

U. S. Farmer Is Underpaid

The cost of medical care went up 85 percent from 1947—9 through 1966 and rent went up 52 percent during the same period, while food increased only 35 percent

This and other statistics related to the cost of farming today were released by the New Holland Division of Sperry Rand Corp. recently.

An hour's factory work says Sperry Rand, purchased only 15 pounds of round steak in 1935, but in '66 the same amount of work earned the consumer enough to buy 24 pounds of the same meat.

And milk, of which an hour's work brought 46 quarts in '35, is another staple the consumer got more of for his hour's wages in '66—97 quarts to be exact.

So why are food bills up? The cost of processing food is one answer. Another is the cost of packaging, and a third the rising cost of transportation.

Nonfood items talked on the check-out tape are yet another reason, says the firm.

"In other words," Sperry Rand's food researcher concludes, "the cost of marketing food has sent the grocery bills up to a large extent."

From 1947 through 1966, the total bill for marketing America's food went from \$22.6 billion to over \$52.1 billion, or more than 130 percent increase in less than 20 years.

The farmer, says Sperry Rand, has not been getting the benefit of higher food prices. Average wholesale farm prices have in fact, been declining. High food production and

over-supplied wholesale markets are other factors.

Here's what the farmer has been averaging in receipts recently, according to S-P's research: 28 cents for corn in a 30 cent box of Cornflakes; three to four cents for wheat in a 22 cent loaf of white bread; 23

cents for the cotton in a man's \$4 dress shirt.

Farmers are employers (for 32 million persons), consumers (\$45 billion a year for goods, services, household items, clothing, etc.), taxpayers (\$17 billion in real estate taxes in '66) and suppliers (world's largest exporter of food products, with more than \$6.9 billion in farm products sent to world markets in 1966).

Farm production is on the upswing. Farmers produce more than six times what they did in 1919-21. One farm worker produces enough food, fiber and other farm commodities for 39 persons.

Yet many farmers are "agricultural dropouts." They retire and nobody takes over, or they

quit for better paying jobs in industry.

Despite high farming productivity, the farm population continues to shrink.

New Holland sees hope for the future, however, in the application of ever-improving farm equipment to make the North American farmer more productive — and better paid — than he is today.

First Impression

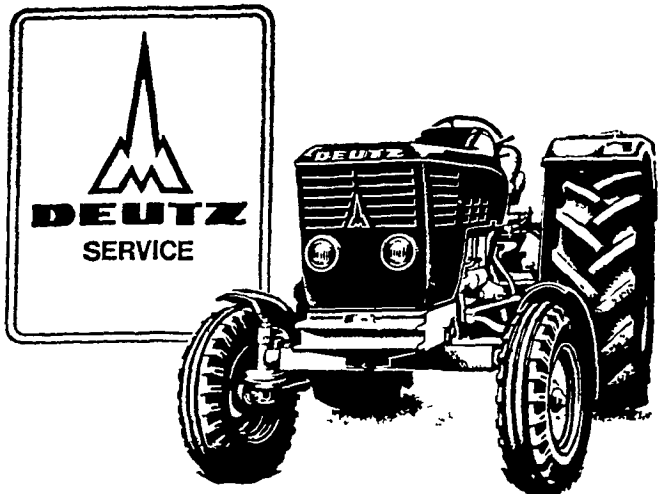
We rely upon clothing to help us form our first impressions about people, reminds Mrs. Ruth Ann Wilson, Penn State extension clothing specialist. First impressions help us recognize friends in a crowd, and may help us to see a person's immediate plans so we can adjust our behavior accordingly. Regardless of how accurate these first impressions are, they have an influence on our lives.

Origin of the diamond industry is lost in the mists of time, but you can bet it was some prehistoric gal who first used the word "mine" in connection with precious stones.

A disgruntled friend says that considering the way his wife has him trotting her and there, he should have been given a bridle shower before his marriage.

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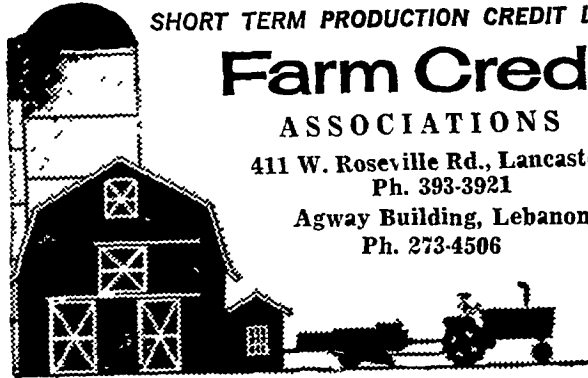
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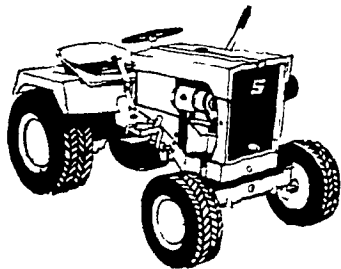
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