

SELECT NEXT YEAR'S SMALL GRAIN SEED

Now is the time for small grain growers of North Carolina to take inventory, says A. D. Stuart, Extension Seed Specialist at State College.

"It is best to take stock of next year's seed supply," he said, "before it is too late to remember which lot of grain was the best quality, and had the highest purity in the field." Next year's planting seed should be saved now and set aside where damage from insects and rodents will not be likely, he added.

A large crop of grain now usually means that very little attention will be paid to seed planted this fall. The wise farmer will see that enough good seed is available to sow his acres because quality will again count in the product grown. Poor quality seed will now take its accustomed place at the bottom of the ladder of quality and low return to the farmer.

If your fields were severely damaged by disease this year or if nematode appeared in your wheat, you should plan now to get and use good seed for next year's crop, adding that if possible, seed of certified quality should be used.

"Remember that the cheapest

Whittier Route 2 News

Mrs. Columbus Buchanan is spending a few days with her sister, Mrs. John V. Ashe, at her home in Sylva.

Rev. Mae Bumgarner and son, Harry, of Olustee, Fla., are here for a few days at their home near Wilmot.

Rev. Wm. S. Deal, district superintendent of the Pilgrim Holiness churches, will preach at the Wilmot Pilgrim Holiness church on Sunday.

Mrs. O. E. Ward, Mrs. J. H. Ward, and little Joe Henry Ward were Sylva visitors Thursday.

Earl Green and family of Gastonia are spending some time with his father, Willas Green, of Whittier route 2.

Joe Groce has returned to Washington, D. C., after spending the Fourth holidays with his mother and step-father, Mr. and Mrs. John Bisenet.

Crops are looking good here after several good showers. Folks are gathering both huckleberries and blackberries in quantities for canning.

Mrs. Mary Swetz of Ware Shoals, S. C., is visiting her sister and family, Mrs. Collins Greene.

Miss Lillian Buchanan of Beta visited her aunt, Mrs. J. C. Bisenet, and her cousin, Joe Groce, on Monday.

Mrs. Roy Buchanan of Webster, Mrs. Guy Worley of Canton, and Frank Henry Buchanan of Washington, D. C., were visitors of Mrs. Columbus Buchanan, their aunt, last week-end.

The Nation's farm flock averaged 358,682,000 layers in April—6 per cent less than in April last year, but 8 per cent above the 10-year average.

seed you can buy is actually the most expensive," the specialist said.

DR. WALTER L. CUTTER

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TRUMAN URGES EQUALITY FOR ALL



STANDING UNDER A HOT SUN on the steps of the colonnaded Lincoln Memorial in Washington, President Truman (beneath flag) is shown as he addressed a crowd of more than 5,000 at the closing session of the 38th annual conference of the National Association for the Advancement of the Colored People. He declared that the nation has reached the turning point in the long history of its efforts to guarantee freedom and equality to all Americans. (International Soundphoto)



LOOKING AHEAD

GEORGE S. BENSON
President—Harding College
Spartan, Arkansas

Profits Fallacy

The profit incentive is widely misunderstood and maligned. Many folks talk about profits as though they were injurious. These folks indulge in side-glances, as if profits were a vicious imposition upon the people. Profits, to some who are misled or misinformed, have assumed a negative sound. The fallacy is that industry arrives at selling prices by piling onto production costs as much profit as the traffic will bear. This is not the way profits are calculated.

Sales prices on the tags are the prime consideration. In a free competitive market, the price tag is not marked according to preconceived notions of what the profit ought to be. Another fallacy, that free enterprise makes goods for profit rather than for use, comes to light here. The consumer is king in a free market: the price tag is slave to the demands of a price-conscious buying public. This is one game in which the consumer takes the sweepstakes.

