

# 3 outlook

**TOBACCO SUBSTITUTE**  
A U.S. firm has announced expansion plans which will locate a plant in the United States to commercially produce a new tobacco substitute made of a chemical fiber. The plant, with an initial capacity of 9 million tons annually, is expected to be completed and in operation by 1975. It will initially supply a tobacco substitute for further development by two U.K. cigarette firms. Commercial production of cigarettes with the tobacco substitute is not seen prior to 1976.

**CHINA TRADE PROSPECTS**... Because of bumper 1973 crops and if reasonably good weather prevails through 1974, agricultural imports in 1974-75 by the People's Republic of China could decline from the record levels of fiscal 1973 and 1974, and farm imports from the United States could be cut back somewhat from the \$1,218 million foreseen for fiscal 1974. Since U.S.-Chinese trade resumed in fall 1972 after a 20-year lapse, the U.S. has been a major supplier of farm products to the Mainland. During the past year, however, China has signed 3-year purchase contracts for grains, primarily wheat, with Canada, Australia, and Argentina. It is possible that the United States may become one of many suppliers for China in normal times but an important source of farm imports in difficult years.

**U. S. - CHINESE AGRICULTURAL CONTRASTS**... Grain output in the United States and the People's Republic of China is about the same, but China emphasizes grain for human consumption rather than for use as a livestock feed. In China, 55 percent of total grain area is planted to food grains, while in the U.S. 65 percent is in feed grains. Diets differ accordingly. Starches account for almost 80 percent of the average daily caloric intake in China but for only 23 percent here. U.S. crop yields are generally twice as high as yields in China — the difference between a technological agriculture and a labor-intensive system. China, with half as many cattle, uses them primarily as draft animals instead of meat. But China has nearly three times more hogs and sheep than the U.S., despite the low levels of feed grain production.

**WHAT'S WITH WOOL**... U.S. raw wool supplies are very limited in 1974 and prices are expected to remain near the Wool Act Incentive of 72 cents a pound. Continued relatively tight supplies and high prices are also expected for manmade fibers, despite a slowing in mill activity.

**PRODUCTION PARTICULARS**... There were 7 percent fewer stock sheep on farms and ranches at the start of 1974, meaning less wool will be shorn this year than last. Production in 1973, at 146 million pounds, grease basis, was down moderately from the year before as fewer sheep were shorn and average fleece weights declined.

**REVIEWING 1973**... Last year's wool markets were affected by a host of different conditions: the energy shortage and its effect on industry activity and costs, a realignment of world monetary exchange rates, transportation problems, and a resurgence of consumer demand for textiles, especially natural fibers. With demand usually running ahead of available supplies, raw wool prices reached their highest levels in 20 years. In the United States the average producer price for shorn wool was 82.7 cents a pound, grease basis, compared with 35.0 cents a year earlier.

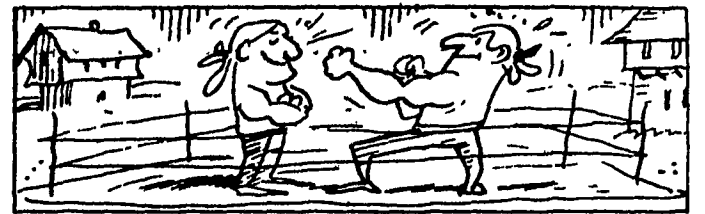
**CROPLAND COUNT**... Rapid urbanization has had little impact on the total amount of U.S. cropland, according to USDA economists, even though more than 3.5 million cropland acres were lost to urban areas in the last 10 years. For every acre so taken, five or six times as much cropland area was shifted to lower intensity agricultural or forestry uses, or was idled simply because cropping was not profitable. Irrigation, drainage, and clearing added three times as much land annually to the cropland base as urbanization absorbed.

**WHERE THE SHIFTS ARE**... Cropland has been abandoned or shifted to grass or woods on a large scale in the Northeast, Appalachia, and parts of the Southeast. Thus, cities there do not compete as directly with agriculture, and have had little effect on total agricultural activity. Development of new cropland in Florida, the Lower Mississippi, and the Corn Belt, Mountain, and Pacific regions has tended to obscure losses of land to cities. However, USDA economists feel urbanization probably has had a sizable impact on these regions' farm production.

**PROCESSED VEGETABLE VEIGNETE**... This year promises at least partial relief from the tight supply situation that has marked the vegetable industry for the past 2 years. The prospective planted acreage of eight leading processing vegetables is 7 percent larger than a year ago and 14 percent more than in 1972. These vegetables account for more than 90 percent of the U.S. processing vegetable tonnage.

**THE SUPPLY SCENE**... Canners and freezers should generally be able to contract for sufficient acreage to relieve much of the pressure on supplies of processed vegetables. Furthermore, the industry has apparently been able to secure the largest gains where the tonnage is needed. For example, canned snap bean and sweet corn acreage are being emphasized more this year, while freezing acreage is expected to be less.

**PRICE PICTURE**... Although supplies may be substantially larger beginning this fall, higher wholesale and retail prices



An 18th century English pugilist was so insensitive to pain that, for a small sum, he would allow anyone to strike him on the side of the face with all his force.

are expected. The cost of obtaining the added acreage has come high in 1974. Contract prices to growers, sharply higher in all cases, must reflect higher fuel, seed, and other production costs. Furthermore, farmers in the major vegetable processing area have been offered several attractive crop alternatives this season. For example, in California cotton has proved attractive to San Joaquin Valley growers while in the Pacific Northwest record high wheat and dry bean prices have driven up the cost of securing cropland for processing vegetables.

