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A Two-Way Street

Does the law of supply and demand really control meat prices? Recent events have provided very definite evidence that it does.

During a late four-week period, meat production increased by about one-fourth, as compared with the four-week seasonal low reached in August. During one of those weeks cattle marketings were 35 per cent more numerous than in late August, and hog marketings were more than 50 per cent larger. There was no corresponding increase in demand. The result was a substantial drop in meat prices, running from one per cent to 17 per cent, and averaging about 7 per cent.

This, as one authority on meat marketing said, shows that livestock and meat prices are not a "one-way street." They can and do move two ways—up and down—and the balance between supply and demand determines the direction.

It is true of course, that meat prices, like practically all other prices, are high by prewar standards, and are expected to remain high. Those prices, to quote the marketing authority again, "are neither the choice nor the fault of the producers or the processors of livestock and livestock products."

According to government figures, the average per capita income in this country is at nearly 2 1/2 times the prewar level. "Real income"—that is, income measured in purchasing power—is nearly one-fourth greater. That means that more people with more money are competing for meat. And, on top of that, the operating costs of the farmers who produce meat animals have risen greatly.

Meat moves in a free market—and the consumer gets the best price break possible.

Study In Contrast

Britain is providing still another example of the fact that socialization of industry is not the way to get greater production—and that, in fact, it almost inevitably leads to a drop in production.

A news item from London in the Cleveland Plain Dealer tells of England's grave electric power shortage. Offices will be allowed only a bare minimum of juice for lighting and running machines. Shops have been ordered to cut consumption by 50 per cent. Every kind of consumer is affected. Along with that, homes and places of business will be allowed only a minimum of heat. In England electric power is almost wholly produced by coal-burning steam plants.

The reason for this shortage of power is the failure of Britain's socialized coal industry to live up to production goals. Output is many millions of tons under the level that was forecast some time ago. So rigid conservation of what coal there is has become unavoidable.

The American coal industry is a study in contrast. Except when shut down by strikes, it has produced at high levels. There has been nothing ever resembling a coal shortage—save when strikes were in effect. Free enterprise, in other words, has met all our needs, where socialized enterprise in other countries has failed.

homes and all places of work. It must be as automatic as eating and sleeping.

When that is accomplished, fire's toll of death and injury will be cut enormously—to say nothing of a property loss which has been costing the nation more than \$700,000,000 a year.

INTERNATIONAL BIRD WALK



Food Patterns For The Future

By Raymond P. Christensen U. S. Bureau of Agricultural Economics

Farmers have increased their capacity to produce food to the highest levels in United States history and prospects are that they will produce even more in the future. What will happen to the market for food products in the years ahead is one of the important problems facing postwar America.

The problem poses some important questions. Will food production increase more or less than population? What production-consumption pattern will be necessary to enable us to make full use of our expanded production capacity? How can we meet temporary food shortages and surpluses that may develop? What does it all mean in terms of the living the farmer can make from his land?

During the 30 years before World War II, food output increased at about the same rate as the population. Stimulated by strong war and postwar demands, production increased even more rapidly after the conflict began.

As the wartime shortages disappear, farmers will be better able to adopt improved methods of food production that already have been developed. Further advances in technology such as mechanization, the development of improved varieties of plants and animals, and better methods of insect and disease control also will help farmers boost their output.

Over the long-run, the prospects indicate that food production is likely to increase at least as much as population if prices remain high. Even if prices decline, production probably would not be reduced much. On most farms, a reduction in output would mean larger reductions in cash returns than in cash outlays. The production methods that have raised output per acre and per worker will continue to be profitable for individual farmers.

A higher level of food consumption than in prewar will be necessary in the years ahead to make full use of our expanded production capacity. For example, if the tendency of food output to expand at about the same rate as population is resumed and if about the same proportion of our food is imported and exported as before the war, enough food would be available for consumption per person to average a fourth higher than in 1935-39. This would be 15 percent above wartime levels and 50 percent higher than in 1947.

High level production per person would mean greater satisfaction of food wants and more nutritious diets than we have ever had. But if we are to consume all the food farmers are likely to produce, changes in the production-consumption pattern would be necessary. Diets of Americans generally would need to include more livestock products, fruits and vegetables. Longtime trends toward more of these products would have to be continued.

