

1948 OUTLOOK IS GENERALLY FAVORABLE FOR SOUTHERN-PRODUCED COMMODITIES

Belief Advanced That Products Will Find Ready Markets

The market outlook for southern-produced goods is generally favorable for 1948, according to Marion A. Leonard, district manager of the U. S. Department of Commerce.

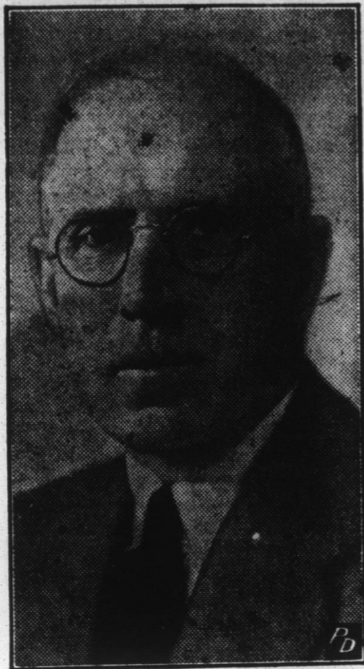
Granted that nothing unforeseen happens to upset the equilibrium of the national economy, producers of such commodities as fertilizers, textiles, lumber, tobacco, pulp and paper and certain other products that are being produced in relatively high degree in the South should continue to find ready markets, it was stated.

Here is the way the Commerce Department pictures the situation for the coming year on commodities important to southern industry:

Fertilizers—Another record production year is anticipated. Production nationally will possibly exceed 17 million tons, or about 7 per cent over 1947, but demand will be too heavy to be satisfied completely. New plants or expansions are taking place to meet the unprecedented demand.

Lumber—Active demand should continue at current high levels, or increase in pace with indicated construction activity. Production may be expected to continue at about 1947 levels with perhaps slight gains, but limited plant facilities, equipment,

'Man of the Year'



(Edison Bachrach Photo)
Donald Comer, chairman of the board of Avondale Mills, Sylacauga, Ala., who has been selected the South's Man of the Year. The high honor, announced by Hubert F. Lee, editor of Dixie Business and president of the Chamber of Commerce of the South, goes each year to an outstanding Southerner for his contribution to the advancement and well-being of Dixie. The textile executive has devoted his whole life to promoting the material prosperity and social welfare of the South.

labor and resources will operate against any material increase. Hardwood flooring, continuing to gain in production volume should become relatively easier, but neither it nor millwork show promise of becoming in plentiful supply during 1948 in relation to prospective demand.

Pulp and Paper—With additional domestic pulp and paper capacity coming into production in near future months, it is believed that around the spring of 1948 supplies of most grades of paper, excluding newsprint, will approximate domestic consumption requirements. Assuming that the total United States economy will continue at peak levels through 1948, which would mean some additional expansion in paper requirements, and that there will be no material increases in exports of pulp, it may be estimated

that both pulp and paper supplies will just about balance customers' needs during the year.

Textiles—The apparel and accessories industry, which is an outstanding example of small business in mass production, may, by taking measures to curb the inflationary spiral, find the year 1948 to be an era of good business activity with sustained financial health. An increase in the present high level of production is foreseen. Production of lines evaluated on their worthiness of depth buying, may be termed the key to prosperous apparel markets, supported by the rise in per capita income.

Tobacco—Domestic demand for unmanufactured tobacco in 1948 should be satisfactory, since production and consumption of most tobacco products bid fair to continue at the 1947 high levels, and in the case of cigarettes may rise above it. This is especially true of the cigarette types of leaf. Prices received by growers for most kinds of tobacco will remain close to support levels, which have increased substantially during the past year. The export outlook is less favorable, with dollar shortages abroad and loss of the United Kingdom market for an indefinite period.

Furniture—The supply of furniture is expected to equal the demand as the industry continues to produce at record levels. A larger volume of the popular priced lines of furniture will be available as people become more price and quality minded.

Dairy Products—It is expected that the amount of milk produced on farms in 1948 will not be noticeably different from the 1947 output. Assuming that consumer incomes remain high and no major change in fluid milk prices occur, the per capita consumption of fluid milk will about equal the 403 pounds consumed in 1947.

Poultry Products—Production of eggs in 1948 is expected to be less than the output for 1947. Less feed will be available, and prices for feedstuffs will likely remain high. Demands in 1948 will probably remain as heavy as in 1947.

Construction—For the country as a whole, construction activity in 1948 will amount to about \$15,200,000,000. Based upon 1947 activity, some 10 per cent of that may be expected to be conducted in the Southeast. About 75 per cent is expected to be privately financed.

Processed Fruits and Vegetables—Prospective 1948 supplies may be about equal to the ample supplies of 1947.

Joyce Harrell In Choir Christmas Broadcast

Miss Joyce Lorine Harrell, daughter of Mr. and Mrs. Louis Harrell, was among the 80-voice Meredith College Choir which broadcast the annual Christmas music over Station WPTF, Raleigh, on Christmas night. Miss Harrell is a member of the choir.

Miss Harrell, home for the Christmas holidays, will return for the reopening of the college on January 2, with semester examinations scheduled to be held January 24-29.

USDA Locates Plant Disease Forecaster at N. C. State College

Dr. J. H. Jensen, plant pathology head at North Carolina State College, has announced that the North Carolina Agricultural Experiment Station at State College has been chosen as one of three strategically-located sites where plant disease forecast stations are being set up to serve the nation's farmers. The other two stations are located at Newark, Delaware, and Ames, Iowa.

Dr. Lee H. Person, who has been designated as chief of the Raleigh station, arrived in Raleigh in November. Working under the Bureau of Mycology and Plant Disease Survey of the U. S. Department of Agriculture, he has begun setting the disease forecast machinery in motion. From his Raleigh headquarters, Dr. Person will cover the entire southeastern region which includes the Carolinas, Georgia, Florida, Louisiana, Texas, Arkansas, Mississippi, Alabama, Tennessee, Kentucky, Virginia and Oklahoma.

The new research project was organized under the Research and Marketing Act passed last spring by Congress, Dr. Jensen explains. It looks forward to the time when agricultural specialists will be able to predict coming attacks of plant diseases

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soon enough for growers to apply preventive and control measures and thus safeguard their crops.

Person, a native of Tennessee, is a specialist in vegetable diseases. He received his bachelor's degree from Mississippi State College, and his masters and doctor's from the University of Minnesota. He has had a wide experience in disease of southern field and vegetable crops.

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1948 FORECAST FIGURING on a good Year . . .

| | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | OCT | NOV | DEC |
|------------|-----|-----|-----|-----|-----|------|------|-----|------|-----|-----|-----|
| Line Graph | | | | | | | | | | | | |

IT'S heartening to see that upward slant for business, but it takes a lot of hard work, cooperation and high principle to keep the figures rising. This community, just like the nation as a whole, can absorb a lot of goods; and in turn is called upon to produce all it can. The business men we know are pledged to chart a good record for 1948, and invite your full cooperation so that you can share in the worthwhile results.

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