

CROP OUTLOOK IS GOOD

Babson Says Better Times Ahead For Farmers

(By ROGER W. BABSON)

Babson Park, Mass., June 6.—The industrial and defense areas of the country have long occupied our attention. Now comes the turn of our rural areas. The outlook for farm communities is now seen more clearly than was possible at the time I made my Annual Business Forecast on January 1, 1941. It will be a good year for farmers.

Defense spending has been filtering through for several months past into the great agricultural areas. Large crops, the signing of the Fulmer Parity Bill by the President, continual government buying, and other factors, all forecast better times in the wheat belt.



BABSON

WHAT IS PARITY?

For the past twenty years, succeeding administrations have tried various ways to restore farm purchasing power to the level of the years 1909-1914. To bolster the latest attempt, the current farm bill provides for Commodity Credit Corporation loans up to 85% of the price which wheat, corn, cotton, rice, and tobacco brought in 1909-1914. Thus, farmers would be able temporarily to provide for their needs in keeping up with advancing living costs if market prices do not rise high enough to make cash sales more attractive.

Commodity prices, wage rates and other factors in the cost-of-living picture are moving upward gradually at the present time. Unless the farmer can receive something more than existing farm benefits he may find himself in a bad way in competing with industrial workers for the necessities and some of the luxuries of life. The farmer is in a far different position economically from the wage worker in that he has no one to look to for raises in wages. Hence, the Administration set up machinery in the form of the mandatory loan bill to permit the farmer to borrow larger amounts against his crops than has been the case in previous years.

BIG SUPPLY OF WHEAT

Considering all crops, current surveys indicate that total acreage planted this year will be about the same as last year. Allowing for favorable weather, the yield should thus be about the same as a year ago. Wheat is the one crop, however, that looks like it is going places in a big way. At least, with forecasts of a total supply of 1250 million bushels, we shall have a domestic supply equal to the record of 1250 million bushels in 1931-1932.

Certainly, 1941 will be a good year for the grains although from a statistical point of view the situation does not look so favorable. This is due to two factors. (1) The large carry-over. (2) A big prospective crop. The large carry-over is not such a factor this year as in previous years. After all, our rate of domestic consumption is running at high levels. True, normal export markets are shut off at the moment; but before the year is over we may be called upon to feed some of the conquered nations. Part of the government-owned supplies will go to feed our armed forces. While in any year of so-called normal conditions I would be disturbed over the statistical position of the grains, yet I can not now get excited over either the size of the carry-over or the new crop.

FARMERS TO SHARE IN DEFENSE PROFITS

With the rise in consumer purchasing power, due to increased wages and dividends, more money will be spent for farm products. Not only the wheat grower and those engaged in the raising of other grains, but also all other types of farming, including cattle and hogs, fruit and poultry, cotton and sheep, as well as dairying will bring in more money as the defense program continues. We also must not forget that the tempt to curb any runaway ten-

purchasing program covers the export of farm products under the provisions of the Lease-Lend Act. Already the combined average prices for all farm products are the highest in four years. Washington will undoubtedly agencies, but after all the farmer deserves any breaks he can get. The Administration cannot continue to let wages soar without permitting the farmer also to get more for his labors.

All this makes good news for the 30,475,000 farm population. Incidentally, the number of persons living on farms is about the same as it was ten years ago. The census reports, however, show a decrease of 30 in the number of farms under cultivation. More than the above-mentioned farm population are actually supported by some form of farming, when the dependents of farmers are taken into consideration. With something more than one quarter of our population dependent upon agriculture for their livelihood, we must have prosperous farm conditions before the rest of us can look forward to real prosperity. I believe the day is close at hand when the farmer will receive his just desserts, although I think there is a better method than by getting him to borrow on his crops. Of this, I will write some later week.

WHAT ABOUT PRICES?

Wheat at \$1.00 a bushel is cheap. Number 2 Red Winter wheat got up to \$2.29 in 1917 and \$2.32 in 1920. Recent advances have been due to the passage of the Parity Loan bill. Quotations are still below the prices which may be expected from 85% of parity loans. Irregular swings will, of course, develop from time to time, but the year-end should witness higher levels.

When the war ends, we will be called upon for heavy supplies of staples from all parts of the world. Hence, foreign developments should be watched closely. Heavy movements of grains are already under way to our seaports. This is necessary to make room for coming new crops. It is also bringing our exportable surpluses a step closer to markets abroad.

EDWARD BEST SELECTS BEAUTY QUEEN

The student body of Edward Best High School selected Ruth Evelyn Wilder as their beauty queen recently.

The beauty contest was sponsored by the Glee Club of the school and each grade participated. Miss Wilder, an honor student of the tenth grade, received the most votes to win first place with Mary Pearl Coppedge, a Senior, taking second place honors. Miss Wilder was accorded recognition and honors at the commencement exercises.

Lou Gehrig Succumbs

Former Yankee Ace Dies In New York; Held Many Records



LOU GEHRIG

New York.—Lou Gehrig, baseball's "Good Boy," is dead.

A rare disease, amyotrophic lateral sclerosis—a hardening of the spinal cord—which ended his sports career two years ago after he had played in 2,130 consecutive games for the New York Yankees, ended his life at 10:10 Monday night. He would have been 38 on June 19.

Private funeral services were held Wednesday at 10 A. M. (E. T.), at the Christ Protestant Episcopal Church, Riverdale, N. Y. The Rev. Gerald V. Barry officiated. The body was cremated.

The disease from which he suffered was considered incurable. It had forced him to end a 15-year career two years ago.

It had confined him to his home for a month, to his bed two weeks. He was conscious until the end. His wife, the former Eleanor Twitchell, of Chicago, his parents, Mr. and Mrs. Henry Gehrig, and his wife's mother, Mrs. Nellie Twitchell, were at the bedside.

