

Beef Production Is On Decline, If Efficient

By ROBERT E. GEIGER

WASHINGTON—Cattle experts say America's beef production "factory" is operating at its greatest efficiency.

These experts of the Department of Agriculture say the number of beef cows and heifer calves—the producers of beef—is at a peak ratio compared with the total of all cattle on farms and ranches.

But beef production isn't meeting the demand because the cattle industry is in a declining cycle of production. This cycle of high and low production has existed for more than 40 years. The present declining cycle will last several years longer if it follows the pattern of those of the past.

R. H. Roberts of the Livestock Branch of the department, says two things primarily govern the marketing of beef:

1. The amount of available feed. If feed is plentiful a farmer may keep more of his cattle at home. If feed is scarce he is forced to market more of them.
2. The demand for beef. Increasing demand generally causes prices to rise. If the farmer has beef available he will market more than if the price were lower.

Here's how the cycle of marketing has operated:

Starting from a low point in 1912 the number of cattle on farms and ranches reached a peak of 74,000,000 animals in 1918—a six-year upswing.

Then there was a 10-year downswing. In 1928 there were 57,322,000 animals. But it took only six years to reach another high, in 1934, of 74,369,000 animals. Then, in four years, the cycle swung down to another low of 65,249,000.

The next upswing lasted seven years. On Jan. 1, 1943, the nation's herds were at the greatest peak in history, 87,573,000 head.

A downward trend set in, and by Jan. 1, 1947, there were 81,050,000 head. Statisticians predict the total will be between 76,000,000 and 77,000,000 head when the 1948 count is completed.

Roberts says the two peaks that came during the last year of each of the two world wars were created because war builds a big demand for beef.

Cattlemen raise more cattle to meet this demand. Meanwhile prices rise and cause more cattle to be marketed. Thus herds are reduced.

After World War I cattle prices went from an average of \$21 a hundredweight to \$7 in 12 months.

during 1920-21.

Roberts says the cattle industry then was on a "steer production basis."

Between one half and three fourths of the herds were steers, male animals good for beef production only. Steers generally have to be sold when from two to three years old. Many go to cattle feeders, who fatten them with grain and sell them to the livestock markets.

After the first world war the cattlemen had to market their steers regardless of low prices.

Now, says Roberts, the cattle industry is on a "cow and calf" basis.

On Jan. 1, 1943, there were 16,456,000 beef cows in American herds, greatest number in history.

While the total number of cattle declined 4,523,000 from 1945 to 1947, the number of beef cows remained almost unchanged.

Farmers and ranchers aren't compelled to market these cows and their calves as promptly as they do steers. They may be held several years and used on farms and ranches to increase the size of herds.

"Thus the cattle industry now is more flexible," says Roberts. "The periods between the highs and lows can be shortened and the spread between peaks and valleys can be reduced."

The marketing of beef cattle last year reached an all-time high of 36,000,000 head.

The experts predict about 33,000,000 head will be slaughtered this year.

Beef production in 1947 was sufficient to provide every American with 70 pounds of beef. In 1948 it is expected 65 pounds will be available. This is less than was available during the war years but more than for any year between 1918 and 1942.

