

From Where We Stand . . . Who Sells Your Farm Produce?

June is Dairy Month.

This is a phrase you will be hearing and reading everywhere during the next few weeks.

We support the idea behind Dairy Month. We believe it is a fitting tribute to the agricultural enterprise that contributes more to the economy of Lancaster County than any other phase of farming.

We urge every farmer to take advantage of the opportunity to promote his industry while the attention of consumers is focused on dairy products.

We believe it is the responsibility of every farmer to produce milk to the best of his ability and to the utmost of his efficiency, but we believe he should share in the marketing of his product with equal zeal. A machinery dealer in the county said recently, "I would be in a terrible shape if the machinery company produced every tractor they could turn out and then said to me, 'There they are; you sell them.' What would I do?"

We do not mean to say that every farmer has to make the sale to the consumer. We have a complex marketing organization to do just that, but we do believe the farmer has the responsibility of helping to promote any commodity that is being produced in excess of current needs.

Manufacturers are continually promoting the product they have for sale, and the promotion campaigns are never heavier than when inventories are high. In addition, manufacturers cut back production as inventories build up, and increase production in times of high demand.

We realize this is relatively easy in industry where a few or many laborers can be laid off and machinery shut down for a few weeks or months. In agriculture, and especially in the dairy business, it is difficult to cut production without cutting the potential for production.

In times of greater demand it is relatively simple for manufacturers to hire extra labor, put on additional shifts, or even retool a factory in a relatively short length of time, but in dairying, the only practical way to reduce production is to reduce the number of cows in the herd. We don't have to tell you dairymen that it takes almost three years to increase the production facilities of a dairy herd after the decision is made to increase.

There is a delicate balance between supply and demand for dairy products, and we have not achieved this balance for quite a few years. Consumption of dairy products has remained good, but just a small amount of excess milk causes problems in the industry unless people are encouraged to use it all up.

Prices Received By Farmers Are Down 3 per cent

Prices received by Commonwealth farmers in mid-May for their agricultural products were down 3 percent from a month earlier, but 1 percent above a year earlier, according to the Pennsylvania Crop Reporting Service.

The decline in May is partially seasonal and caused primarily by the 20 cents per cwt decline in wholesale milk price plus the 4 cents per dozen decline in egg prices. Poultry prices ranged from one-half to one cent lower than in April. Tending to offset lower prices for poultry, eggs and dairy products, were higher prices for slaughter cows, calves and hogs. An average of \$15.00 per cwt for hogs represented the first hog price increase since

last September.

Alfalfa hay at \$14.50 per ton declined \$1.00 from mid-April but was still \$17.00 above May last year. Wheat, barley, rye and potatoes also showed declines from a month earlier while corn and apples showed seasonal price increases.

The index of Prices Received, which is a measure of the trend and changes of prices received by farmers, was 212 percent of the 1910-14—100 base. This compared with 218 a month earlier and 210 a year ago.

U.S. PRICES

During the month ended May 15, the Index of Prices Received by Farmers declined 1 percent to 240 percent of its 1910-14 average. The most significant price declines were reported for cattle, eggs, and wholesale milk. Partially offsetting were higher prices for oranges and hogs.

We would certainly hate to see all the herds in the nation cut back drastically with the international situation being what it is, but something needs to be done to bring about a better balance between production and consumption.

We believe June Dairy Month is a step in this direction.

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

A Spoonful Of Milk

(Reprinted by request)

The contestant in the Future Farmers Public Speaking contest was describing the efficiency of the American farmer. His description included an enumeration of some of the surplus supplies of farm commodities the United States now has on hand.

One of the contest judges asked the Future Farmer what suggestion he might have for making use of the surpluses.

The answer was, "We should encourage more consumption of food products."

Of course the next logical question was, "How?" and we think the answer given by the young man was significant.

"We could advertise it," he said.

Now we know that the amount of food that can be sold to a man who is already well fed is negligible — "the inelasticity of demand," the economists call it — but even a small amount is sometimes important.

The Future Farmer brought out in his speech that one extra tablespoonful of milk per person per day in the United States would wipe out the entire dairy surplus in the country today.

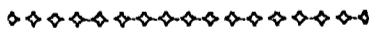
Just think of the possibilities! If a good, strong advertising campaign could induce every person in the United States to drink only one more glass of milk each week, the dairy farmers of this country would have a hard time meeting the demand.

But even more important would be the benefits to the health and welfare of the nation's people.

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



Japan Biggest Customer — Don't complain about all the Japanese goods flooding our markets — they're a pretty good customer of our too! Japan, a cash paying customer, has been the largest foreign buyer of U.S. agricultural products in the past two years. Volume approximates \$500 million worth of farm goods, including cotton, soybeans, wheat and feed grains.



Lancaster Farming

Lancaster County's Own Farm Weekly

P. O. Box 1524
Lancaster, Penna.
P. O. Box 266 - Lititz, Pa.

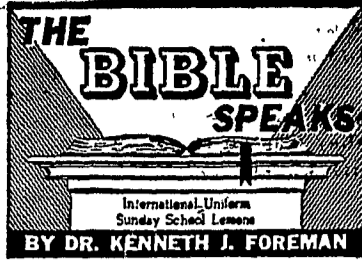
Offices:
22 E. Main St.
Lititz, Pa.

