

DOING SOMETHING ABOUT WEATHER IS ECONOMIC FACTOR IN LIVING CONDITIONS

Contrary to the old saw, "Everybody talks about the weather but nobody does anything about it," the American people have been doing a lot about it for quite a long time as far as its impact on their working and living conditions is concerned.

The economic and social consequences of these efforts have been far-reaching. Products and processes designed to counteract the effects of weather have given the masses of the people comforts and conveniences that would have seemed inconceivable a generation ago. And some of our most important industries, with employment numbered in the millions, have been built up as a result, thus contributing to the strength and progress of the economy and the long-term up-trend in living standards.

Examples Are Universal

Examples can be found on all sides—in the homes in which we live, the food we eat, the clothes we wear, and our recreational activities. A major factor in their expansion has been the productiveness of the people and the economy, with the great rise in average family income and savings which have come as a result.

One of the most striking current examples of the economic influence of weather is air-conditioning. An industrial fledgling only a few years ago, with its primary outlet in the commercial and industrial fields, air-conditioning is now going into American homes on a big scale. Close to a million room air-conditioners were sold last year, according to industry figures; and air-conditioning as a whole is now estimated to have become a billion dollar business.

Just as noteworthy is mechanical refrigeration. Older than air-conditioning, it is an even bigger business with estimated sales of three and one-half million refrigerators and over a million freezers in 1953. Evidence of how quickly this industry has grown is found in U. S. Bureau of the Census figures which show that more than 80 per cent of all American homes had mechanical refrigeration in 1950.

as against only 44 per cent in 1940.

Expansion in Central Heating

Central heating is another and older illustration of the economic impact of weather, and the recent growth here has also been very great. Bureau of the Census figures show that there were nearly seven million more homes with central heating in 1950 than there were in 1940. Percentage-wise, more than half of all dwelling units were centrally-heated in 1950 as compared with only 42 per cent in 1940.

As is to be expected in a country with as diverse a climate as the United States, most of the centrally-heated homes are found in the North where the Winters are more severe than in certain parts of the South. The figures show, for example, that only 3 per cent of the dwelling units in Miami are centrally-heated as against 90 per cent in Philadelphia and 87 per cent in the New York metropolitan area.

It is significant to note that weather-controlling processes have brought applications and results beyond their original objectives. Mechanical refrigeration, for example, has made possible the frozen food industry, which has now grown into the billion-dollar business class.

Power Use Pattern Changing

Air-conditioning is changing the power consumption pattern in certain parts of the country, tending to bring the peak use of electricity in the Summer whereas in the past this always occurred in the Winter. As a result, a number of utility companies are now promoting the use of electricity for home heating to equalize the consumption pattern. Then, too, central heating has stimulated the use of home insulation as a fuel economy measure. And, of course, much of the growth of the fuel and power industries can be traced to weather-counteractive products.

In the economy as a whole, the seasonal influences of Spring and early Winter, revolving around Easter and Christmas, have long been important factors in stimulating economic activity. And in agriculture, irrigation has converted nearly 26 million acres, formerly barren because of the effects of weather and climate, into fertile fields.

Americans are even trying to change the weather, as in rain-making experiments. But we are still powerless in the case of natural disasters—drought, flood, etc. In these cases, however, we have learned to offset the economic losses to a large extent through insurance—life, property, and other.

High Yield Important In Producing Yams

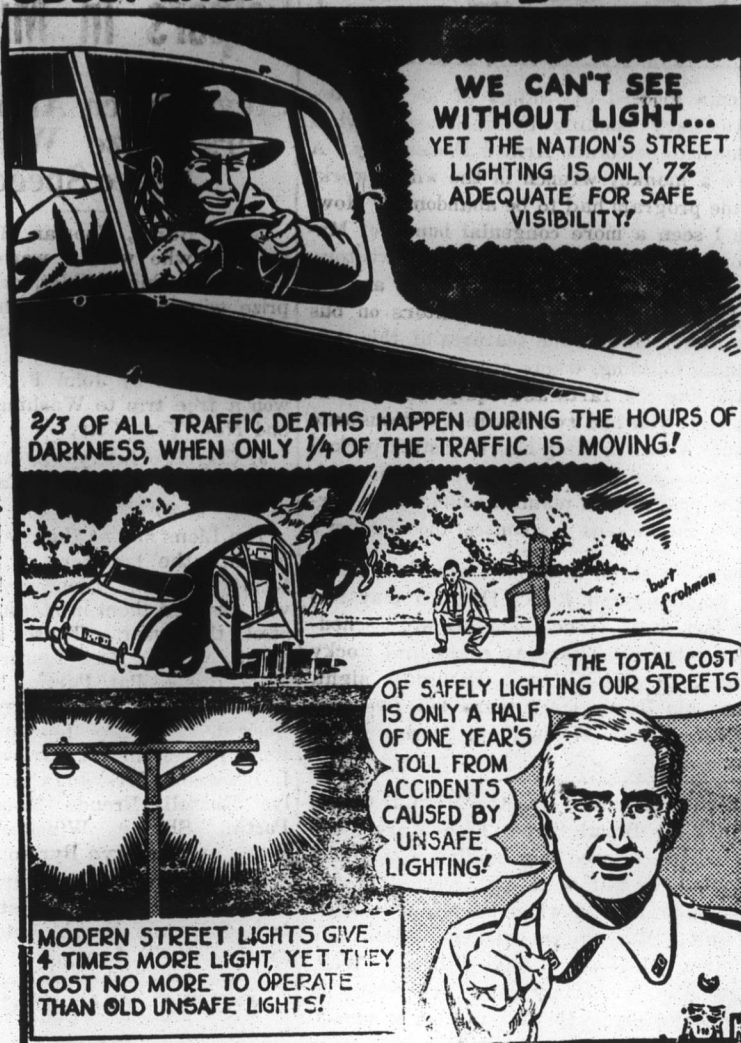
This year's North Carolina sweet potato acreage is expected to be about the same as last year. Prices received by farmers at harvest will remain about the same also, says Henry Covington, horticulture specialist for the State College Extension Service.

