

FORMER EDITOR SAYS BUSINESSMEN AND FARMERS MUST WORK TOGETHER IN WESTERN NORTH CAROLINA

Better Understanding Between Two Groups Necessary for Better Business.

Noah Hollowell, former editor of the Hendersonville News and more recently editor of a farm paper for Western North Carolina is perhaps the best informed writer and speaker in this section on the question of the relation of the farmer to the business man and visa versa.

Recently Mr. Hollowell made a talk on this question and in that talk he brought out the reasons for the necessity of this mutual and better understanding between the farmers and business men. Mr. Hollowell speaks from his personal knowledge of the subject after many years of study and work among the two groups. At present he is Secretary of Chamber of Commerce at Hendersonville.

"The relation of the consumer, the business man and the farmer is one that embraces social, spiritual and economic values, but these remarks will be confined in the greater part to the economic relation of these great American groups. For the sake of convenience we shall group the farmers in one class and the consumers and business men in another. The consumer, unless he is a farmer, is so closely allied to the interest of the business man that he can be more conveniently referred to as belonging to the business group because his support most likely comes from some phase of business activity.

"Their relationship in concrete, practical form, or in the language of dollars and cents, perhaps may be more clearly understood by reference to a recent publication of the United States Bureau of Agricultural Economics. This publication shows today's relative value of the farm dollar by going back to the year 1914 when the farmer's dollar and the business man's dollar had a common relation, an equal footing, and were of the same value. In other words, a farmer could take to market his produce, for instance, a bushel of potatoes, and receive therefore some farm implements or other necessity of an equal value and get what he termed 'his money's worth.'

"Time and world wide disarrangement have brought about conditions whereby farm produce that was worth one dollar in 1914 is now worth only about 50 cents, but the farm implements or other articles the farmer must buy are necessary to farm living and production, instead of dropping down to that 50 cents value have shot up to a price of approximately \$1.27. This makes it necessary for the farmer to take nearly three times as much produce to market now as was the case in 1914 in order to buy the same article that he bought at that time.

"With an unbalanced situation such as this it does not take a philosopher to understand the sad plight of agriculture. Even the business man who has in a large way been indifferent to the agricultural welfare can readily see wherein agriculture has greatly suffered.

It does not require the skill of a statistician or an expert student in economics to paint a dark picture as to the disastrous reduction in the buying ability of the farmer. A little disarrangement in any phase of commerce does not ordinarily undermine the whole financial order of the world but when a situation over a long number of years deprives America's greatest industry of its buying power, as has been the case with agriculture, the wheels of commerce are soon clogged and there is serious disarrangement of the whole business structure.

"When commerce slows down or stops, as has been the case with many industries, the most of the consumers in the class of employees suffer a reduction or a total loss of wages because of unemployment. Immediately this reduces the capacity for consuming farm produce because when wages are reduced or discontinued altogether the consumer must necessarily confine himself to the bare necessities for physical sustenance.

"With the great army of employees stripped of their buying power and with their first consideration devoted to thoughts of food and then to raiment and shelter, the business man soon feels the slow down in the pace of business, results of which are easily traced back to the difficulty the farmer has in profitably cultivating and selling his produce to a people unable to purchase only the bare necessities.

"Out of all our difficulties, as ha-

raising, discomforting and depressing as they are, there is coming, and the sense of this coming may be seen already, a great benefit rich in social, spiritual and economic values. The business man has come fully to recognize the relation of his business to that of the farmer. This is evidenced by the activities of organizations fostered by business men. Chambers of commerce, merchants' associations, other service clubs and newspapers are becoming very active in the interest of the farming communities about them. The business man has become aroused to the importance of working with the farmer and the farmer is rapidly coming into the realization that there is a common ground on which he and the business man can meet and cooperate more closely to their mutual advantage.

"Perhaps the average business man has not been moved until recently to closer working relations with the farmers, but it has been by observation that he has been willing to cooperate when the possibility of mutual advantage was pointed out to him. The main obstacle in the way of closer working relations has been that of lack of understanding of the relationship of these groups.

"The farmers have not been sufficiently organized to take the message of their problems and burdens in concrete and intelligible form to the business men. This has left the latter in a position where they could not deal with the farmers collectively and therefore it was impractical to deal with them individually in the effort to promote the interests of agriculture generally.

"The greatest need in overcoming this situation is a clearer understanding of the problems of each other. The farmer is unable to understand the great spread or difference in the prices of what he has to sell and what he has to buy. For instance, he cannot see why the price of wheat last year decreased something like 40 per cent when the price of flour decreased only 30 per cent and he is utterly ungrounded to find that when he invests in a loaf of bread that it has not correspondingly decreased in price.

"There are, of course, inequalities which puzzle the business man as well as the farmer but the farmer often fails to take into consideration the great expense of doing business resulting from bad distribution, spoilage, rents, clerks hire, depreciation and losses which the merchants must bear. Likewise the merchant is unable to appreciate the overhead expense of purchasing a farm, investing in teams and machinery and cultivating and marketing a crop.

