

Demand For Farm Goods Higher Now Than Earlier

Consumers Ask For More Farm Products Now Than During First Quarter Of Year

TREND WILL GO UP FOR REST OF YEAR

Cardwell Says Demand For Products During Remainder Of 1942 Will Push Prices Higher

GUY A. CARDWELL, General Agricultural Agent Atlantic Coast Line Railroad Co. Conditions affecting the consumer demand for farm products were relatively stable during the first quarter of 1942 but again picked up at the start of the second quarter. The renewed improvement results from a great expansion in war goods production which is exceeding by a substantial amount the curtailment

in output of goods for civilian use. Although gains in general productive activity and consumer income as large as those during 1941 are not anticipated, the general trend is expected to continue upward through the remainder of 1942. The expected improvement in conditions affecting the domestic demand for farm products during the remainder of 1942 will tend to push prices higher. Working in the other direction will be the prospective larger marketings of livestock and their products, generally favorable crop prospects, and the indirect affects (on prices received by farmers) of wholesale and retail price ceilings. These conflicting forces are expected to result in relatively small changes in the general level of prices received by farmers during the remainder of the year compared with the similar period of 1941. On the basis of the present price and marketing outlook an

increase in income from farm marketings of at least the usual season proportion is expected from now until next October. Commercial truck crops, for the most part, made good progress during the first half of June. Harvest of early crops in the South and West is ending, and consuming centers are receiving a heavier proportion of their fresh vegetables from less distant sections. These areas will furnish the bulk of supplies during the summer months. Carlot shipments of truck crops, including Irish potatoes, during the first two weeks of June were 8 per cent above those of the preceding two weeks and were 11 per cent above those of the corresponding period in 1941. Heavier rail shipments of cantaloupes, potatoes, watermelons, cucumbers, tomatoes, green peppers and green corn were more than enough to offset reductions in the carlot movement of other truck crops. Compared with the corresponding period last season, movement was heavier for beans, beets, carrots, cauliflower, green corn, cucumbers, mixed vegetables, onions, spinach, cantaloupes, strawberries and Irish potatoes.

Farm Families Ready To Meet Any Emergency

If An Emergency Greater Than We Have Today Should Come, Every Farm Family In Lee County Could Be Reached In A Few Hours

CO-OPERATION IS WATCHWORD NOW

Scientists, Millers Ask Bakers Get Together To Put More Nutrients In Flour

(From Southern Planter) A campaign is on in Lee County to acquaint the 1,700 farm families with national defense and other pertinent programs. There are 175 neighborhood leaders and 6 community (or township) leaders. Every neighborhood and community has elected a man and woman leader, both in some cases. These leaders contact and are responsible for explaining programs to from 4 to 6 neighboring families.

The farm agent, Paul Kiser, says: "I think if an emergency greater than we have today should come, every farm family in Lee County could be reached in a very few hours."

Already successfully and efficiently conducted drives were the Victory Garden, Scrap Iron Collection, Farm Machinery Repair, 4-H Mobilization, Pledge to Buy Stamps and Bonds, and Enriched Flour programs. The most educational program was explaining the advantages of using enriched flour and bread and whole wheat bread and flour to insure better health.

The Greenwood Community leader, L. F. Meador, says: "We have set up definite goals for all families in my community. Every family is to grow a garden, have a cow, chickens, and hogs."

"And," he continues, "We already are reaching some of these goals. Three cows were bought in one week as a result of the program."

The vice-president of the County Neighborhood Leader Organization, Mrs. R. L. Ross, of the Colon Community, says: "I think we as leaders are repaid for the time and energy used for as citizens we not only want to have the good things of life for ourselves but we do want to share them with those who live around us."

Mr. T. M. Perry, County Chairman of the Neighborhood Leader Organization, says: "Not only will we insure our health in Lee County by using whole wheat and enriched bread and flour, but we will invest in Stamps and Bonds so that our soldiers and sailors will have all the food, tanks, planes, guns, ammunition, and ships they need to fight the battle front while we hold steadfast to the farm and home front."

Good Reasons Why

Mary E. Thomas, Extension Nutritionist from N. C. State

Tomatoes moved in approximately the same volume as last season. Rail shipments of commercial truck crops through June 13 this year were 13 percent above those of a year ago. Early cantaloupes and watermelons are now moving in fairly heavy volume. Shipments during the period May 31-June 13 were much heavier than during the preceding two weeks, but the movement to date is somewhat behind that of last season. A total of 11,339 cars of commercial early potatoes were shipped during the period May 31-June 13 compared with 8,654 cars the preceding two weeks and 9,442 cars during the corresponding period in 1941.



MEET IN JULY - N. H. O. Balfour of Hoke county, pictured above, is president of the State Association of County Commissioners which will hold its annual convention in Asheville July 13-15. The association at its last convention adopted a resolution commending the "clean up or close up" campaign of the North Carolina committee of the Brewing Industry Foundation.

College, gave the Lee County neighborhood leaders these facts and reasons why people should use whole wheat and enriched bread and flour.

For years bread has been called the staff of life, and rightly so, as long as the grain was ground and all of it used in cereal and bread, because it is high in food value. It contains starch for energy, protein for building muscles, minerals and vitamins for health and strength. However, in recent years modern milling processes have removed much of value protein, minerals, and vitamins from flour. The result is refined white flour having very little food value except the starch.