Covington says that for farmers to make a "reasonable profit" they must pay particular attention to farming practices so they will produce high yields of U. S. No. 1 potatoes, or better.

"It costs almost as much to produce and market an acre with a low yield as one with a high yield," says Covington. "Recent field records show

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by Frohman



that it costs \$1.25 per bushel to produce and deliver sweet potatoes to the market if the field was 180 bushels per acre. At the same time it costs \$1.86 per bushel if the yield was only 100 bushels per acre (state average)."

Covington recommends the following: 1. Use highly productive, well-drained, sandy loam soils. Avoid coarse sandy or dark, heavy, poorly drained soils. 2. Rotation is also important—the best crops to follow are cotton and corn. Avoid following spring planted truck crops such as Irish potatoes and also legumes such as lespedeza, soybeans, peas, and alfalfa. 3. Use rows 3½ feet wide or as near that as mechanical equipment will permit. 4. Have your soil tested—if you must guess, use 1,200 pounds of 3-9-9 fertilizer per acre (in eastern North Carolina) in the row and mix it thoroughly with the soil before

and black rot, and also improve shape of the potatoes produced from early set plants, cut the stems of the plants above ground rather than pulling them. With or without roots, use plenty of water when setting in the field.

By Way Of Verification

"You would scarcely think it," we said, "but Henry Ford has built to date more than 15,000,000 cars." "I can well believe it," snarled J. Fuller Gloom, the hater of his species, "for I have jumped out of the way of most of them."

To The Voters of Chowan County

Because of the many duties which require my being in attendance at the office, it is possible that I may not be able to see each and every voter in person, although I would like very much to do so.

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E. W. Spies

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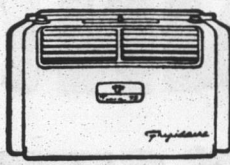
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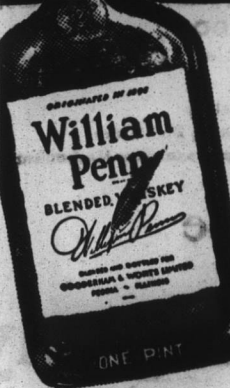
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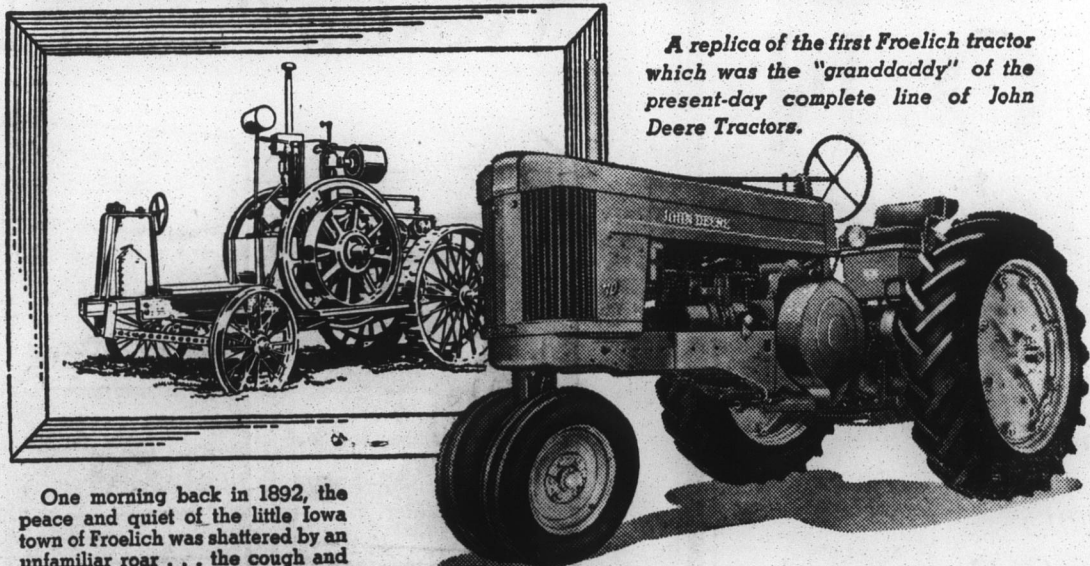
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