

Agricultural Outlook For Fall In County Encouraging

More Than Five And A Quarter Million Dollar Income In Sight For Martin Farmers This Year

Financial Prospects Believed Brightest Since the First War

Soil Erosion Costing Nation Three Billion Dollars A Year

Americans would be up in arms if some enemy were to move in and cart off three billion tons of soil material from the farms of this country. The very thought is fantastic. But erosion is no fantasy, the Soil Conservation Service points out, and erosion carries away three billion tons of soil material from farms every year. Farmers are not the only sufferers. Measuring the physical damages caused by erosion, conservation experts have been able to estimate roughly the financial loss to the country as a going concern. Valued at a dollar a ton, the three billion tons of soil lost through erosion each year would be \$3,000,000,000. This

eroded soil contains about 3,000,000 tons of nitrogen, 46,500,000 tons of potash, 4,500,000 tons of phosphoric acid, 25,200,000 tons of magnesium, 46,800,000 tons of lime, and other elements. Direct loss to farmers from reduced income and abandonment of land caused by erosion is about 400 million dollars a year. Damage to reservoirs, drainage ditches, and irrigation systems amounts to about 63 million dollars annually. There is a 300 million dollar damage to highways, railways, harbors and navigable streams. Increased flood damage due to erosion, silting of city and rural property, and loss of farm livestock and wildlife, adds 72 million dollars.

Tobacco Alone Expected To Yield Nearly Two and Half Million in the County

Based on price reports coming from the Georgia and Border Belt Markets and on current listings and announced price schedules for peanuts by the government, farm crops are expected to sell for nearly five million dollars this fall, giving this agricultural county its brightest financial outlook since the first World War, in the opinion of many. Certainly when pictured aside from other factors such as foreign markets and commodity prices off the farm, the outlook for agriculture is really encouraging. War, foreign markets and other factors may or may not upset agriculture's equilibrium, but when considered separately and apart from those nightmares, Martin County farmers can look forward to a great marketing season with a marked degree of certainty. In the farm picture, tobacco, of course, holds the spotlight, and it estimates are worth anything, the county farmers can expect approximately \$2,470,000.00 for the crop this marketing season. Nearly 10,000 acres—or 9,462 acres, to be exact—were planted to tobacco in the county this summer. One will have to rely upon a bit of conjecture to derive the anticipated revenue figure of \$2,470,000, but the procedure, while following an optimistic vein, is to be recognized. It is estimated that the county will average close to 1,000 pounds per acre. Based on average prices reported for the early sales down in South Carolina and along the border in this State, the crop should average around twenty-six cents a pound. Even if the price average cannot be maintained at that figure, soil conservation payments which will approximate \$45,000.00 will take up any slack resulting from a lower base price.

Peanuts, while holding a poor second when compared with tobacco, are offering a bright picture in the farm program this fall. It is true that weather conditions can materially affect the crop; but based upon normal expectation, the goober crop will bring Martin County farmers right

MERCHANT



As a member of the firm of Britton and Gurganus operating the Moore Grocery here, Mr. T. M. Britton is one of the largest independent grocers in this section, carrying one of the largest stocks and offering to a large patronage an able service.

LAUNDRYMAN



J. Eason Lilley, operator of the modern laundry bearing his name, moves around under a series of titles, farmer, lumberman, sportsman and a leading citizen.

Things To Watch For In The Future

More maroon automobiles—latest survey by Pontiac shows the dark red now ahead of the standard black in popularity; and with gray and blue in third and fourth places. . . . A kit called "Sew Your Own," containing all materials needed for making your own gloves. . . . A radically new phonograph record-changer

are 5,000 acres planted to the crop this year, the agent stating that more soy beans were "solid-planted" this year than ever before, that is the beans planted independently of other crops. The crop will sell for approximately \$50,000, it is estimated. Twenty-three combines are now available in the county and it is believed that a large portion of the crop will find its way into the commercial market.

Approximately 800 acres of Irish potatoes were planted this year, but the growers made no money even though the crop sold for nearly \$80,000.

Small grains will boost the total farm income, but reliable estimates cannot be had at this time. Quite a few farmers are planning to harvest seed from various crops, and while the total is not at all impressive, there is noticed a definite trend to seed production.

