

# Farm News

about the AAA and other EXTENSION WORK From the County Agent



J. E. DODSON

### FEED SITUATION

Corn crop prospects deteriorated greatly in July, as a result of hot, dry weather over most of the Corn Belt. Production of corn in 1940 was indicated on August 1 to be about 2,248,000,000 bushels. This is 371 million bushels less than the 1939 crop. Partly offsetting this decrease in corn production are indicated increases over last year of 185 million bushels in oats production, 14 million in barley production, and 22 million bushels in grain sorghum. Total production of the four feed grains in 1940 is indicated to be about 91 million bushels, compared with 97 million tons last year.

Total supplies of feed grains for the 1940-41 feeding season (including July 1 stocks of oats, wheat, and barley, prospective October 1 stocks of corn

### OUTLOOK—HOGS

Background.—Hog production increased sharply in 1938 and 1939, after having been held at a very low level from 1935 through 1937. The 1939 pig crop was the largest in the 16 years of record. It was 19 percent larger than the 1938 crop and about 50 percent greater than the small crop of 1935. The marked increase in the number of pigs raised in 1939 has been reflected in much larger hog marketings in 1939-40 than in any of the past 5 years.

In the July issue of the Livestock Situation the hog outlook for 1940-41 was given. As there has been little change in the situation in the past month, the principal points given in the July issue are briefly summarized:

(1) The 1940 spring pig crop was 8 percent smaller than that of 1939. On the basis of breeding intentions reported by farmers about June 1 and other indications it was estimated that the number of sows to farrow in the fall of 1940 would be about 12 percent smaller than the number farrowing last fall. (The deterioration of the corn crop in July indicates that the decrease in the number of sows to farrow this fall will be at least as large as 12 percent.)

(2) Present indications are that the combined spring and fall pig crops in 1940 will total about 75.8 million head compared with 84.3 million head in 1939. The decrease in the number of pigs raised in 1940 will mean a material reduction in hog marketings in 1940-41. It is roughly estimated that inspected hogs slaughtered in the marketing year, which begins October 1, 1940, will be between 43 and 44 million head. This compares with 47-48 million head slaughtered under Federal inspection in 1939-40.

(3) A large part, perhaps nearly all, of the decrease in hog marketings in 1940-41 from a year earlier is expected to occur after November or December 1940. Earlier than usual marketings of spring pigs this year appear probable in view of the unfavorable relationship of hog prices to corn prices. The seasonal increase in hog marketing from September through December this year may be about as large as the increase that occurred in the corresponding months of last year. A large seasonal reduction in marketings is probable for the late winter and early spring.

(4) Export demand for pork and lard in 1940-41 is expected to be no better than in 1939-40, if as good. Domestic consumer demand for pork and lard in 1940-41, however, promises to be better than in 1939-40. This improvement in consumer demand and the decrease in hog marketings are expected to result in materially higher average prices for hogs in 1940-41 than in the present marketing year.

(5) A further moderate decrease in the number of pigs raised in 1941 now seems probable.

### Winnabow News

Misses Ethel Satterfield and Virginia Pope spent Wednesday with Mrs. Ralph Sellers at Oak Island.

Mr. and Mrs. R. M. Wolfe and children of Wilmington were visitors here Wednesday evening.

Dr. E. G. Goodman of Durham has been home for two weeks with his mother, Mrs. E. G. Goodman, and her sisters, Miss Lillie Sandlin.

Mr. and Mrs. Geo. R. Foulke and daughters Misses Fifi and Judy returned Wednesday from a visit with relatives in Pennsylvania and Delaware, while away they attended the World's Fair in New York.

G. K. Lewis left Wed. for Freeport on business.

Rev. J. A. Nelson of Thomasville was a visitor here Wed.

Mr. and Mrs. J. J. McCarthy and 2 sisters of Detroit, Mich., visited W. J. Hayes this week.

Miss Kate Johnson and Mrs. D. R. Johnson attended the Day of Prayer Thurs. in Wilmington

### Newspaper Ads Helped Sears

The newspaper advertising expenditures of Sears, Roebuck and Company hit an all-time high during 1939, it was announced by R. Stewart, manager of Sears store in Wilmington.

