

## ASCS Farm Notes

### 1964 WHEAT ACREAGE REPORTS:

Very soon, cards will be mailed to wheat producers. These cards are to be completed by the farmer, signed, dated and returned to the county office. The completion of the card will take only a few minutes of your time, so, we urge all farmers, who receive cards (there will be only one card mailed per farm, usually to the operator) fill them out and drop them in the mail. The cards do not require postage.

This report is important to all wheat producers, even though there are no marketing quotas for 1964.

Wheat allotments will be established for 1965, in the near future.

### HIGHER BREAD PRICES NOT DUE TO WHEAT SUPPORT:

Price supports for wheat have had little relationship to the steadily increased prices consumers have been paying for a 1-pound loaf of white bread. Rising costs of marketing and not increased prices of wheat have caused increased retail bread prices.

A recent study, "Marketing Spread for White Bread," showed

that over the years 1950-63, the retail price of bread increased each year, from a 1950 low of 14.3 cents per 1-pound loaf to a high 21.6 cents in 1963 (annual average).

The farm value of the wheat in the loaf, however, fluctuated within a narrow range. In 1950, the farm value was 2.5 cents, and it was also 2.5 in 1963. The range during the 14 years (1950-63) was from a low of 2.3 cents in the 3 years 1958-60 to the all-time high of 2.7 cents in 1954 and 1955.

Percentagewise, the wheat farmer received about 17 per cent of the retail price of a pound of bread in 1950; in 1963, he received about 12 per cent of a higher retail price.

During the same 14 years, national average price supports for wheat ranged from a low of \$1.78 per bushel in 1960 to a high of \$2.24 in 1954. While the support protected the price the farmer received for his wheat, the farm value of the wheat in a loaf of bread did not vary exactly with the support price.

**USDA BUYS ONLY MEAT PRODUCED IN THE UNITED STATES**

Secretary of Agriculture, Or-

ville L. Freeman says: "All beef and other meats bought by the U. S. Department of Agriculture are produced in the United States."

Secretary Freeman said he made this statement to end what he called rumors that the Agriculture Department is buying imported meats for school lunch and other food distribution programs.

"All contracts require that meat bought by the U. S. Department of Agriculture must be produced in the United States, in plants under surveillance of USDA's Meat Inspection Service, to make certain the meat is of U. S. origin and meets rigid requirements of quality, content, and wholesomeness," Secretary Freeman said.

"A further safeguard against purchase of imported meats by USDA is that the Federal Meat Inspection Service makes sure the origin of imported meat is clearly marked, at all ports of entry."

Officials responsible for USDA food programs point out that State or local procurement of officials buy more than 80 per cent of the food that goes into school lunch programs from local merchants.

Although USDA is not responsible for local purchase of food by schools, it has continually and strongly urged school lunch administrators and managers to buy food produced in the United States, to minimize the market for U. S. farm products.

Thus far in the current school year, USDA has bought 34 million pounds of frozen ground beef and 24 million pounds of canned pork which have been distributed to schools.

### U. S. LEATHER AND HIDE PRODUCERS LOOK OVERSEAS:

American tanning and leather goods industries are becoming more aware of the sales potential abroad and are becoming increasingly active in promoting their product in these highly competitive foreign markets. The expected increase in U. S. exports of leather and expanding overseas markets for untanned hides will mean higher returns to U. S. farmers as hides are the most valuable byproducts derived from slaughter of cattle and calves.

The U. S. Department of agriculture is cooperating with these industries in developing markets for leather in Europe and untanned hides in Japan.

The U. S. Food and Agricultural Exhibition in Amsterdam in November staged a comprehensive exhibit of U. S. made leather shoes and a great variety of other U. S. leather products. In addition to the fixed display, a leather fashion show was held four times daily to highlight the great range of American shoes, garments and accessories. It was the consensus of the co-sponsors of the exhibit — the Tanner's Council of America, the Leather Industries of America, and the USDA — and of visitors, that the leather exhibit and fashion show were among the outstanding features of the exhibition.