More Livestock Products

Such a diet would help absorb the expanded production of United States farmers. For example, diets of higher income families contain more livestock products, fruits and vegetables and only slightly less of other foods than those of lower income families. To produce the average diet per person eaten in families with incomes over \$3,000 in 1942, 50 percent more land and 70 percent more farm labor would have been required than for diets of those with incomes of less than \$500. If all the people in the country in 1942 had had diets similar to the higher income group, approximately 30 percent more food would have been consumed.

Small shifts to more livestock products in place of crop foods would readily absorb any expanded food output. In the past, livestock products have supplied only 40 percent of the food energy, 60 percent of the protein and about half of all the nutrients in our diets. Production of livestock products, however, has taken nearly 60 percent of the land and 75 percent of the labor farmers have used to raise the food we consume. These estimates include allowances for byproduct feeds obtained from grains and oil crops which are fed to livestock.

A shift to greater livestock production would permit improvements in American diets. Livestock products have a much higher concentration of protein, minerals and vitamins in relation to energy content than do most food crops.

—Continued next week

HOSPITAL NEWS

Gordon Laney of Bryson City is recovering from an operation. Mrs. Jack Barnes of Tuckaseegee, a nurse at the Sylva hospital, is recovering from an operation. Mrs. Jim Smith of Tuckaseegee is steadily improving. Mrs. Richard Young of Glenville, in for treatment. Mrs. Alfred Lackey of Bryson City, in for treatment. Mrs. Edward Bain of Sylva, in for treatment. Miss Vergie May Jones of Sylva recovering from an operation. Mr. Zollie Fox of Speedwell, improving. Mr. W. S. Enloe of Whittier, receiving treatment. Born to Mr. and Mrs. Edwin Bryson, of Cashiers, a girl on the 14th. Born to Mr. and Mrs. Jack Smathers, of Cullowhee, a girl on the 13th. Born to Mr. and Mrs. Cicero

Page-Stone Ballet Enjoyed By Large Group At Cullowhee

The Page-Stone Ballet, official ballet of the Chicago Opera Company, presented in Hoey Auditorium under auspices of the Western Carolina Teachers College Lyceum on Thursday night, was thoroughly

Mudd, of Sylva, a girl on the 11th.

Born to Mr. and Mrs. I. E. Franklin, Jr., of Sylva, a girl on the 11th.

enjoyed by a large and appreciative audience.

The ballet was the first program of the Lyceum series of the college this season, and if this type of performance is any indication of the future programs we can expect some very worthwhile entertainment out at WCTC during the coming months. Those who missed Page-Stone missed a nice performance.

The Herald wants ads for results—

Sylva Laundry Announces New Route Schedules

Sylva Laundry and Dry Cleaning Company announces that the management with the co-operation of the employees has established a schedule of services which can and will be maintained. These schedules have been planned so as to render the most efficient services possible for our customers and at the same time maintain a high standard of work. These schedules follow below:

Route One

MONDAY—Work picked up in Sylva, Dillsboro and Dillsboro Road will be delivered on Wednesday. TUESDAY—Work picked up on Beta Road, Beta, Addie and Cope Creek will be delivered Thursday evening and Friday morning. Work picked up on Wednesday's delivery will be delivered on the following Saturday. Work picked up on Thursday and Friday's delivery will be delivered on the following Tuesday.

Route Two

MONDAY—Work picked up in Wilmot, Gateway, Whittier, Ela, Bryson City, Cherokee and Cherokee Road will be delivered on Thursday. TUESDAY—Work picked up on Franklin Road and in Franklin will be delivered on Friday. WEDNESDAY—Work picked up in East LaPorte, Tuckaseegee, Glenville, Cashiers and Highlands will be delivered on Saturday. Work picked up on Thursday's delivery will be delivered on the following Monday. Work picked up on Friday's delivery will be delivered on the following Tuesday. Work picked up on Saturday's delivery will be delivered on the following Wednesday.

