

Experts

(Continued From Page 30) but, because of weather conditions resulting in late planting or poor growth, the harvested tonnage was up only 6 percent. Production of the principal fresh vegetables as a group was about equal to 1972. Potatoes were also af-

ected by weather. Fall potato acreage was up about 5 percent from 1972 but yields are expected to average 9 cwt-acre less, therefore total production will be only 2 percent greater.

Relatively short supplies coupled with strong consumer demand have left stocks of processed fruits and vegetables quite low. Processors are bidding

strongly for existing supplies of raw product but it is not believed they will be able to replenish stocks of most items in their warehouses out of this year's crops. If demand remains strong during the winter and spring, and indications are that it will, processor demand will be strong again next year. Supply will again be the predominant determinant of next year's prices and

weather will play a key role in its determination. A great expansion of acreage would appear risky since producers may not be able to count on weather conditions to control next year's production.

Production decisions affecting next year's supply of tree fruits, berries, and grapes have long since been made. Strong consumer demand and moderate supplies of fruits have led to

relatively high prices for the past two years. It is becoming increasingly evident that our production capacity for apples, sweet and sour cherries, and perhaps even grapes is such that if all areas of the country produce crops equal to those of their better yield years, seriously depressed farm-level prices will

probably result. However, there is room for a large fruit crop because processors would like to rebuild stocks.

Agriculture 1974
For agriculture, 1974 looks like another good year in view of the strong domestic and foreign economies. However, a cautionary note needs to be sounded concerning all-out production in future years. The foreign economies, which are currently enjoying rapid growth, are fighting an inflationary battle of their own. Although foreign economies have historically turned down somewhat later than the U.S. economy, the current inflationary trends may bring the slowdown sooner.

Year in, year out, more Chevy trucks are in use than any other make.*

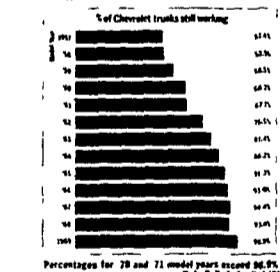
Chevy trucks No. 1 in 1973

*Based on R. L. Polk & Co. official industry statistics

Last year, more Chevy trucks were sold than any other make. And that's especially important to truck buyers this year.

According to manufacturers' reported deliveries, Chevy sold more trucks in 1973 than ever before in history. And more than any other make. We're proud of this sales record and we consider it a strong endorsement from those who know trucks and truck value best.

And let's look at Chevy's track record in building trucks that last. You have a right to know how long our Chevy trucks have lasted over the years. So we went to the record books and prepared this chart to show you



fact that helps explain what we mean by "Lasting Chevy Value." And an important fact to consider when you buy a new truck.

When so many people choose Chevy trucks, we think that it's due, in large measure, to the lasting value we build into them.

We know that truck buyers are extremely value conscious. So we provide that value by building it in where it counts. We put a Massive Girder Beam independent suspension system up front. We make extensive use of double-wall construction in cabs and bodies. We even provide computer-matched brake systems.

Another point: Chevy trucks have traditionally high resale value.

Another way to measure truck value is by what it's worth when you're ready to trade. And, according to Automotive Market Reports, an authoritative industry source, Chevy truck resale value for 1/2- and 3/4-ton models is traditionally high when compared to other makes.

Does a Chevy truck give you the most truck for your dollar or doesn't it?

Only you can make that judgment. And only after you've carefully considered all the values we build into our '74 trucks. We've covered some of them here. Your Chevrolet dealer has a 140-page book that covers them all. Ask him to show it to you. Then take a test drive in a new Chevy pickup. And find out for yourself why it's the best-selling pickup on the road today.



And the best deals on Chevy trucks are found at:

VENTURES



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Pa. Broiler Placements Up 12 pct.

Placements of broiler chicks in the Commonwealth during the week ending January 26, 1974 were 1,300,000. The placements were 12 percent above the same week a year earlier, and 19 percent above the previous week. Average placements during the past 10 weeks were 5 percent above a year earlier.

Settings for broiler chicks were 1,766,000 - 4 percent below the previous week and 2 percent below the comparable period a year earlier. The current 3-week total of eggs set is 3 percent below the same period a year ago.

Inshipments of broiler-type chicks during the past 10 weeks were zero compared with 8,000 a year ago. Outshipments averaged 281,000 during the past 10 weeks, 36 percent above a year earlier.

Placements in the 21 States were 59,820,000 - about the same as the previous week but 4 percent above the same week a year earlier. Average placements during the past 10 weeks were 3 percent above a year ago.

Settings were 71,030,000 - 2 percent below the previous week and about the same as a year earlier. The current 3-week total of eggs set is 3 percent above the comparable period a year ago.

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