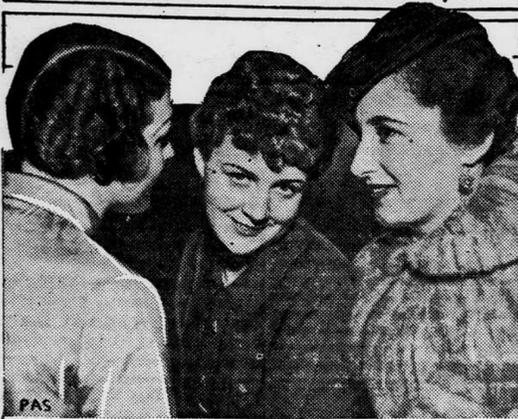


## RECOVERY LAGS FOR THIRD TIME

### Introducing Three New Hair Dress Styles



NEW YORK... At the official Spring show of N. Y. State beauticians held here, the above three hair styles were approved for the summer season. On the left is Miss Sophia Moliner, with the "Streamline" style. Center, Miss Elaine Stone, displays the "Champagne Bubble" curls. Right, Mmc. Humble, with the "Cocktail Hour" wave.

### A Greater Salisbury

To the Editor,  
The Carolina Watchman,  
Salisbury, North Carolina,  
Dear Sir:

I desire to congratulate your fine paper on its splendid editorial of March 22 under the caption "A GREATER SALISBURY." I think it is the best I have ever seen on the subject.

Promoting the idea suggested in this editorial, I think it would be a fine thing if the civic-minded citizens of Salisbury and Rowan County were to get together in a huddle with the double objective of a GREATER SALISBURY AND A GREATER ROWAN COUNTY.

When I speak of a GREATER SALISBURY, I invariably mean a GREATER ROWAN, as the two go hand in hand, the terms being used interchangeably.

It has often been said that Charlotte's remarkable growth could be attributed to three factors:

- First: The civic-minded residents of that city.
- Second: The newspapers of that City.
- Third: Clarence Kuester, head of the Chamber of Commerce.

As a step in the right direction, I offer the following suggestions for the consideration of the citizens of Salisbury and Rowan County:

1. A joint meeting of the City Council and the Board of County Commissioners with a GREATER SALISBURY and a GREATER ROWAN COUNTY as the double objective.
2. A joint meeting of the City Council and the Board of County Commissioners with the Town Boards of Spencer, East Spencer, Granite Quarry, Rockwell, Gold Hill, China Grove, Landis, Cleveland, and the civic-minded citizens of the other parts of the County.
3. A joint meeting of the directors of the Chamber of Commerce and of the Salisbury-Spencer Merchants Association.
4. A joint meeting of the civic organizations of Salisbury—the Civitan, the Rotary and the Kiwanis clubs.
5. A general get-together of the business and industrial leaders of the City and County.
6. A general meeting of all groups, with the general objective of a GREATER SALISBURY and a GREATER ROWAN.

These groups could effect a GREATER SALISBURY AND A GREATER ROWAN organization and select a leader.

Each and every member of each and every group should then support the movement to the limit.

Another matter, more or less incidental, but important nevertheless, should be the selection of a new slogan or motto for our City. There was a slogan selected years ago reading as follows: "Salisbury's the Place!" The place for what? A slogan should be chosen that says something and means something and not just a vague, meaningless, ineffective generality.

Yours for a greater City and County.  
A CITIZEN OF SALISBURY.

### 500,000 New Farms Reported By Census

Half a million new farms were estimated by Census Bureau officials to have sprung up in the United States in five years. So far as there are any indications in the preliminary returns from the farm census, most officials said they believed the increase attributable to persons who went back to the country from city jobs which vanished in the depression. They did not think the work of the farm program had much to do with the rise. The farm census is in the concluding stages in so far as the gathering of statistics is concerned, but it will be months yet before the tabulations are completed and a rounded picture of the trend is produced. In 1930 the last general census

### Applications For Crop Loans Now Being Received

Field Supervisor P. A. Wallenborn of the Emergency Crop and Feed Loan Office at Salisbury states that applications for emergency crop loans and feed loans are now being received by the local County Loan Committee, with offices located on the 2nd floor of the Court House.

In accordance with the Act of Congress authorizing the loans, and regulations issued by Governor W. I. Myers of the Farm Credit Administration, loans will be made only to farmers who are unable to obtain elsewhere seed, fertilizers, supplies, feed or the necessary credit to purchase such items. Loans will not be made to applicants who can obtain credit in the amount needed from any other source, including the production credit association.