As a result of the show, hundreds of inquiries were received from manufacturers and retailers in 15 foreign countries. U. S. tanners received orders for new business and made contacts which should pay off in trade expansion. The show also demonstrated that cattle side leathers as well as other types could be exported, thus serving the interests of U. S. livestock producers and tanners.

In general, the experience of U. S. tanners and leather goods manufacturers in foreign sales confirms the export potential in Europe for U. S. products. It is a tribute to the U. S. industry that these products will compete with those produced by old world craftsmen. It emphasized the necessity for breaking down the lingering trade barriers and other restrictions which keep Americans goods out of foreign markets, and reaffirms the rewards to be attained by individual salesmanship and followup in exploring export outlets and markets.

### 19 PER CENT OF CONSUMERS' INCOME WAS SPENT FOR FOOD LAST YEAR

Americans eat more food today and spend a smaller share of their income for it than ever before. Last year only about 19 percent of our income went for food — a fraction less than in 1962, but much lower than the 26 per cent spent in the late 1940's. This year the percentage will be slightly smaller because incomes probably will rise faster than food expenditures.

Excluding alcoholic beverages, we spent about \$74 billion for food in 1962, including meals eaten away from home. Last year, with increased consumer income and a growing population, we spent about \$76 billion.

This year, total meat consumption per capita likely will remain around high 1963 levels, but the large beef consumption of 1963 probably will be exceeded. Pork consumption will be slightly lower.

With population, consumption and retail prices all up last year, we spent a total of 3 per cent more in grocery stores the first nine months of 1963 than in the same months of 1962.

We spent about 5 per cent more in restaurants, cafeterias, and eating places in 1963 than in the previous year.

WITH CONSUMPTION GRADUALLY RISING TURKEY

### IS TABLE TALK ALL YEAR LONG:

Talking turkey isn't idle chatter. This holiday bird is gradually becoming table talk all year round.

As recently as 1955, we were eating about five pounds of turkey per person a year. In 1963 we ate nearly 7 pounds per person.

In the past, we not only ate less turkey, the little we did eat was apt to be during the fall holiday season. Use of turkey per person outside the holiday season is growing at a faster rate.

From 1955 to 1963, per capita use of turkey from January through August went up 53 per cent compared with an increase of 26 per cent for the last four months of the year.

The next few years, we'll probably eat even more turkey than we do now and especially from winter on through spring and summer. And, more of the turkey we eat likely will be in convenience foods.

### GRANT SURRENDERS

In the last class before lunch Columbus discovered America in 1932. Robert Fulton invented the cotton gin. Napoleon was defeated at Austerlitz.

A good hot lunch can set the records straight!

And, a good lunch is just what most of the Nation's school children are getting.

Today three out of four children attend schools that participate in the National School Lunch Program.

This school year some 16 million pupils will eat the nutritionally balanced lunches provided each school day under the program. On a nationwide basis the average cost of providing the lunch is 49 cents, but the children pay on the average only 27 cents. About 10 per cent of the 2.7 billion special lunches served last year went to needy children free or at reduced prices.

### WHAT CREATES SUCCESS IN UPPING U. S. FARM OUTPUT?

The United States has been able to create an industrial colossus that gives us the highest living standard in the world.

Many countries ask "How do you do it?"

Our success has been due in a large measure to:

Large investment in education. Extensive research to develop new and better seeds, livestock and farm techniques, all of which was passed along to farmers.

Farm production and marketing systems that gave both farmers and marketing firms a powerful incentive to increase total output per worker.

Public and private services to help conserve and improve our national resources and assure farmers they would share in the economic benefits of higher production.

A developing industrial sector. DON'T FORGET THE FINAL DATE TO SIGN UP — 1964 FEED GRAIN PROGRAM

Last chance — another reminder that March 27th at 4:30 p.m. is the final date to sign up for the 1964 Grain Program.

One more thing — you are permitted to graze the diverted acreage until May 1, 1964 and after November 1, 1964. Rest your land for six months.

### AGRICULTURAL CONSERVATION PROGRAM ACCOMPLISHMENTS 1936-62

Some measures of accomplishments by farmers with cost-sharing assistance from the ACP program.