Route Three

MONDAY—Work picked up in Rhodestown, on Cullowhee Road, in Webster and Cullowhee will be delivered on Wednesday evening and Thursday morning. TUESDAY—Work picked up on Highway from Bryson City to Topton, in Andrews and Robbinsville will be delivered on Thursday evening. Work picked up on Wednesday evening or Thursday morning's delivery will be delivered on the following Monday. Work picked up on Thursday evening's delivery will be delivered the following Tuesday.

Hospitals, Hotels and Tourists Homes given daily service when needed.

May we take this opportunity to thank each of our customers for his or her patronage and we assure each of you that it is our purpose to render better services in the future. We invite others to try our services.

Shall We Share With Others

As we approach the Thanksgiving season we are reminded by the call for help from the various orphanages that we have a privilege and opportunity to show some gratitude for our many blessings by sharing some of our food, clothing and money with the less fortunate.

The various orphan homes in North Carolina are bright lights in that we do try to provide for the fatherless ones. These homes have great burdens, especially in these times of inflated prices, in trying to provide food, clothing and shelter for these hundreds of children. If it were not for the generous donations received each year at the Thanksgiving season many of them would be forced to close up. Even with this help those in charge of the homes are sorely pressed to keep things going. Many of the homes are running in the red this year. We should all make our donations according to our ability to do so and in keeping with our most generous blessings which all have received during the past twelve months. If we do that then our orphanages can operate without feeling the pinch of hard-times quite so much.

Let's open our hearts this Thanksgiving season and really help provide for these homeless, fatherless children. It is only by the grace of our Father in Heaven that our own children are not among those now looking to others for help.

Competing With War

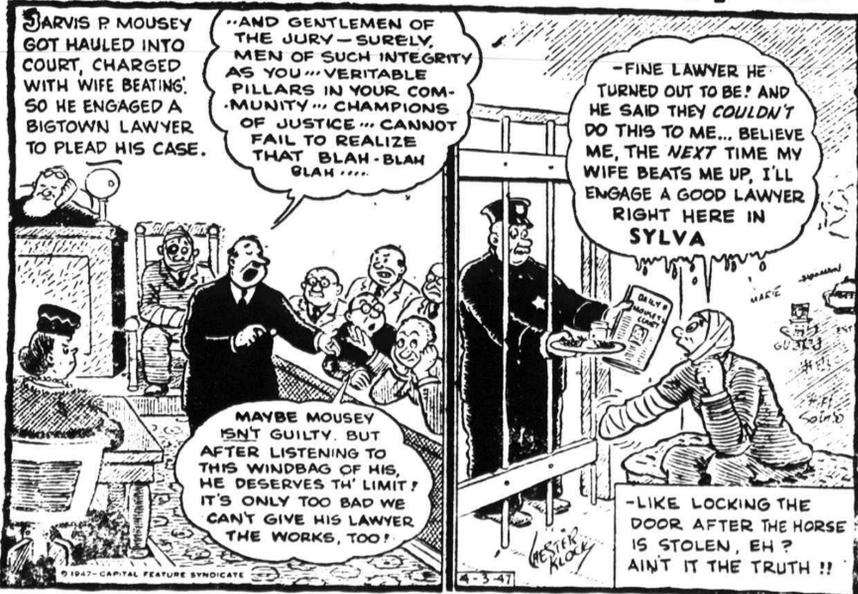
If—even during the height of the war—an entire division of men had been killed, and more than a corps had been maimed, the nation would have been shocked with horror.

Yet fires do that every year. It does it on a piecemeal basis, of course. But that does not make the total any less terrible. Close to 11,000 lives a year are now given to it through carelessness and ignorance. And the toll of the maimed and burned and crippled is about 50,000. Its depredations are especially great among small children, many of whom become lifelong invalids.

Early in October, the nation celebrated Fire Prevention Week, as it does each year. A vast amount of work was done during the week to awaken the country to the menace of fire, and to teach us how fire may be prevented. But if the public works on the "out of sight, out of mind" basis, the Week will not bear full fruit. Fire prevention, to be successful, must be carried on day in and day out. It must become a routine part of living in all

IT'S TRUE AIN'T IT?

By HAL



MUGGS AND SKEETER