News to the effect that these expenditures last year reached the huge total of \$11,409,649 and topped the largest previous figure by \$147,886 was contained in an advertising survey prepared by Sears to assist its stores in planning the company's 54th anniversary celebration to be held from September 12 to September 28.

Last year's figures represent an increase of 6.15 per cent over 1938's expenditures and an increase of 1.31 per cent over 1937, itself a record year. A total of 893 newspapers located in 47 states and the District of Columbia were used by Sears during 1939.

In terms of space the huge sum spent by Sears last year to get its sales messages across to customers amounts to \$9,239,278 lines. This total exceeds by 14,467,361 lines, or 19.35 per cent, the amount of white space used the previous year.

Sears' advertising study further revealed that all but 8.34 per cent of the company's 1939 appropriation for retail advertising went to newspapers. Of this amount 7.17 per cent was spent on circulars and miscellaneous types of publication, and 1.17 per cent went towards the purchase of radio time.

According to Mr. Stewart, the fact that Sears is one of the largest, if not the largest, users of newspaper space in the entire country has meant increased revenue for a number of North Carolina newspapers. Total advertising bought by Sears from these papers jumped in 1939 to \$79,070, an increase of four per cent. In terms of space this expenditure amounted to 1,047,723 lines.

"Other than indicating Sears'

### Seaside News

Sportsmen who came here to hunt marsh hens during this September's full moon tides went home without their usual bag limit due to the fact that the moon failed to bring up big tides. The hunters were: Karl M. Waters and S. W. Browne of Charlotte, Dr. Elias S. Faison and party of Charlotte and others.

Two University of North Carolina professors, O. J. Coffin, head of the journalism department, and Dr. Watling Pearson, dean of the graduate school, spent a couple of days with Norwood Brooks last week.

Sgt. and Mrs. L. K. Gaines and daughter of Fort Bragg spent part of last week here with Mrs. Gaines' aunt.

Mesdames J. J. Rezza and David King, Misses Lucy Dallas, Ruth Ingram, Alice Johnson, Frances Brooks and Elizabeth Shannon of Wilmington were here for Thursday evening.

Jack Barrick of Nashville, Tenn., Lieutenant T. L. Lee and family of Fort Worth, Texas, Dr. and Mrs. T. Forny Duval of Whiteville were recent visitors here.

continued recognition of the newspaper as its primary retail advertising medium, last year's increased newspaper advertising expenditures have no special significance," explained Mr. Stewart.

"In view of a definite policy which Sears has consistently followed since first entering the retail field 15 years ago—that of using the newspapers as our almost exclusive retail advertising medium—the increase was perfectly normal. It is pretty well accounted for by the fact that we opened a number of new stores during '39 and that our gross sales were the highest in the history of the company during the same year, thus making available more money for advertising."

It is quite apparent from the study prepared by our national office that while Sears will not disregard other forms of advertising, we will continue to attract customers into our stores through a liberal use of newspaper space."

One large American railroad is owned by about 215,000 stockholders, and about one-half of them are women.

## REPUBLICAN SPEAKINGS

The following speaking dates for Republican Rallies have been announced. All voters are invited to attend.