Scientists, millers, and bakers have gotten together and with the approval of the Food and Drug Administration are adding some of the nutrients that have been lost in the milling. Chief among the nutrients lost are thiamin, the morale vitamin, niacin (formerly call nicotenic acid) the pellagra preventative vitamin, and iron needed for rich red blood. In other words, they are enriching white flour by the addition of vitamins and minerals which nutritionists have found many people are not getting in sufficient amounts. Since everybody eats bread and uses flour, it was decided that enriching bread and flour would be a simple inexpensive way for all people to get the nutrients so necessary for health and morale.

Enriching Costs Little

"The enrichment does not cost much," says Miss Thomas. "I am told that the expense to the miller and baker amounts to about 30c per barrel and that many merchants sell the same grade of

plain and enriched flour at the same old price." Miss Thomas urges us to read labels for "It is only when flour or bread is labeled 'Enriched' (usually in big red letters) that one can be sure it contains thiamin, niacin, and iron in the amount set by the Food and Drug Administration standard. If people do not use whole wheat flour, they should by all means use enriched flour and bread in order that they may have more stamina, more endurance, and better health."

There are now more than 23,000 white leaders and more than 4,000 Negro and 114 Indian leaders in the State, 52% of them are men and 48% women.

Keep Calm

It does pay to keep calm and not act on the spur of the moment when wise decisions must be made.

Our 16 District Federation meetings were scheduled to begin the week following the gas rationing. Programs had been planned, speakers invited, and everything was in readiness. The question was, "Shall we go ahead and try to have the meetings?"

The meetings were held and from 200 to 600 were in attendance at every meeting. Instead of five going in a car, more was made for seven and eight. I can't help but believe that the women will be happier, better satisfied, and will do more to help win this war than they would have done by staying at home. The reports given at these meetings of the already fine work club women are doing would spur anyone on to greater achievements.

A Few Orchids

From Mrs. John Rizert, Executive Secretary of the Red Cross Office in Lincoln County, this appreciative letter has come. "The home demonstration club women have made literally hundreds of garments, both in sewing and knitting. They have been such patriotic, cooperative members of our Red Cross Chapter. To Miss Anne Benson Priest, home demonstration agent, and to all of the club women we wish to extend every praiseworthy compliment for their good work."

The following State-wide summary shows the type of defense work home demonstration club women are doing: 13,763 cotton and 4,866 wool garments made for the Red Cross; \$2,848.13 donated to Red Cross by home demonstration clubs and \$8,758.58 by individual club women; 863 clubs cooperated in school lunch programs, contributing 18,021 bushels of products, 18,345 jars of canned foods, and 2,201 days of work. (Continued On Page 10)

THE COUNTRY STORE

LONGWOOD, N. C.

In this hour of National Emergency no other undertaking is more important and no other part of our program of National Defense demands longer hours nor harder work than are being contributed by our farmers and their families. In War—as in Peace, the backbone of our Nation is the farmer.

We are proud of our privilege to be of service to them.

The Farmer's Store—

A new and up-to-date stock of merchandise that was purchased with the idea of serving the needs of the average farm family. A complete line of staple and fancy groceries, hardware and dry goods.

Full Line Of PURNIA FEEDS

You bet I'm satisfied

WHEN I DO MY TRADING —WITH— GARRELL BROTHERS IN WHITEVILLE

They carry a full line of Groceries at prices that will save you money every day!!

MAKE EVERY PAY DAY WAR BOND DAY STOP SPENDING—SAVE DOLLARS

JUNK needed for War

"What's it good for?"
"Guns, tanks, and maybe part of a plane"

In the barnyards and gullies of farms and in the basements and attics of homes is a lot of Junk which is doing no good where it is, but which is needed at once to help smash the Japs and Nazis.

Scrap iron and steel, for example. Even in peacetime, scrap provided about 50% of the raw material for steel. It may be rusty, old "scrap" to you, but it is actually refined steel—with most impurities removed, and can be quickly melted with new metal in the form of pig iron to produce highest quality steel for our war machines.

The production of steel has gone up, up, UP, until today America is turning out as much steel as all the rest of the world combined. But unless at least 6,000,000 additional tons of scrap steel is uncovered promptly, the full rate of production cannot be attained or increased; the necessary tanks, guns and ships cannot be produced.

The rubber situation is also critical. In spite of the recent rubber drive, there is a continuing need for large quantities of scrap rubber. Also for other waste materials and metals like brass, copper, zinc, lead and tin.

The junk which you collect is bought by industry from scrap dealers at established, government-controlled prices. Will you help?

First—collect all of your waste material and pile it up.

Then—sell it to a Junk dealer, give it to a charity, take it yourself to the nearest collection point, or get in touch with your Local Salvage Committee.

If you live on a farm, consult your County War Board or your farm implement dealer.

Throw YOUR scrap into the fight!

JUNK MAKES FIGHTING WEAPONS

One old disc will provide scrap steel needed for 210 semi-automatic light carbines.

One old plow will help make one hundred 75-mm. armor-piercing projectiles.

One useless old tire provides as much rubber as is used in 12 gas masks.

One old shovel will help make 4 hand grenades.

MATERIALS NEEDED

Scrap iron and steel.
Other metals of all kinds.
Old rubber.
Rags, Manila rope, burlap bags.
Waste Cooking Fats—When you get a pound or more, strain into a large tin can and sell to your meat dealer.

NEEDED ONLY IN CERTAIN LOCALITIES: Waste paper and tin cans—wanted only in certain areas, as announced locally. NOT NEEDED (at this time): Razor blades—glass.

This message approved by Conservation Division

WAR PRODUCTION BOARD

This advertisement paid for by the American Industries Salvage Committee (representing and with funds provided by groups of leading industrial concerns).

LOCAL SALVAGE COMMITTEE

Phone: 2691