry — about 5 million tons, and more electricity than was used by the cities of Washington, D. C.; Baltimore, Chicago, Boston, Detroit, and Houston combined!

Farmers also buy more trucks and tractors than any other industry. They also utilize \$1½ billion worth of fertilizer and lime on their fields annually.

Statistics can be dull, but Dr. Larson believes, the exciting story is in what all this big farm buying power means to people everywhere in the U.S.

Millions of the so-called "city" jobs depend on farming. Some 6 million people are involved in providing the goods and services that farmers buy. Another 10 million work at transporting, processing, storing, and selling farm products. Their paychecks help expand American buying power all along the line.

It's estimated that 4 out of 10 jobs in private employment are related to agriculture . . . they depend on the farmer's continuing to be a "big customer"

Only 8 per cent of Americans about 15 million, actually live on farms today "but," Dr. Larson says, "when you add them together with all their business partners in our economy — merchants, bankers, truckers, processors, wholesalers — the 'agricultural' population is far closer to 40 than 8 per

cent of the nation.

Economists expect farm income to continue in 1962 at the same increased levels of last year. So, there's promise of a continued steady market for goods and services — plus leeway for spending for capital investments in new farm buildings or more land for bigger operations.

Dr. Larson concludes, "Across the nation, it would be hard to find a more important customer than American agriculture"

Dairy Cows

Dairy cows should be kept in the barn on cold fall nights. Udders chilled on the ground are prone to mastitis, reminds Dr. S. B. Guss, extension veterinarian at Penn State.

Farm-City Week To Emphasize Communication

Communications is the theme of this year's Pennsylvania Farm-City Week observance set for November 15-22.

In announcing the theme State Chairman, Ralph C. Blaney of Penn State, said communications is important in the lives of both farm and city people. And the better the communications are, he said, the better these two segments of our society can understand each other and their problems.

To further stress the importance of communications (Continued on Page 20)

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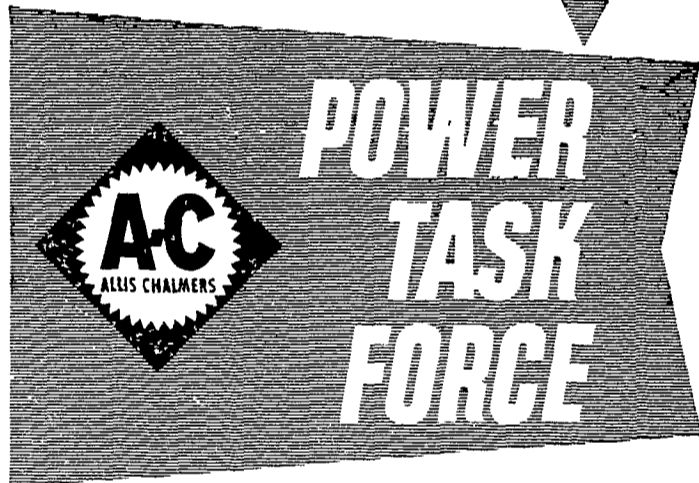
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