

Says Strong Cattle Market Essential To U. S. Prosperity

In the midst of cost-of-living increases, considerable attention is being directed toward an upward trend in the price of a favorite menu selection of most Americans: beef. One reason — the average price for cattle has reached its highest point since 1952, about \$32.00 per hundred weight, at markets throughout the country.

David H. Stroud, Chicago, President of the National Live Stock and Meat Board, phrases

it another way: "Cattle prices are now no higher than they were 17 years ago. How many other products and services cost the same or less than they did in 1952? Check what you have to pay today for automobiles, medical care, housing, entertainment — you name it — compared with what you would have paid back in 1952."

Because the standard of living has increased much more rapidly than have food prices, consumers today spend only about 2½ percent of their after-tax income for beef, Stroud said. This is a smaller portion of take home pay than it took to buy beef 20 years ago . . . and, even then, it was less than three percent, he added. Moreover, with per capita consumption of beef at a record-breaking 109 pounds a year, Americans are getting 66 percent more beef for that 2½ percent of spendable income than they did back in the early 1950s.

"A strong stable market for cattle is the consumers' best assurance of adequate supplies of beef . . . and at prices they can afford to pay, especially in view

of the quality and nutritional values of the product," says the Meat Board official. "The cattle industry, like other segments of agriculture, has not been sharing in the prosperity of this nation to the same degree as most of the rest of the economy executives, factory workers, clerks, bus-drivers, salesmen, teachers — just about every occupation and profession.

"When cattle prices reach a point where a sound return can be realized on investments in feed, buildings, livestock, insurance, equipment; you can be sure cattle producers and feeders are going to continue to provide consumers with the beef they want and need."

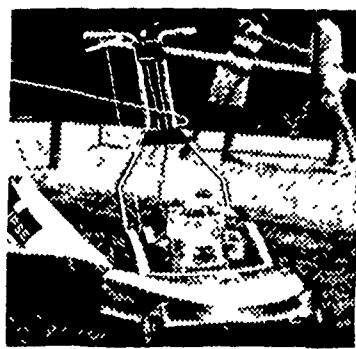
Stroud said it costs livestockmen — like everyone else — more to do business today than 15-20 years ago, but they are getting fewer real dollars in return for their efforts.

Then how do they stay in business? Why does there continue to be abundant supplies of meat?

"Efficiency!" answers Stroud

"For 30 years livestock producers have been taking advantage of every new idea on production efficiency and improvement that has come out of agricultural colleges, experiment stations and allied industries. And every efficiency he's instituted has ended up as a bonus for the consumer instead of additional income to the producer. Without the increased efficiency, he could not have stayed in business. Meat production would have gone down instead of up, and the law of supply and demand would have shoved meat prices far above where they are now."

"No one likes to pay higher prices for anything," said Stroud. "And it's natural that all homemakers are more sensitive to increases in prices of items they shop for frequently, such as food. We do not buy TV sets, automobiles and houses that often. But the people who produce food have the same right to share in prosperity as those who produce TV sets, automobiles and houses . . . and the same right as the factory worker, plumber and electrician to earn a fair return on his labor."



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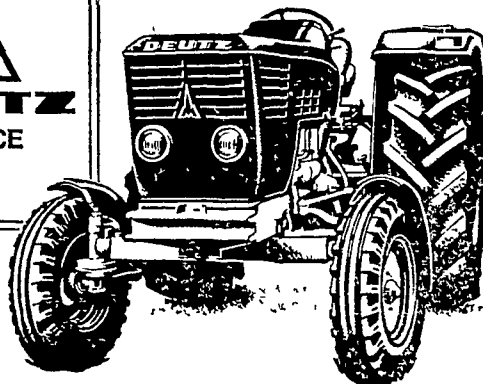
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● Farm Women

(Continued from Page 23)

been a resident of Lancaster for the past 35 years. She is presently employed by the Lancaster City and Township Schools as a tutor of English to Greek immigrant children. She also translates letters for people correspondents.

The program also featured ponding between the two countrysides by the Mount Calvary Trio. Mrs. Robert Kauffman led devotions. Hostesses were Mrs. James Garber, Mrs. Russell Swarr, Mrs. Galen Benner, and Mrs. Thomas Clapsaddle.

During the business portion of the meeting with Mrs. Arthur Wenger, president, conducting, \$25 was forwarded to the county project (Halfway House). Members of Societies 26 and 27 will send gifts to Conestoga View today while other members attended the spring rally of the Society of Farm Women of Pennsylvania at Dutch Town and County.

Society 27 will be entertained by Society 24 on May 28 at 7:30 p.m. in the Conestoga Church of the Brethren, Bareville.

This meeting will replace the May meeting. The June meeting of Society 27 will be a family picnic to be held June 29 at Sico Park, Mount Joy.

Society 15

Society of Farm Women 15 held a Mother-Daughter banquet May 13 at the Willow Valley Restaurant with about 65 persons present. Devotions were in charge of Mrs. Emily Greenwald.

Chairman for the program was Mrs. John Flantz. Speaker was Mrs. Clayton Keener, Refton.

The next meeting will be held on June 19 at the Black Rock Retreat, when Society 15 will entertain the county officers and societies 18 and 20.

Hostesses will be Mrs. Richard Shoemaker, Mrs. Kenneth Shoemaker, Mrs. Robert Reath, Mrs. Charles Anderson, Mrs. Jon Anderson, Mrs. John Gasco and Miss Isabel Ferree.

Protect Fruits

Control diseases on fruit by applying sprays at intervals to give adequate protection. Allen H. Bauer, extension plant pathologist at The Pennsylvania State University, says that spray schedules for many types of fruit crops may be obtained from your county agent.