Any farmer who has the necessary security should apply to the production credit association first. If the association is unable to make him a loan in the amount needed the farmer will receive a statement to that effect and will be considered eligible to apply for a loan from the emergency fund.

The regulations provide that the largest loan to one farmer this year is \$500 and the minimum \$10, but no loan may be made in an amount greater than is actually needed to cover the cash cost of purchasing seed, fertilizers, supplies, feed, etc. Loans will be made for the purpose of growing and harvesting crops, for summer following, for purchasing feed for livestock; but not for the purpose of purchasing livestock or machinery, or for the payment of debts or taxes.

Loans will be made only to applicants who are cooperating with the Production Control Program of the Agricultural Adjustment Administration.

As in the past, the security for an emergency crop or feed loan will consist of a first lien on the crop financed or on the livestock to be fed. A tenant must also give a first lien by getting the landowner to waive his claim in favor of the crop lien; but the landowner is in no way obligated for repayment of his tenant's loan.

Checks in payment of approved loans will be issued by the Regional Emergency Crop and Feed Loan Office at Memphis, Tenn.; and not by the field supervisor or the loan committee.

### First Checks On Crop Loans In The Mails

The first of the 1935 emergency crop loan checks for North Carolina are being mailed out from the regional office at Columbia, S. C., it was announced by Norman Monaghan of the Emergency Crop and Feed Loan section of the Farm Credit Administration. Farmers are to receive the first loan checks within 10 days after the \$60,000,000 emergency crop loan fund was appropriated by Congress; and the field force in the regional offices are equipped to handle applications from every part of the country, Mr. Monaghan said.

The loans are being made to farmers who are unable to obtain credit from other sources, but only in the amount that is needed to cover the cash cost of feed, fertilizers, supplies, feed, with the limit of \$500 as the maximum to any one farmer. Loans will also be made for following and for the production and purchase of feed for livestock, but not to buy livestock or machinery, or for payment of taxes or debts. Farmers eligible to borrow from the emergency fund are being told to apply to the county loan committee which has been set up in every county of the state. It is expected that the entire fund will be loaned during the next two months.

### MAY QUEEN



MISS KITTY PEARCE

### May Day Plans Are Being Laid

(From The Pioneer)  
The plans for Catawba's annual May Day are fast assuming concrete form under the capable supervision of Miss French, Miss Omwake and Mrs. Foil. The final date for the celebration has not been definitely set, but tentative plans include dates around May 3. This year's May Day will be entirely different from all previous years, the dances consisting mainly of tap dances interspersed with a few folk dances. The May Day pageant is now being written and costumes are being planned.

The May Queen attendants, three of which are elected from each class, have been chosen. The results of the election are as follows: Senior attendants, Mary Ruth Gerhardt, Ruth Schaeffer, and Gertrude Laubach; Junior attendants, Lilyan Miller, Jannette Finger, and Hazel McSwain; Sophomore attendants, Sarah Ellen Krouse, Frances Foil, and Maxine Smith; Freshman attendants, Evelyn Greer, Nell Dedmon, and Josephine Barkley. Miss Pierce has chosen as her maids of honor Miss Hazel Connell and Miss Janet Laros.

### GOOD MORNING

A beer hoister who loves to guzzle the amber suds was heard to remark the other day: "I hate to go into a saloon these days, because I've got to fall over so many women in order to get a drink."

Johnny: What is that, ma?  
Mrs. Faust: Why, sonny, that is a lighthouse.

Johnny: What's it for, ma?  
Mrs. Faust: To keep ships from getting on the rocks.

Johnny: Why don't you get one for pa? He's always on the rocks.

Joe is just crazy about me. Well, don't crow about it. He was crazy before he ever met you.

She's only the printer's daughter, but I like her type.

First Ghost: Where are you going?

Second Ghost: On a haunting trip.

Marion—"What's the idea of the Watsons taking French lessons?"  
Tom Mac Nut—"They've adopted a French baby and want to understand what it says when it begins to talk."

George had been "hanging around" for some time, and among other trifling tokens had presented Mildred with a book giving the meaning of Christian names. She sat turning the pages after he had gone.

"William means good, I see," she remarked, "James means beloved," she blushed slightly. "I wonder what George means."  
"I sincerely hope, my dear," said her father, tartly, "that George means business."

### D. C. Tops U. S. In Suicide Rate; 34 Per 100,000

The District of Columbia suicide rate is higher than any State rate, according to figures released by the Bureau of Vital Statistics of the Department of Commerce. At the same time, it was revealed that the suicide rate for the country as a whole has gone down for the first time since 1923.