Phone - Lancaster
EXpress 4-3047 or
Lititz MA 6-2191

Jack Owen, Editor
Robert G. Campbell,
Advertising Director

Established November 4,
1955. Published every Saturday
by Lancaster Farming, Lititz,
Pa.

Entered as 2nd class matter
at Lititz Pa. under Act of Mar.
8, 1879.



If God Cares

Lesson for June 9, 1963

Bible Material: Psalms 105; 136.
Devotional Reading: Psalm 106:1-5, 48.

GOD cares for His own. How often we have heard that! But there are millions of people who don't believe that at all, because they are convinced that if God cared for them He would do something about it. The trouble here is not with God. However strange His ways may be, we cannot conceive of Him as a cruel or uncaring Creator and Crusher, one who delights to destroy his own creatures. The trouble here is with people, just like ourselves, or perhaps actually ourselves. There may be people who could have believed in God if it hadn't been for us. That is a terrible thought, but don't throw it away just because it hurts. It may be true.



Dr. Foreman

If He cares, we must

If God is our God (and we like to claim Him), then if He cares for other men, so must we. No use talking about ourselves as God's children if we act more like the devil than like God. No use talking about ourselves as God's children if we make no effort to be and do like the true Son of God. If the Father in heaven is concerned over what happens to any human being, even the least; if our divine Father notes even a sparrow's fall, then the least we can do is to share His concern. Now it is not psychologically possible to have exactly the concern for people that God has, for one simple reason. His mind is infinite and ours is not. For example: Suppose a big airplane crashes somewhere in Peru. You read in the papers the list of American passengers. All strangers. So you breathe a little sigh of relief,—"Nobody I ever knew." And off you go to business or pleasure and never give that crash another thought. Is this selfish? Partly so;

but one big reason why we can't feel desperately sorrowful, maybe not even a tiny bit sad over the crash, is that our minds just can't grasp it. Every minute or so some one dies, and that death means sorrow for some one, perhaps for many; and if you felt all that grief yourself, you would be crushed by the continual burden.

If we care, we must help

One writer in the Bible, Saint James, makes fun of people who tell people in trouble, "Go in peace, be warm and fed," without doing anything to make the wish come true. A benediction is not a happy substitute for a breakfast. Caring about people is not a matter of emotion, feeling sad when they get into trouble and dancing with them when they are gay. If you do actually care for people, you will go to some trouble to help them out of trouble. A person who is helpful only when it's convenient won't be much help, and not very often. It's hard to believe in God when the people who sing (and even holler) about Him act like the devil. It's hard to believe in God if people who do claim to believe in Him act as if they had not even read His Book. God is being made credible, or incredible, every day in the world, by the people who bear His Name.

The shape of love

If we ask a blessing before we eat, the usual way is to thank God for the food which is spread before us; and at breakfast we may thank God for a peaceful night. Now it does not make God's glory or goodness a bit less if we remember that without the aid of people we would have neither the food nor the comfortable night. Somebody planted the seeds of what you eat, somebody raised the chickens and the pigs and cows, somebody planted the wheat for the bread; and somebody knew how to cook. So with the peaceful night. Policemen kept it peaceful, so did the army and navy, when you come to that. So did the good cook; without her (or him) you'd have had indigestion and a night you couldn't feel thankful for. The personal God uses persons to help persons; that is the way God operates. We surely would not want it otherwise. To be a true God's-helper is the happiest opportunity of life. Not that we are like the tools of a machinist. God does not use persons as you use a pencil. God uses only those who are willing and ready to be used.

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U. S. A. Released by Community Press Service.)

Now Is The Time . . .

BY MAX SMITH

To Adjust Fire Insurance Coverage

Many farm buildings are not adequately covered by insurance according to present building costs. The buildings should not be insured for the original cost but for the approximate replacement cost, on many sets of buildings these figures will be thousands of dollars apart. Property owners are urged to check with their insurance agent regarding the correct coverage.

To Beware of Wild Cherry Trees

Livestock producers that are grazing any kind of livestock under or near wild cherry trees should be on the alert for wilting or dry leaves. Following storms, branches and limbs may be blown to the ground; the fresh leaves are not poisonous, but in a wilting or a dry condition these leaves will kill livestock. Owners are urged to check their pasture land after each wind storm if wild cherry trees are present.

To Plant

Pennbel Tobacco Early

Tobacco growers who are planning to continue grow the hybrid tobacco, Pennbel 69, should keep in mind the need for planting it by the middle of June; if this date is recognized, then the crop should have ample time to mature and partly cure before cold weather arrives. We should try to benefit from last year's experiences and curing problems.

cases the crop was a bit short due to dry weather. However, later cuttings may make up for this shortage if the proper fertilizer elements are present. Growers are urged to top-dress alfalfa and cover fields with 300 to 400 pounds per acre of a 0-20-20 or 0-15-30 and in the case of straight grass stands (timothy or orchard grass) use 50 pounds of actual nitrogen per acre. The growing season is far from over and some heavy yields of quality forage may still be grown if weather conditions are favorable. Be sure you are ready for adequate

To Top-Dress Hay Fields

The first cutting of hay will be removed from many acres and you are ready for adequate



MAX M. SMITH