### gram are:

— Constructed 1.6 million miles of terraces to control runoff water and erosion — seven times the distance to the moon.

— Planted 3.6 million acres of trees for erosion control and forestry purposes — more than one tree for every person living on the earth today.

— Improved 2.8 million acres of farmland woodlands — almost the area of Connecticut.

— Established 317 thousand miles of sod waterways for water management and erosion control — almost the distance an astronaut would travel in a dozen trips around the world.

— Stripcropped 111 million acres to protect soil from erosion — an area almost the size of Michigan, Georgia and Florida combined.

— Built 1.8 million farm ponds for water, grassland and wildlife conservation — an average of 36,000 for each of the 50 states.

— Conserved scarce irrigation water by lining 11 thousand miles of ditch four times the airline distance between Portland, Maine and Portland, Oregon.

— Improved 275 million acres of rangeland by deferred grazing, contour tillage, and control of undesirable plants — almost equal to the combined areas of Arizona, Nevada, New Mexico and Utah.

— Established 800 million acres of grass and legume cover for soil protection against wind and water erosion watershed protection and land use adjustment — twice the combined area of North and South Dakota, Nebraska, Kansas, Oklahoma and Texas.

— Have You signed a request for cost sharing on your farm for 1964?

### THE SAFETY CORNER

Did you know that more people get hurt in home accidents than in traffic accidents, or in work accidents?

Do you know what to do when an accident occurs in your home?

Do you know that at least one person in every household should have First Aid training?

First Aid training is "free". A 10-hour training course will start in Decatur, March 31, at the I & M Building. This will be over a period of five weeks — this is an opportunity for you.

DO YOU GAMBLE????? — Would you deliberately go into a neighbor's home when he had locked the doors and gone away for the weekend?

Of course, your answer is "NO" ..... yet, many drivers drive on the wrong side of the Highway Center Line ..... which is driving in the "other" drivers lane ..... both entering your neighbor's home and entering the other driver's lane of traffic ..... are trespassing.

Prevent this type of accident by staying in the Correct Lane of Traffic.

There is no greeting from a friend waiting for you on the wrong side of the yellow strip — there is only possible disfigurement, loss of limbs, or a tombstone.

TO SAVE A FEW SECONDS — YOU MAY LOSE A LIFETIME

### White-Sidewall Tires

White-sidewall auto tires can be cleaned with any good detergent and fine steel wool. The latter is not so harsh on rubber as it is on an unyielding steel surface. Another method of cleaning such tires is to use a brush and one of the commercial white-sidewall cleaners on the market.