Washington has a record of 34.1 suicides for every 100,000 of population in 1933, the latest year for which figures were issued. The Far Western group of States was next in order—Nevada had 33.3 per 100,000; California had 28.8. Mississippi had the lowest rate in the country, 5.5 per 100,000.

The Southern States had the lowest rates shown. The figure for Arkansas was 6.4; South Carolina, 6.7. It was pointed out that these Southern States had large colored populations, which always showed lower suicide rates than white persons living in the same locality.

Compared with other cities, Washington was fourth in the Nation. San Francisco had the highest rate, with 39 per 100,000. Denver was next with 37.9, then San Diego with 36.9. Portland, Oreg., was fifth, with 32.4.

The largest number of suicides in any city was in New York, but its comparative rate was only .3 higher than the average of 18.7 for all cities over 10,000. The New York total was 1,356, the lowest number since 1929.

The rate for all the country was 15.9 in 1933. In 1929 it was 14; in 1930, 15.6; in 1931, 16.8; in 1932, 17.4. A comparison of the city and total rates shows that the urban rate is almost 2 per cent higher than the average for the country as a whole.

### Bank Deposits Up 3 Billions

Washington.—A three-billion-dollar increase in bank deposits in the last six months of 1934 was disclosed by officials of the Federal Deposit Insurance corporation.

The corporation gave no explanation of the increase in deposits, but persons familiar with banking and business trends contended it was due largely to heavy government expenditures for emergency purposes.

Total bank deposits in the United States on December 31 were put at slightly less than \$50,000,000,000. The corporation reported insured deposits of \$38,994,264,000 on that date in the 14,135 insured banks. Mortimer J. Fox, chief statistician of the corporation, estimated deposits of mutual savings banks, not included in the report, amounted to \$10,000,000,000, while the 1,060 uninsured banks had deposits of \$506,000,000, and private bank deposits were estimated at about \$400,000,000.

This total of \$49,900,264,000 compared with a total of \$46,672,199,000 on June 30, last, for all banks, as reported by the comptroller of currency in his last annual report.

Insured bank deposits rose \$1,800,000,000, and inter-bank deposits leaped \$1,000,000,000.

"An important factor in these increases was the year-end accumulation of checks deposited but not yet collected," said Leo T. Crowley, chairman of the corporation.

Total cash and funds due from banks rose 20 per cent during that period. Banks increased their holdings of government securities by \$1,400,000,000, or 14 per cent. There was also an increase in "other securities" held of \$260,000,000, or four per cent. As compared with the mid-year figure, loans and discounts were reduced by \$600,000,000, a drop of four per cent.

The statement showed stock purchases were made in 5,400 of the insured banks by the Reconstruction Finance corporation. These purchases amounted to \$822,000,000.

### President Is Eager To Spend Huge Work Fund To End The Slump

### Ups And Downs Shown In Federal Reserve Index, However, Reflect Net Gain For Industry

New Deal reports reveal recovery is lagging again and explain why the Administration is so eager to begin spending the \$4,880,000,000 works-relief fund.

Business is in its third New Deal slump. Three times since President Roosevelt was inaugurated business has moved to higher levels and slipped backward. The first improvement was the "1933 New Deal boom." That began in March and collapsed in July.

There followed about four months of declining business activity ending in November, 1933. In that month began a six months' upward movement followed again by four months of declining business.

That period of decline brought the New Deal to September, 1934, when the Federal Reserve index of industrial production was down to 71. These ups and downs however, reflected a net gain. The Federal index for March, 1933, when Roosevelt took office was 59, which meant that the country's industries were producing only a little more than half of their average output for the period 1923-25.

Last September the third period of business improvement began. It continued thru January when the Federal Reserve index reached 91 per cent of 1923-25 average production. The high point of New Deal recovery so far was during the March-July flurry of 1933 when the index touched 100.

### Baseball Field Being Rebuilt

(From The Pioneer)

This spring it was decided upon to improve the condition of the Catawba baseball field in the interests of both the college and the city of Salisbury. In accordance with this decision, the city has undertaken to grade the field and to erect spectators' stands. The grading will be done so as to eliminate the tendency of fair balls to be knocked out into the rough lands to the south where it is almost impossible to field them. The entire field will be "swung" around to the right from home plate, necessitating the grading of much of the land towards the football field.

The stands are to be of all steel construction with, of course, wooden seats. The entire construction and grading is estimated at twelve hundred dollars, to be supplied by the city. During the summer months, the city leagues will then use Catawba's ball park for their games.

### First of May Queens



DURHAM, N. C. . . . Miss Jane Williams (above), of St. Paul, Minn., a senior at Duke University, has been elected 1935 May Queen to rule in elaborate ceremonies here, May 4.