## HAY & STRAW SALE EVERY WEDNESDAY AT 12 NOON

PAUL Z. MARTIN SALES STABLES  
2 miles East of Intercourse  
Sale managed by Harvey Z. Martin

## ROCKWELL'S LIVESTOCK DAIRY CATTLE AUCTION

LOCATION: On the farm, 3 miles West of Troy, Pa.

**THURSDAY EVE., JULY 11, 1974**  
AT 7:30 O'CLOCK

### 62 HEAD REGISTERED and GRADE HOLSTEIN DAIRY CATTLE 62

32 Registered 30 Grades  
SIRE POWER — CANADIAN BLOODLINES

Consisting of fresh cows and close springers — August freshening.

#### SAMPLE SOME SELLING

Forest Lee Rockette Centurion dtr., due sale date to Elevation.

BDI Master Olaf dtr., fresh by sale date with 16,209 M as 2 yr. old.

Lime Hollow Burkgov Superb dtr. with 14,567 M as 2 yr. old.

Collins-Crest Traveler dtr., with 14,701 M as 2 yr. old.

Simpson Farm Tidy Gent dtr., with 14,266 M, 4.1 T as 3 yr. old.

Woodbine Ivanhoe Dandy dtr., 2 yr. old due to Merry King July 15 with 20,313 M dam.

Many more of this same class of cattle selling, several classified.

**SPECIAL:** Reg. Red & White: Elmeroff Pontiac Chieftain dtr., 2 yr. old, due July 24, weighs 1400 hd. — dam with 14,061 M as 2 yr. old — granddam — 20, 123 M.

Choice Grade Cows with good DHIA records.

INTERSTATE TESTED CATALOGUES

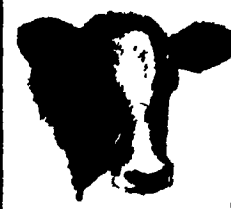
CHARTS SALE EVENING

**NOTE:** For a show cow, young cows to bulge the pipeline or a good commercial first calf milking heifer, plan to attend this auction.

**TERMS: CASH OR GOOD CHECK**

**D. O. ROCKWELL, Owner**  
Troy, Pa. 717—297-3460

VICTOR KENT & WILLIAM KENT, Auctioneers  
JEFF WARNER, Clerk



## MR. DAIRYMAN LEASE DAIRY CATTLE

FIND OUT ABOUT THE ADVANTAGES OF OUR LEASE PURCHASE PLAN. WE HAVE BEEN HELPING DAIRYMEN LIKE YOU GROW AND PROSPER FOR OVER 11 YEARS.

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**DAIRY COWS** Flying Farmers Bldg.  
Wichita, Kansas 67209 Phone: (316) 942-1468

## DAIRY HEIFER AUCTION

**FRIDAY NIGHT, JULY 12**

AT 7:30 P.M.

AT JIM ADRIANCE FARM

Location: 6 miles West of Montrose, Pennsylvania, Susquehanna County. Take New Milford Exit off Route 81 then 706 to Montrose.

### 100 HEAD

We have an exceptionally fine set of 65 springing holstein heifers for this sale. They are all due to freshen from July to September. We have picked these 65 from a total group of 110 head for size and dairy character. AI Sired, lots of condition, dehorned and interstate charts. Also we have many consignments of other bred and open heifers and cows.

**Jim Adriance,**  
Auctioneer  
Montrose 717—278-1574



## NISSLEY FARM SERVICE



CHARLESTOWN RD. - PROSPECT RD.

Washington Boro, Pa. 717—285-4844

### NEW EQUIPMENT

- Better-Bilt 1500 gal. Vacuum Spreader
- 9½ ft. Flexible Harrow
- 10 ft. Offset Harrow
- 4 bottom Auto. Reset Plow
- 3 bottom Mounted Plow
- 150-bu. Grain-O-Vater Box
- 200 bu. Gravity - Flo Bin w-8 ton gear
- 8 & 10 ton A.C. running gears
- Farmhand Wheel Rakes
- Little Giant Elevator
- Little Giant Drag Elevator
- Woods Rotary Mower for A.C. G
- Poulan Chain Saws - \$99.88 up

### USED EQUIPMENT

- 2 bottom Trail Plow
- A.C. 80 R Mower
- I.H. 7 ft. Sicle Bar Mower
- Ferguson 30 Tractor w-Loader (Good Cond.)
- N.H. Flail Spreader

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## 26TH ANNUAL KEYSTONE STUD RAM AND EWE SHOW and SALE

Farm Show Building, Harrisburg, Pa.

Selling Approx. 350 Head Purebred Stock. Breeds represented - Cheviot, Corriedale, Dorset, Hampshire, Shropshire, Southdown, Suffolk.

Show - July 11, 8:30 A.M. Sale July 12, 9:30 A.M.

Banquet, July 11, 7:30 P.M.

Shipplers Restaurant, Camp Hill, Pa.

Following the sale of the purebred sheep approx. 25 Wether Lambs will be sold suitable for 4-H and FFA club work. Weight range 35 lbs. and up. James Diamond, Ottsville, Pa., chairman of Wether Sale.

All breeds will have lambs and yearlings available.

Judge - Dr. David Ames, Kansas State, Manhattan, Kansas.

Auctioneer: Col. Hobart Farthing, Findlay, Ohio

Catalogs available from MILTON K. MORGAN  
1916 New Holland Pike

Lancaster, Pa. 17601 Phone: 393-2327