MACO—Willetts Store	Thursday, Oct. 3rd, 1940, 8 P. M.
SOUTHPORT—Court House	Saturday, Oct. 5, 1940, 8 P. M.
SHALLOTTE—Vance Gore's Store	Monday, Oct. 7, 1940, 8 P. M.
LELAND—Beak Mintz Home	Tuesday, Oct. 8, 1940, 8 P. M.
EXUM—Long's Store	Wednesday, Oct. 9, 1940, 8 P. M.
GAUSE LANDING—Parker's Store	Thursday, Oct. 10, 1940, 5 P. M.
GRISSETT TOWN—Mintz Store	Thursday, Oct. 10, 1940, 8 P. M.
BATTLE ROYAL—McGhee's Home	Friday, Oct. 11, 1940, 8 P. M.
THOMASBORO—Odell Blanton's Store	Sat., Oct. 12, 1940, 5 P. M.
LONGWOOD—Jenrettes Store	Saturday, Oct. 12, 1940, 8 P. M.
SUPPLY—Jesse Robinson's Store	Monday, Oct. 14, 1940, 8 P. M.
WINNABOW—Ned Hufham Home	Tuesday, Oct. 15, 1940, 8 P. M.
ASH—McCumbee Store	Wednesday, Oct. 16, 1940, 8 P. M.
MILL CREEK—W. D. Lewis Store	Thursday, Oct. 17, 1940, 8 P. M.
HICKMAN'S X ROADS—Wards Store	Fri., Oct. 18, 1940, 8 P. M.
ASH—Raleigh Babsons Home	Saturday, Oct. 19, 1940, 8 P. M.
BOLIVIA—C. P. Willetts Store	Monday, Oct. 21, 1940, 8 P. M.
SUPPLY—Elnora Hewetts Store	Tuesday, Oct. 22, 1940, 8 P. M.
SUPPLY—Ennis Longs Store	Tuesday, Oct. 22, 1940, 6 P. M.
FREELAND—Furn Watts Store	Wed., Oct. 23, 1940, 8 P. M.
SUPPLY—W. H. Varnums Store	Thursday, Oct. 24, 1940, 5 P. M.
SUPPLY—Willie Kirbys Store	Thursday, Oct. 24, 1940, 8 P. M.
EXUM—Vereens Store	Friday, Oct. 25, 1940, 8 P. M.
SHALLOTTE TOWN	Saturday, Oct. 26, 1940, 3 P. M.
CALABASH—Highs Store	Saturday, Oct. 26, 1940, 8 P. M.
MOSQUITO BRANCH—Evans Store	Monday, Oct. 28, 1940, 8 P. M.
SUPPLY—Olivia Hewetts Store	Tues., Oct. 29, 1940, 8 P. M.
SHALLOTTE—Edgar Tripps Store	Wed., Oct. 30, 1940, 8 P. M.
HONEY ISLAND—School House	Thurs., Oct. 31, 1940, 3 P. M.
FREELAND—Simmons Store	Thursday, Oct. 31, 1940, 8 P. M.

F. LONDON LEWIS, Chairman  
Republican Executive Committee

## Boone's Neck Club Meeting

The Boone's Neck home demonstration club met at 3 o'clock, Fri. afternoon at the home of Mrs. Tommie Hewett. The meeting was called to order by the president, Mrs. Everett Hewett, after which everyone repeated collect of club women of America. The roll was called and the minutes of the last meeting read by Mrs. Gafford Hewett. Business was discussed then the recreational feature was conducted by the leader, Mrs. Gafford Hewett.

The hostess, Mrs. Tommie Hewett, served refreshments to the following: Mrs. Everett Hewett, Mrs. Germons Roach, Mrs. Gafford Hewett, Mrs. S. W. Lewis, and Mrs. Abby Davis. Mrs. Marion S. Doshier was absent. The next meeting will be with Mrs. Gafford Hewett.

Many a noble purpose has been strangled, lost under the mazes of mental discord, drowned in a sea of fear, or swept away by the waves of worry and discouragement.

## Howard Radio

The nameplate "HOWARD" on a radio is like the sterling mark on fine silverware... the protection of a high quality standard. For more than two decades HOWARD has pioneered, developed and created nothing but the finest in radio. Its guarded reputation as America's Oldest Radio Manufacturer, signifies a wealth of radio experience and radio manufacturing impossible to find elsewhere... HOWARD reputation is your protection.

"Built by HOWARD"—a symbol of top quality—is fully expressed in this beautiful Hepplewhite combination radio and automatic phonograph. 8 tubes (including rectifier)—2 bands covering American broadcast and foreign short wave. Tuning range 540 K. C. to 16.2 M. C. (555-18.5 meters). Has push pull phase inversion audio system with over 7 watts output. True tone 12" electrodynamic speaker. 15th century authentic Hepplewhite cabinet—walnut or mahogany finish—23 5/8" Hx32 1/2" Wx15 1/2" D. The phonograph plays automatically or manually and changes 10", 12" or mixed size records. Net weight 61 lbs. Shipping weight 72 lbs. Operates on 110-125 volts, 60 cycles A. C. Also available for other voltages and/or frequencies. Built-in loop antenna and variable tone control. Feather touch tuning through the push button system allows instant selection of your favorite stations. Electric eye tuning indicator for manual tuning accuracy. Your inspection and test of this fine instrument will be a revelation. Look and test today! Price \$99.95

LIBERAL TRADE-IN ALLOWANCE  
—See Or Write—  
**HARRY ROBINSON**  
SOUTHPORT, N. C.

