

JUNE DAIRY MONTH TO BE CELEBRATED OVER STATE

Throughout June literally hundreds of persons in North Carolina will join hands in a common effort to call attention to this state's booming dairy industry—from the dairy cow to the chilled carton of fresh milk left on your doorstep.

To say that the North Carolina dairy industry is big business and is important to the state's economy would be trite—yet it is a fact that seldom gains the attention of the average person on the street. Suffice to say that North Carolina has some 35,000 individual farm families who are in the business of keeping cows to produce milk. The gross dairy farm income in this state climbed over the billion dollar mark in 1957. Just the cows on the state's dairy farms were valued at about \$38.5 million.

The average grade A dairyman in North Carolina with a 24-cow milking herd has an estimated \$27,000 invested in animals and dairy equipment alone.

And there's the dairy manufacturing side of the picture. Dairy processing plants have an approximate average capital investment of \$35 per quart of daily output. A plant with a 1,000-gallon business has at least \$140,000 invested.

But why go to so much trouble to tell the dairy industry story? May and June are months when Old Bossy outdoes herself. They are months of abundant milk production. In order to market this above-normal production farmers and businessmen of the industry have long realized that "it pays to advertise". And advertise they do. Along with the formal advertising, hundreds of hours by many people in many different jobs go into what is known as "general promotion".

With school out and hot weather at hand during June the industry has for years been faced with a drop in milk consumption. The general public and the kids have had a tendency to turn from wholesome milk to not-so-wholesome, other iced drinks. This, and

other aspects of modern existence, has attracted the attention of nutritionists, and others interested in the general public welfare.

So, many persons from different occupations are attracted to the June Dairy Month promotion.

This year in North Carolina the special month-long observance will be "kicked off" on the local level by county June Dairy Month breakfasts. These affairs are planned to create interest. The press, radio and television will be invited and thus the story of nutritious, delicious milk and other dairy products will reach the general public at the outset.

Later in the month another event will attract special attention. That will be the finals of the statewide contest to select a new North Carolina Dairy Princess. The finals are set for Charlotte, June 26-27. Miss Connie Hobby of New Bern, a student at WCUNC, is the reigning N. C. Dairy Princess. The finals will be preceded by county and area contests over the state, each a major production involving many persons. But the position of N. C. Dairy Princess is worth all the work. She is the official representative of one of the state's most important industries.

This year the statewide June Dairy Month promotion is headed by Earle Edwards, N. C. State College football coach. State Activities Chairman is Bruce Wingate of Southern Dairies, Charlotte. Mrs. Harry B. Caldwell of Greensboro, wife of the State Grange Master, is chairman of the woman's division. Ed Burks, State College agricultural news editor, is state publicity chairman.

Much of the real work in the promotion campaign is accomplished however, by 24 area chairmen. It is their job to carry the story to the people on the local level—the toughest job of all.

When you hear the announcer say "June Dairy Month," or when you read it in your local paper, you'll know it was planned that way.

trend is reversed? Congress may approve larger appropriations than requested by President Eisenhower. Cuts have been made by Congress every year for the past 13 years.

3. The likelihood that the Treasury will ask Congress for a permanent increase in the national debt ceiling to at least \$290 billion to permit the increased deficit spending now in prospect. The permanent ceiling now is \$275 billion, but Congress recently raised it temporarily—until June 30, 1959—to \$280 billion. The all-time peak—during the Korean war—was \$300 billion.

4. An avalanche of legislative proposals by New-Fair Dealers for spending untold billions of dollars to combat the present recession. These have been estimated to aggregate as high as \$100 billion—considerably more than the total of the regular budget. Mr. Eisenhower has expressed opposition to make-work activities which could turn a temporary recession into a long-time depression.

5. Fears of further inflation brought on by continued deficit spending and resulting in ad-



PROUD REBEL is a story of proud people, some good, some bad, some to be loved, some to be hated, but all vividly real and unforgettable. Starring Alan Ladd, Olivia deHavilland and David Ladd. Filmed in Technicolor opening at Taylor Theatre, Edenton, N. C., Sunday, June 8.

ditional erosion of the purchasing power of the dollar.

These are among the reasons advanced by the economy bloc for resisting demands for unnecessary spending. They believe that the nation's future prosperity would be jeopardized by adoption at the present time of irresponsible fiscal policies.

A year ago a real "grass roots" campaign developed against a proposed budget calling for the expenditure of \$71.8 billion during the present fiscal year. As a result, the budget was cut substantially and Mr. Eisenhower initiated efforts to hold spending below \$70 billion for the following fiscal year (beginning next July 1).

But last fall, while the new budget was being prepared, Russia launched its first Sputnik. Immediately there was a substantial step-up in government spending.

At about the same time the first signs of the current recession began to appear. Thus, while spending increased, revenue began to fall off.

The budget submitted to Congress last January called for spending \$73.9 billion during the fiscal year starting next July 1. The prospect now, however, is (unless the economy campaign succeeds) that spending is more likely to be in the neighborhood of \$78 billion—and to reach \$80 billion the following year.