"Nothing short of information, knowledge, or that thing commonly referred to as education can dispel our prejudices and bring us together. "Agriculture calls for and their extension forces and the agricultural departments of state and federal government have in recent years proved mighty factors in bringing business men and farmers together. The extension people have been very influential in bringing about more friendly and business like relations between city and county.

"Cooperation in some form appears to be the only way out for the farmers. They should read and study more and always hold themselves in readiness to cooperate with those who are endeavoring to promote their general welfare.

"Commerce, industry, business agriculture, and all other pursuits are giving the best that science and common sense can furnish in leading the world out of its present difficulties. We have all become concerned in the other's welfare. We have come upon that period when our economic safety demands of us that we become our brother's keeper. The world must go even farther before it reaches a happy solution of the difficulties of every branch of commerce. Whether it be in the operation of a farm, an industrial plant or a mercantile enterprise we shall have to apply the golden rule and ask ourselves if we are treating others as we would have them treat us. We are in the habit of thinking of religion as man's relation to God but let us not forget that there is a dual relation whereby we are taught, first, to love God and second to love our neighbors as we love ourselves.

"Farmers and business men, as neighbors, must love each other more, work together more brotherly, lovingly and faithfully before coming into the richer inheritance which a closer relationship will bestow upon them. Herein is the foundation stone of

greater progress peace, happiness and prosperity alike for the farmer and the business man.

Says Farm Machinery Priced At Low Level

The farmer's dollar is buying more in the way of materials and labor when he purchases a new machine than in anything else he uses at this period, suggests David S. Weaver, agricultural engineer at State College.

Mr. Weaver has made a comparison of prices of machinery with other articles used on the farm and finds them priced at a lower level. Such equipment as corn planters, cultivators, harrows, sulky plows, rakes and wagons are selling at a much lower price level than washing machines, ranges, milk cans, lawn mowers and the like.

"It would be desirable if prices for machinery and other commodities could be maintained at a price level fixed according to the price paid for farm products but this is impossible," says Mr. Weaver. "True it is that farm products prices have some effect on the wages paid to manufacture farm machinery but such effects are always slow. Wholesale prices are slow in affecting retail prices and retail prices are slow in affecting wages."

Mr. Weaver finds that less than five cents of every dollar received for farm products was spent for new farm equipment during the years between 1924 and 1930. Included in this five cents were almost every kind of power farming and field equipment. At the same time 12 1-2 cents for interest on indebtedness; 15 to 20 cents for automobiles; 20 cents for food; 15 cents for clothes and 10 cents for fertilizers.

Additional proof that farm machinery is low price is that no foreign machines are imported despite the fact that no tariff protects the manufacturer. Most other similarly manufactured products are well protected by a high tariff, he says.

Local Boy Receive Honors At Davidson

Coach Red Land, tutor of the Davidson College freshman football team, has announced the award of "D. C." numerals to 23 members of the freshman class who participated in the yearling foot ball team this fall.

Among the students receiving the honor was J. H. Smathers, Jr., of Waynesville, son of Dr. and Mrs. J. H. Smathers.

It was also announced that "D. C." numerals had been awarded to four freshmen who participated in cross-country meets this fall. J. A. Rose, Wayneville, was among this group.

Corn after a two year growth of hespedeza produced 45 bushels an acre as compared with 20 bushels an acre where no hespedeza was turned under, says L. P. Sherman of Rougemont, Per on County.

Gloomy Scale Insect Kills Maple Trees

Soft maple trees of North Carolina are being killed off rapidly by the spreading infestation of gloomy scale.

"Many beautiful maples all over eastern North Carolina and in parts of the piedmont are dying rapidly because of the savages of gloomy scale," says C. H. Brannon, extension entomologist at State College. "If control measures are not put into effect at once, hundreds of these beautiful trees will not survive another season. If the trunks, branches or twigs of these trees are examined, the scale may easily be observed with the naked eye. It appears as a dark mass of small bumps which may easily be scraped off with the knife blade. Those who are in doubt as to the identification are invited to send in specimens. The scale is here to stay



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and is rapidly becoming worse." The best control method used by Mr. Brannon is to apply a good oil spray to the trees during the winter or dormant period. The regular lime-sulphur spray will not reach this type of insect. There are several good spray mixtures on the market and most of them need only to be diluted with water to be ready for use.

Mr. Brannon advises owners of soft maples to get a good oil spray at once and apply while the trees are still dormant, being careful to cover the entire tree with the application. The best oil is of no value unless carefully applied. Do not spray when there is danger of freezing during the next few hours.

A number of letters have been received this fall by Mr. Brannon asking about the trouble with soft maple trees and he states that he will be glad to give such detailed information as he has to those desiring further information on the subject.

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