# NORTH CAROLINIANS

## YOUR HELP IS NEEDED

You have a vitally important part to play in the state advertising campaign, launched by the Department of Conservation & Development in 1937. Tremendous material resources have come to the state and its citizens benefit from this campaign. These great benefits can be made permanent by your cooperation. ONLY YOU CAN FULFILL THE PROMISES WE HAVE MADE TO TOURISTS INVITED INTO OUR STATE.

North Carolina is reaping a harvest of \$100,000,000 a year from tourist expenditures, or \$1,000 for every \$1.00 invested in the advertising campaign by the state. This is only part of the rich rewards.

**HOW YOU CAN HELP RETAIN THESE GREAT BENEFITS**

Some of the Ways You Can Assist:

- EXTEND HOSPITALITY AND EVERY COURTESY TO OUR VISITORS
- MAINTAIN THE HIGHEST STANDARDS ATTAINABLE FOR SANITATION, HEALTH AND SAFETY.

**ADVERTISING PAYS NORTH CAROLINA**

But To Do So, We Must Make the State Everything We Say It Is  
To Cooperate with North Carolina in the advertising campaign, this space is gladly contributed by

**THE STATE PORT PILOT, Southport, N. C.**

PREPARE GOOD FOOD, INCLUDING SEVERAL AND DISTINCTIVE DISHES AT ALL EATING PLACES WITHIN THE STATE.

SUPPLY EVERY SERVICE WHICH VISITORS CAN REASONABLY EXPECT.

PROVIDE ACCOMMODATIONS OUTSTANDING FOR COMFORT AND CLEANLINESS.

FURNISH GREATER FACILITIES FOR RECREATION AND ENTERTAINMENT.

FAMILIARIZE YOURSELF WITH NORTH CAROLINA SO YOU CAN GIVE STRANGERS HELPFUL INFORMATION.

Fulllest cooperation of all North Carolina citizens is needed to attain these ends. Failure of only a few to cooperate can defeat the aim of the vast majority supporting this campaign.

DEPARTMENT OF CONSERVATION & DEVELOPMENT  
NEW STATE OFFICE BUILDING  
RALEIGH, N. C.

## LAST 3 DAYS SEARS 54TH ANNIVERSARY SALE

# Allstate Fleet Tested Tires

## Safety Tread

Guaranteed 1st Line Quality TIRES

40% off Reg. List Price

Size	List Price	Sale Price	Save
4.75x19	\$11.70	\$ 7.02	\$ 4.68
5.25x17	\$14.25	\$ 8.55	\$ 5.70
6.00x16	\$15.75	\$ 9.45	\$ 5.30
6.25x16	\$17.65	\$10.59	\$ 7.06
6.50x16	\$19.10	\$11.46	\$ 7.64

—Prices Include Your Old Tires—  
OTHER SIZES PROPORTIONATELY LOW!

—EXPERT TIRE MOUNTING WITHOUT EXTRA CHARGE—

### \$24.85 BATTERY SET!

**\$19.95**

\$3. Down. Balance Monthly Usual Carrying Charge Anniversary Sale Special.—6-tube table model, dual purpose tubes give fine performance. High quality at low prices. With batteries.

### 6-TUBE CONSOLETTTE

**\$22.50 VALUE**  
**\$17.77**

\$2.50 Down. Bal. Monthly. Usual Carrying Charge. Dual tubes give you powerful 8-tube performance! Handsome design cabinet adds beauty to the home!

### Cross COUNTRY 100 pct. Pure Pennsylvania Motor Oil

**12¢ quart**

IN 5 GAL. LOTS  
In Your Container, Tax Incl. Cross Country saves you up to 50 percent at time of purchase. It does not break down and boil away like ordinary quality oils.  
10-qt. Can .....\$1.49

# SEARS, ROEBUCK AND CO.

307 North Front St. WILMINGTON, N. C. Dial 6626