This assumes, of course, that the Administration will succeed in defeating the many radical proposals for profligate spending advanced by some members of Congress—which would make the total much higher. If necessary,

the President can use his veto power over legislation approved by Congress.

In connection with government spending, Budget Director Stans gives the following advice:

"We must keep a sense of perspective about our national problems and the budget. The current recession should not be allowed to stampede us into hastily-ill-considered actions which will add unnecessarily to our future burdens."

"Let's not forget that the course of our type of economy depends in the last analysis on millions of economic decisions by individuals and businesses, made freely every day. The role of government in this economic system should be to stimulate rather than to try to dominate private activity."

In taking revenge a man is but even with his enemy, but in passing it over he is superior, for it is a prince's part to pardon. —Francis Bacon.

Wheat Referendum Is Scheduled For June 20

Chowan County wheat farmers will help make an important decision when they vote June 20 in the national wheat marketing quota referendum, A. C. Griffin, of the Chowan County Agricultural Stabilization and Conservation Committee, says.

If at least two-thirds of the growers who vote in the referendum approve quotas for the 1959 crop, Mr. Griffin explained, the 1959 wheat program will include acreage allotments, marketing quotas (with penalties on "excess" wheat) and price supports at a minimum national average of \$1.81 per bushel, or 75 per cent of parity.

If the quotas are not approved by at least two-thirds of those voting, there will be no marketing quotas or penalties, but allotments will remain in effect as a means of determining eligibility for price support. The price support rate would be about \$1.20 per bushel, or 50 per cent of parity, as provided by law.

Chairman Griffin pointed out that wheat marketing quotas and acreage allotments operate only in commercial wheat States—those with allotments of more than 25,000 acres. North Carolina has an allotment of 296,356 acres for the 1959 wheat crop.

Growers eligible to vote in the referendum are those who will be affected by the wheat quotas if they become effective. Thus, farmers who will have 15 acres or less of wheat for harvest as of June 1, 1959 and those who are taking part in the 1958 feed wheat program are not eligible to cast ballots in the 1959 wheat quota referendum on June 20.



STARE CASE—Beverly Davis hoops it up in Miami Beach, Fla. Beverly, who seems to be stepping out of her picture frame, is what you could call a circular stare-case.

COMPLETES TRAINING

Fort Hood, Texas (AHTNC)—Army Pvt. Robert C. White recently completed eight weeks of basic combat training at Fort Hood, Texas.

White, a 1951 graduate of Edenton High School, is a former student at Wake Forest College and an employee of the Colonial Store in Winston-Salem.

His parents, Mr. and Mrs. Watson B. White, live on Route 1, Edenton.

Work, Sleep, Play In Comfort

Without Nudging Backache  
Nagging backache, headache, or muscular aches and pains may come on with over-exercising, emotional upsets or day to day stress and strain. And folks who eat and drink unwisely sometimes suffer mild bladder irritation with that restless, uncomfortable feeling. If you are miserable and worn out because of these discomforts, Doan's Pills often help by their pain relieving action, by their soothing effect to ease bladder irritation, and by their mild diuretic action through the kidneys—tending to increase the output of the 15 miles of kidney tubes. So if nagging backache makes you feel dragged-out, miserable...with restless, sleepless nights...don't wait...try Doan's Pills...get the same happy relief millions have enjoyed for over 60 years. Get Doan's Pills today!

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Ad No. 118-41 lines

Wouldn't  
Upon seeing grapefruit for the first time, an Irishman said: "Thim's pretty big oranges, and it wouldn't take many of thim to make a dozen."  
When you are so devoted to doing what is right that you press straight on to that and disregard what men are saying about you, there is the triumph of moral courage.  
—Phillips Brooks.

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"Believing a thing does help to make it true if it is your belief in yourself."  
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NO COMMENT  
By JAMES W. DOWLING

Washington—Up and up it goes—and where it will stop nobody knows.

That, in essence, is the present story on government spending. The situation is so acute that members of the Congressional economy bloc are warning that the campaign against governmental waste and extravagance must be intensified now—tomorrow may be too late.

Their S. O. S. for immediate action is based on a highly unsatisfactory fiscal outlook highlighted by:

1. An official forecast (by Maurice H. Stans, the Budget Director) that "a large deficit—in the general range of 8 to 10 billion dollars, according to present tentative estimates—is in prospect for next year instead of the \$500 million surplus we had planned."
2. Indications that (unless the

trend is reversed) Congress may approve larger appropriations than requested by President Eisenhower. Cuts have been made by Congress every year for the past 13 years.

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PROFILE FOR WEEK ENDING MAY 26, 1958 — H. A. (Izzy) CAMPEN  
WINNERS  
John Marshall, \$5.00.  
Joan Adams, Theatre Ticket.  
Mrs. E. W. Spire, Theatre Ticket.  
Johanna Davenport, Theatre Ticket.  
Marvin Wilson, Theatre Ticket.  
Mrs. Rudolph Dail, Theatre Ticket.  
Kathryn Faye Goodwin, Theatre Ticket.  
Luther Keeter, Theatre Ticket.  
Mrs. M. F. Bond, Theatre Ticket.  
Estelle B. Haskett, Theatre Ticket.  
Cora Lyons, Theatre Ticket.