CARD OF THANKS

We wish to thank all those that have remembered us so kindly during the illness and death of our son and brother, James Edward Pleasants. They will long be remembered.

Mr. and Mrs. W. P. Pleasants and Family.

The continued drought has retarded crops in all parts of the country and has increased the forest fire menace to its most dangerous stage in many years.

FARM AND HOME WEEK REGISTRATION BEGINS

Miss Ruth Current, State home demonstration agent, announces that registration for the annual Farm and Home Week at N. C. State College has begun. She invites Home Demonstration Club women to make their room reservations at once to insure desirable quarters.

Farm and Home Week will be held this year from August 4 to 8. Three thousand or more farm men and women are expected to attend and enjoy an "educational vacation."

Miss Current said that room reservations may be made by sending a \$1 fee to Mrs. Nellie Meacham, State College Station, Raleigh. The rooms will be assigned in the order that requests are received. Miss Current said that money will be refunded if reservations are cancelled before July 26.

The plans for Farm and Home Week are being made by committees and Miss Current said that suggestions for the programs will be welcomed by the chairmen of the various committees. They are, as follows:

Registration: C. M. Brickhouse, chairman; O. F. McCrary and F. S. Sloan, all district farm agents of State College.

Evening Programs: F. H. Jeter, chairman; J. F. Criswell and Roy H. Park.

Program for Men, Morning Programs and Tours: J. A. Arey, Extension dairy specialist of State College, chairman; E. Y. Floyd, L. B. Altman, R. W. Graeber, C. F. Parrish, E. B. Garrett, D. S. Coltrane, and H. R. Niswonger.

Exhibits: D. S. Weaver, head of the State College Department of Agricultural Engineering, chairman; B. T. Ferguson, and Miss Pauline Gordon.

It is not the quality of the meat, but the cheerfulness of the guests, that makes the feast.



FRED MACMURRAY

star of the Paramount picture, "One Night in Lisbon," dashes a gleaming, shining smile. Keeping "groomed to the teeth" is a prime principle of Mr. MacMurray's, as with most Hollywood stars. Many of them rely on Calox Tooth Powder. Calox contains six cleansing and polishing ingredients. That's why it promotes beautiful, shining cleanliness!

CALOX TOOTH POWDER

FOR RENT: Three or four nice large rooms, furnished or unfurnished. Apply to 507 Kenmore Ave. 6-6-11

MOVIE Operators and Managers, Louisburg District, movie circuit work, 1622 Rhodes Hayerty Bldg., Atlanta, Ga. 5-30-21

SPECIAL - BIG 11-OUNCE BOTTLE OF HINDS

HONEY & ALMOND CREAM Regular \$1 size limited time only - **49¢**

YOUR WILL

In the planning of your Will — the most important document you will ever write — Consult your own Attorney. Then call upon us to consider with you and your Counsel the business and financial problems in connection with your plan.

OUR OFFICERS ASSISTANCE HAS BEEN OF VALUE TO OTHERS AND MAY PROVE VALUABLE TO YOU.

Call and discuss these and other things with us, which will be strictly Confidential and without charge.

Citizens Bank & Trust Co.

HENDERSON, N. C.

Member Federal Deposit Insurance Corporation

IT CAN BE DONE

A New Vacuum Clean (ELECTROLUX TYPE) For only \$45.00.

This includes all the attachments and many new features that the other cleaners do not have. Compare them for yourself. You can see a saving of \$25 to \$40.

Come by our store and let us show it to you. Call or write us and we will bring it to your house for demonstration.

Buying cooperatively and allowing ourselves a very small margin of profit enables us to sell this cleaner at such a low price.

Franklin Farmers Exchange

Phone 366-1 Louisburg, N. C.

A DINING ROOM SUITE at a Saving!

This Opportunity Means Money in Your Pocket

Start the Spring Season with a gloriously new Dining Room Suite—no need to wait longer as our low-priced Special makes it wise indeed to buy now.

Unusually Easy Terms

Eight Pieces of Classic Beauty and Smartness

It's a long time since we've been able to offer a value of such outstanding merit—modern style plus superior craftsmanship and select materials—choice veneers over gumwood—all of these factors spell S-A-V-E! Why not take advantage of this grand opportunity?

BIG LINE OF FURNITURE IN ALL DEPARTMENTS AT SAVING PRICES ON EASY TERMS.

HOME FURNITURE CO., INC.

MAIN STREET Telephone No. 459-1 LOUISBURG, N. C. (W. E. White's Old Stand)

PAINT NOW!

HYLUSTRE Ready Mixed \$1.49 Paint, Gal. . . .

SEMI-PASTE Best Grade \$2.00 After Mixing 2 Gal.

Lawn Mowers \$4.95

Grass Blades 85c

Broom Rakes 50c

SCREEN DOORS \$1.98

SPRAYS For Flower Gardens, Etc. - All Kinds

BICYCLES \$24.95

FISHING TACKLE

REELS 98c up

RODS 65c up

50 Yd. LINES 65c up

BAITS 49c up

TACKLE Boxes 49c up

COMPLETE LINE OF HEDDEN, CREEK CLUB, PFLUGER, RODS, REELS AND BAIT.

TENNIS AND BASEBALL SUPPLIES

TENNIS RACKETS \$1.25 up

TENNIS BALLS 3 in Can \$1.00

BALL GLOVES 98c up

FURNITURE

9x12 Linoleum Rug \$3.75

3 Pc. Bedroom Suite \$37.50

Ranges \$22.95 up

H. C. TAYLOR

Hardware & Furniture Phone 423-1 Louisburg, N. C.