Turning from farm crops, the farmer in this county is apparently making progress with his livestock, especially with swine. Martin County farmers will fatten between 25,000 and 30,000 hogs this year, and Farm Agent Brandon sincerely believes the income from that source will amount to an even half million dollars or more. Cattle raising is gaining a fairly firm foothold, but on a small scale. More interest is being shown in beef cattle than at any other time, certainly within recent years.

Poultry, while amounting to hardly more than chicken feed as far as the cash jingle is concerned when compared with the income from tobacco, brings in from \$20,000 to \$25,000 annually.

When the cash income from crops and livestock is figured, then the farmers can add around \$200,000 more to their bank accounts in the form of soil conservation, parity and cotton price adjustment payments. It is possible for Martin farmers to earn \$150,000 in soil conservation payments, \$40,000 in parity payments and \$25,000 in cotton price adjustment payments, making a total of \$215,000.

Based on crop estimates, yield and price expectations, the following crops will bring the farmer the following amounts:

Tobacco	\$2,470,000
Peanuts	814,000
Corn	550,000
Cotton	270,000
Sweet potatoes	225,000
Soy Beans	50,000
Poultry	20,000
Irish potatoes	80,000
Gov't Payments	215,000
Others	35,000
Hogs	500,000
Total	\$5,225,000

OPERATOR



The Sinclair Service Station on Main Street here is handling an extensive business under the direction of its operator, Asa J. Manning.

which will play both sides of a record without turning it over, can run through a whole two-hour concert without any human-hand help whatever, plays symphonic sets in old-style "one-side-and-then-the-other" as "automatically" as it does the mechanical sequence sets. . . . New in the toy line will be magnetically-operated ones by General Electric; magnets in their bases enable them to be put through magic-like antics.

Call For Gardner's Velvet Ice Cream

LAST YEAR WE MOVED INTO OUR NEW PLANT, THAT IS MODERN AND SANITARY IN EVERY RESPECT, AND IT IS THROUGH YOUR PATRONAGE THAT WE WERE ABLE TO INSTALL ALL MODERN FACILITIES TO GIVE YOU THE BEST IN DAIRY PRODUCTS.

Gardner's Velvet Ice Cream is as smooth as its name. The tobacco markets of Williamston and Robersonville are good markets. . . . Sell your tobacco with these markets and refresh yourself with Gardner's delicious Velvet Ice Cream.



GARDNER'S VELVET ICE CREAM IS SOLD IN MARTIN COUNTY IN WILLIAMSTON AT THE SODA SHOP, CLARK'S PHARMACY, EAGLES STORE, BUS STATION, MRS. ANDREW'S STORE, ROOSEVELT COLTRAIN'S STORE. . . . IN ROBBERSONVILLE, AT THE WINE STORE AND THE BIG APPLE.

Gardner's Dairy Products

ROCKY MOUNT Plants In GOLDSBORO

Lend me a Minute and I'll give you back 15 seconds

Says PAUL DOUGLAS, well-known radio announcer

Somebody whistles a few bars of a catchy tune. Others pick it up. Soon the whole country's whistling it. It's a hit.

Somebody lights up a cigarette. Likes it. Passes the word along. Soon the whole country's smoking it. It's a hit. IT'S CHESTERFIELD.

The big thing that's pushing Chesterfield ahead is the approval of smokers like yourself. Chesterfields are definitely Milder, Cooler-Smoking and Better-Tasting. They're made of the world's best cigarette tobaccos. Blended just right to give you more smoking pleasure.

But even these facts wouldn't count. If smokers didn't just naturally like them. Once a smoker finds out from Chesterfield what real smoking pleasure is, nothing else will do. Yes, fellow smokers, IT'S YOUR APPROVAL THAT'S PUSHING CHESTERFIELD AHEAD.

Everywhere you go They Satisfy

When the busy "peak" is past . . . pause and

Turn to Refreshment

Pause . . . Go refreshed

Coca-Cola

5¢ YOU TASTE ITS QUALITY

A pause for ice-cold Coca-Cola plays an important part in a busy day. The buoyant refreshment of this delicious drink makes a little minute long enough for a big rest. So when you pause throughout the day, make it the pause that refreshes with ice-cold Coca-Cola.

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