

# Pointers On How To Live Better With Less

## Increased Efficiency Is Needed For Better Balance on Farm

North Carolina farmers, hit hard by hail, high winds, drought and falling prices this year, will have to make complicated adjustments in their operations next year. The over-all picture of farming in the Tar Heel State in 1954 presents the Extension Service with one of its most challenging years.

These are the opinions of John W. Goodman, assistant Extension director, and a committee of Extension workers that has just finished a survey of life on the farm in North Carolina in 1953.

Goodman and the committee agree that 1954 will be a tough year for Tar Heel farmers, but those "... who stress efficiency in all their operations, and who follow the latest recommended production and marketing

practices, should receive a reasonable profit. For all farmers, the situation is far from hopeless, but individual adjustments must be made."

On the brighter side, jobs are still abundant, and consumers remain in a buying mood. With an expected 3 million population increase in 1954, more food, clothing, schools, churches and transportation, will be required. Despite the fact that the war economy is wearing out and some declines seem evident in every phase of the economy, the year ahead may turn out to be the third best business year in history.

The possibility of reducing production costs is limited, but must be used whenever possible, not only in the farming operations but in the home. The coming year will be a good one for more "living at home."

Many rural families fail to realize the value and importance of producing their own food supply—fresh fruits and vegetables for the table and a surplus to conserve for the non-productive months. Unquestionably, an increase in the amount and variety of food production for home use would do much to improve the health and economic level of North Carolina families.

Proper clothing for comfort and

health is a problem for many rural families. The clothing dollar can be spent more effectively by carefully studying the family's clothing needs, buying wisely to suit family needs, learning to judge quality and durability, home sewing, restyling, and repairing family clothing.

Thousands of rural homes are in need of major repair. Likewise, too many of them are not considered really "livable" because they lack adequate and comfortable furnishings. Only a small percentage of them have bathrooms, ample storage facilities, and central heating system. Careful planning, wise buying, proper installation, and proper use and care will make the household equipment and furnishings dollar go further with more satisfaction.

The low per-capita income of North Carolina farmers is a good indication that farm income can be maintained, or even increased, in the year ahead.

Increasing efficiency on many farms will call for a better balance between crops and livestock with economical-sized units of each, use of more labor-saving equipment and machinery, better drainage, application of the latest approved production practices, crop-drying, soil-building and conservation. The economic loss through crop diseases alone is estimated to be approximately \$100 million a year, and the loss from insects is perhaps equally as great. While control treatments and practices are readily available for a number of these pest problems, many farmers are not yet following them.

More than half of North Carolina's farm acreage is woodland. As a result of poor management, however, the average farm woodland acre is now producing at only about one-third of its potential capacity.

In many instances the margin of profit could be increased substantially by greater attention to marketing.

No doubt that golden chords Of good works, mingling with the visions, raise The soul to purer worlds. —Wordsworth.

### What Do You Know About Dept. C&D (Continued From Page Five)

from other agencies of the State as a source of information easily accessible to the citizens of the State and to the public generally, setting forth the natural, economic, industrial and commercial advantages of North Carolina.

**Divisional Functions**  
Primary functions of the department's seven divisions may be briefly stated as follows:

**Commerce and Industry:** To attract new industry and broaden and diversify the foundation upon which North Carolina has forged to national leadership in the manufacture of textiles, tobacco and wooden furniture; encourage development of new business and industry in the State; to extend all possible aid to existing industries, assisting out-of-state firms and individuals in accumulation of confidential business and industrial data; building up of the State's constantly growing tourist industry; providing a source of general information relative to manufacturing concerns in the State and answering inquiries about North Carolina manufacturers and their products; and furnishing industrial site data and listings of available industrial buildings in the State.

**Advertising:** Attracting people and industry to North Carolina by telling the world about the State's resources and opportunities as an ideal place in which to live, work, and play by means of paid advertising, news and pictures, and printed material, motion pictures, and display material.

**Forestry:** Supervision of the work of forest maintenance, forest fire prevention and control, reforestation and protection of lands and water supplies by the preservation of forests, of which about 60 per cent comprise the State's total area.

**Parks and Recreation:** Maintenance and supervision of 15 State parks and historical sites, cooperation with the

State Highway Commission in providing roadside parks and picnic facilities on principal highways, and in promotion of general recreation for all the people as part of the program designed to bring new industry to the States.

**Commercial Fisheries:** Supervision and development of the State's potentially great seafood industry, cooperation with the University of North Carolina and other State agencies in scientific studies and investigations of marine life, and enforcement of regulations governing commercial fishing, chief or partial means of livelihood for thousands of people living in the North Carolina coastal areas.

**Water Resources**  
Water Resources: Furthering development of the State's small parts, inland waterways, and other areas, continuing cooperation with the U. S. Geologic Survey in obtaining and studying data pertaining to surface waters, which are of great importance to industry and municipalities, making chemical analysis of surface water for various agencies, and operation of 140 stream-gauging stations on major watersheds.

**Mineral Resources:** Systematic studies designed to provide wider use of the State's 300 known rock and minerals, including surveying, mapping and evaluating of mineral deposits, examination of rock and mineral spec-

imens sent from all sections of the State, and the furnishing of information to prospective developers and users of North Carolina minerals.

Serving with Director Douglas as divisional heads are: Paul Kelly Commerce and Industry, Charles J. Parker, State Advertising, Fred H. Claridge, State Forester, Thomas W. Morse, Parks and Recreation, C. Gehman Holland, Assistant Commissioner of Commercial Fisheries, W. H. Riley, Water Resources, and Dr. J. L. Stuckey, State Geologist and as such head

of the Mineral Resources Division. Formerly a part of the State Advertising Division and now a unit of the Division of Commerce and Industry is the State Tourist Bureau. This bureau, under direction of Fred Whitaker, is charged with servicing the State's huge recreational travel industry, estimated to produce \$300,000,000 gross income annually. Director Douglas has announced he plans to ask the 1955 General Assembly to make the Tourist Bureau a departmental division.

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