Efficiency Is King
You and I manufacture radios. We meet squarely in the market, where mine is priced at \$100 and yours at \$75. If the quality is the same, I must either lower my selling price to compete or give to the customer one-third greater value than you do. The lower the price and the more quality included, the better off each of us will be—saleswise. And the first one of us to achieve quantity sales, or real mass production, will be the first one to give the customer lower prices and better quality. Competition thus regulates the selling price regardless of my costs.

The cycle is just that simple. To keep factories running, the goal of our industries is to make a better product available to a larger number of people through mass production and lower selling costs. After deducting costs from the customer's price the result may or may not be a profit. When the margin is uncomfortably close, the next logical step will be toward more efficient production.

Efficiency of operation means to industry the ability to keep down costs of making and selling a product. The object is a favorable position on the open market. This means that factories must be busy constantly, taking up the unemployed, supplying products at lower costs to an ever increasing buying public. Not only idle men, but idle money, is called for to provide the tools to increase output.

The Public Profits
Winner of this game is the buying public. Because of the profit incentive and free competition, the public reaps huge dividends in the form of better merchandise at fair prices. To the average citizen of socialistic and totalitarian countries, where I have observed that these things are never duplicated, these simple facts seem an unattainable dream. What American would wish to exchange this system for methods that have never succeeded half so well?
Profit is no parasite feeding on our economic system. Profit is the life blood of the industrial and business enterprises responsible for the highest level of civilization the world has known. Freedom to compete against skill and efficiency by using better skill and more efficiency means a progressive civilization—not a static economy that either withers away or makes spoilage for the lers.

STATE COLLEGE ANSWERS TIMELY FARM QUESTIONS

QUESTION—How can I treat stored Irish potatoes that are infested with the potato tuber moth?

ANSWER—According to James T. Conner, Jr., Extension Entomologist at State College, tubers infested in storage may be saved by fumigating with methyl bromide using 3 pounds at 50 degrees F. for three hours; 2½ pounds at 60 degrees; and two pounds at 70 degrees. Be sure that the fumigating room is very tight, as this material evaporates very rapidly. If methyl bromide is not available, carbon disulfide may be used. It should be used when the temperature is above 65 degrees F. with 5 pounds to each 1,000 cubic of space for a period of 8 hours.

QUESTION—How can I diagnose blind staggers in workstock and what can be done for treating it?

ANSWER—Blind staggers is a form epilepsy due to infection and its products such as toxins and poisons, according to C. D. Grinnell, veterinarian at State College.

It may result from a disease of the nervous system. The victim becomes restless and tosses its head as if it were irritated by a bee. There may be a twitching of the eye-lids, ears and muscles of the face and the neck. These spasms may become general and the animal may plunge aimlessly. There might be rapid chewing movements and frothing. The attack may last five minutes and the animal appear normal.

The treatment consists of light exercises, light diet, and laxatives. The disease is rare, he said. It occurs in horses and sometimes in cattle, and in confirmed cases, treatment is often useless, and the animal may even be dangerous.

of the country sold three million dollars worth of war bonds.

He has played for both President Franklin D. Roosevelt and President Harry S. Truman in more than twenty "command performances" at the White House. After a special engagement for Mr. Winthrop Rockefeller, he was

New Pastor Is Appointed To Serve Highlands Charge

Rev. Lee Spencer of High Point has been appointed to serve as minister of Highlands Methodist charge, with churches at Highlands, Cashiers, Glenville, Norton, and Clear creek. Mr. Spencer served 4 year as U. S. army chaplain during World War II and will remain at Highlands until the end of the conference year in October. Mr. and Mrs. Spencer and two sons, ages six and ten years, are now occupying the Methodist parsonage in Highlands.

presented by Mr. Rockefeller with a \$1,500 Dallape accordion as a special gift.

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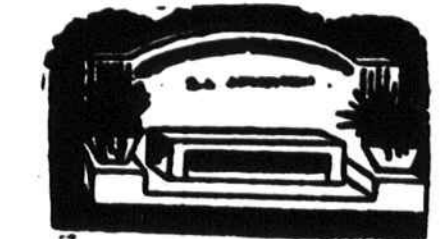
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