## ERIE-LACKAWANNA R. R.

### — and —

## DECATUR DAILY DEMOCRAT

## BARGAIN

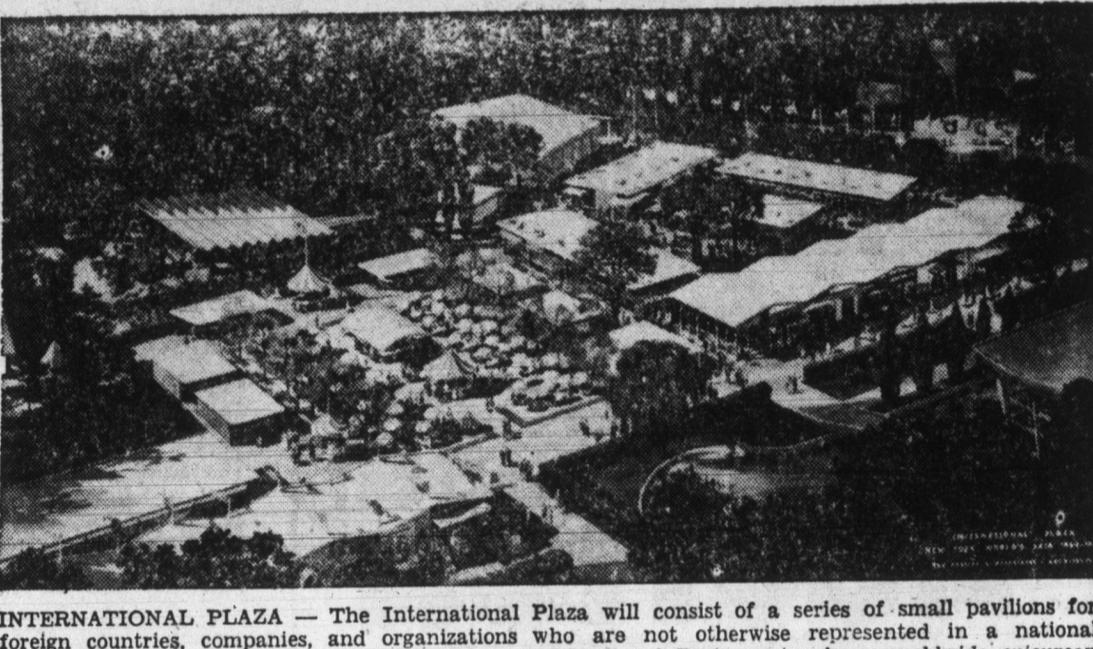
## WORLD'S FAIR

## WEEK-ENDS

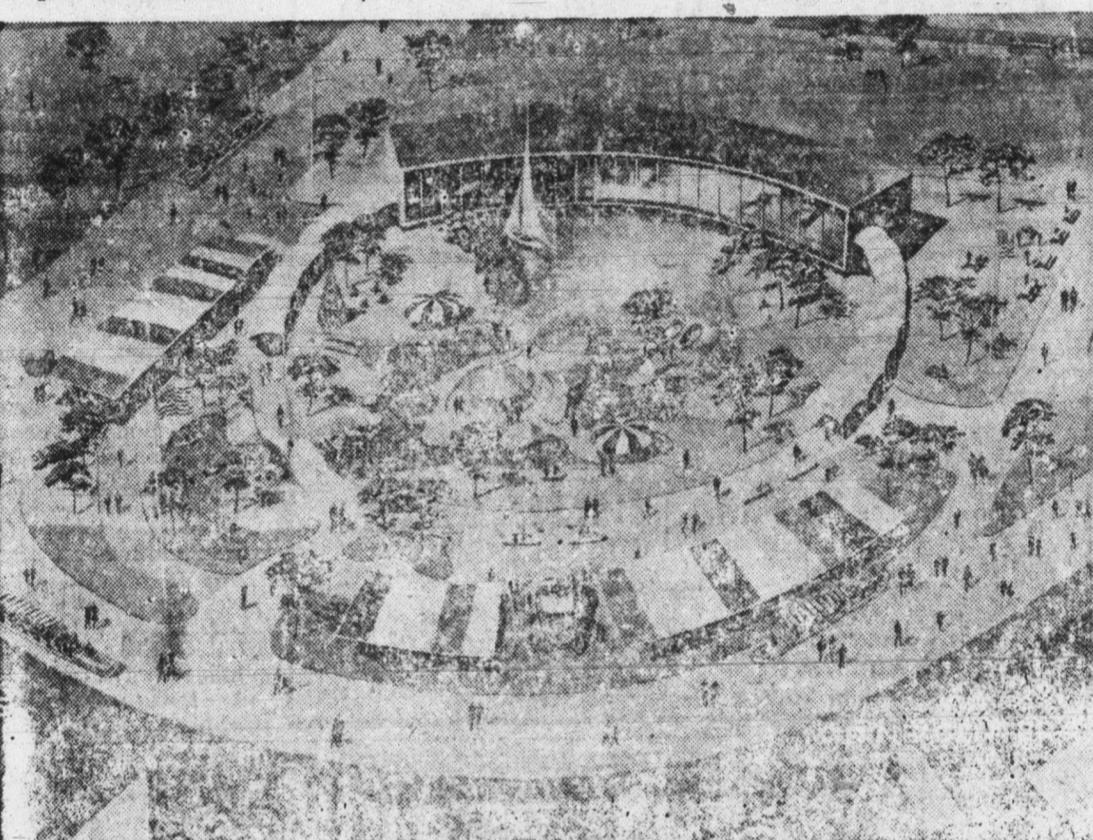
TO

## NEW YORK CITY

JUNE 12-15 or JULY 31 - AUG. 3



INTERNATIONAL PLAZA — The International Plaza will consist of a series of small pavilions for foreign countries, companies, and organizations who are not otherwise represented in a national pavilion at the Fair. The Plaza will feature an International Restaurant, where worldwide epicurean delights will be served.



MARINE CENTER

Leave Decatur — Friday — 1:20 P. M.

Arrive Hotel N. Y. — Saturday — 9:15 A. M.

### PLANNED ATTRACTIONS FOR

### VISITORS AT WORLD'S FAIR

Leave Hotel, N. Y. — Sunday — 6:30 P. M.

Arrive Decatur — Monday — 12:25 P. M.

### THE ERIE-LACKAWANNA RAILROAD AND DECATUR DAILY DEMOCRAT BARGAIN WEEK-END TO NEW YORK WORLD'S FAIR

Please make the following reservations for me on the Erie-Lackawanna & Decatur Daily Democrat Bargain Week-End to New York World's Fair, June 12-15, 1964. Enclosed is \$10.00 deposit per person. Balance due and payable before May 1. Price per person \$51.50 (2 in room basis) Children 5 and under 12 years \$24.00.

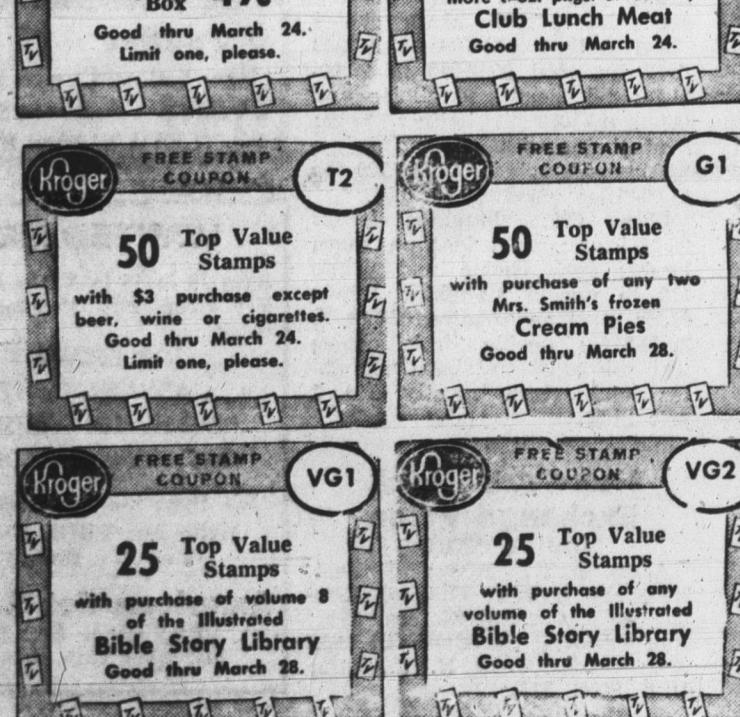
NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZONE \_\_\_\_\_ PHONE \_\_\_\_\_

( ) Twin Beds ( ) Single Room  
( ) Double Bed \$3.50 Extra  
Rooming with \_\_\_\_\_

(Accommodations for 3-in-a-room also available)

Make check or money order payable to Erie-Lackawanna R. R. Clip and mail with \$10.00 deposit for each person to World's Fair Week-End,

THE DECATUR DAILY DEMOCRAT,  
DECATUR, INDIANA



**GO-GETTER! Simplicity LANDLORD**  
9 hp. Riding Tractor



Time and Labor Savings by the Score!

With power and versatility to tackle more than a score of yard jobs — like mowing, cultivating, snow removing — the rugged new 9 hp Simplicity Landlord is the riding tractor that gets things done! A "must" for large estates or institutions, with its big capacity, operating ease and economy. Let us give you the complete story!

Easy Terms, DO IT WITH **Simplicity**

**Habegger - Schafer's**  
FREE PARKING FOR OUR CUSTOMERS  
SCHAFER'S LOT—NORTH FIRST STREET