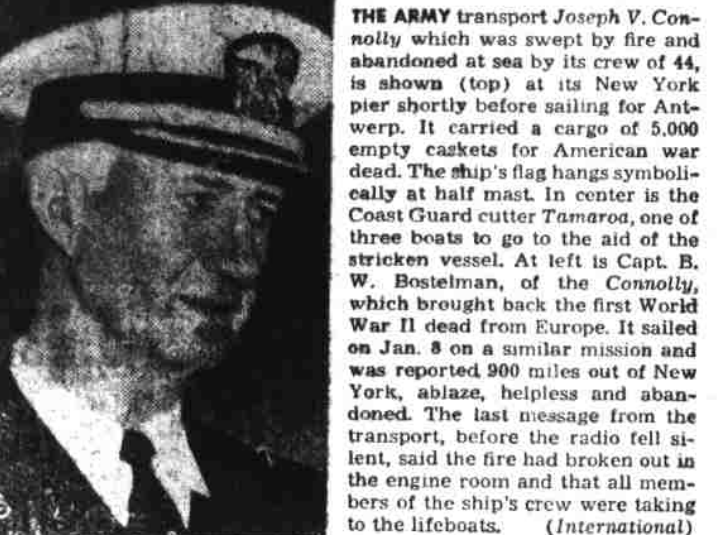
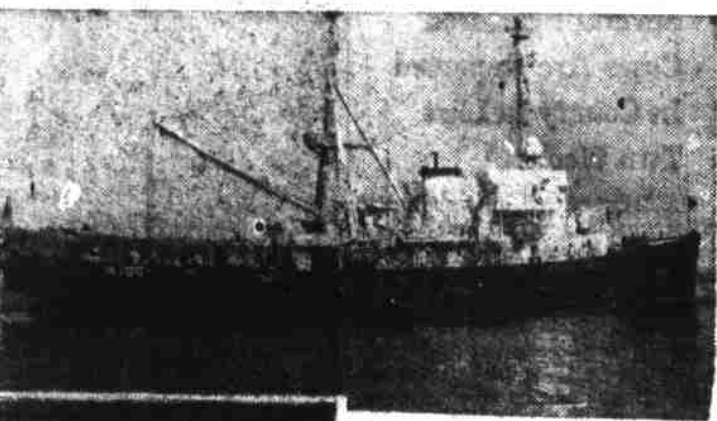
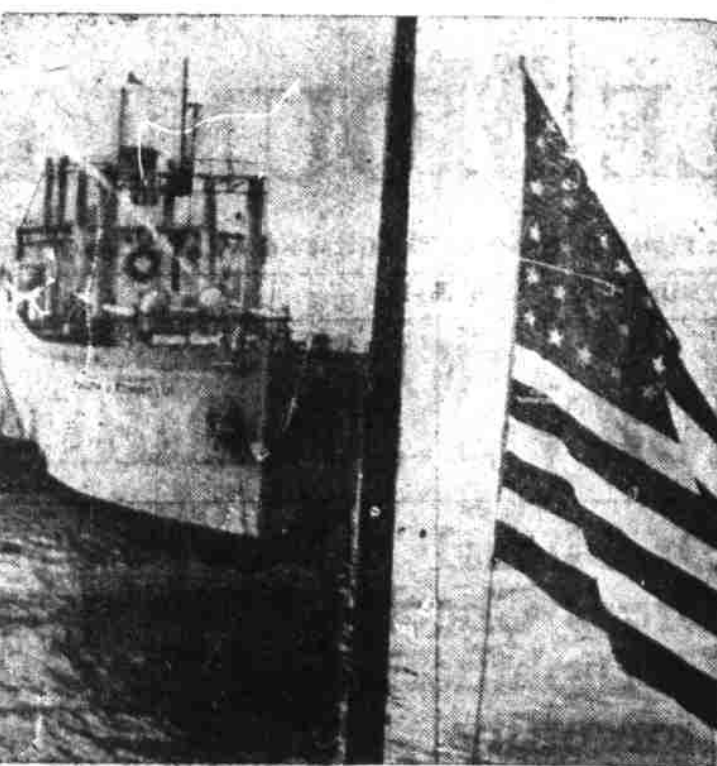
Reading Habits Seen Changing

CHICAGO (UPI)—The head of one of the nation's busiest libraries believes reading habits are changing—if America is typical.

Carl B. Roden, chief librarian at the Chicago public library, says public interest in fiction took a nose-dive in 1947. There was almost no demand for war novels and "psychological thrillers," he reports.

Readers turned instead to books on business, applied mathematics, home repairing and other practical subjects.

ABANDON TRANSPORT AFIRE AT SEA



THE ARMY transport Joseph V. Connolly which was swept by fire and abandoned at sea by its crew of 44, is shown (top) at its New York pier shortly before sailing for Antwerp. It carried a cargo of 5,000 empty caskets for American war dead. The ship's flag hangs symbolically at half mast. In center is the Coast Guard cutter Tanager, one of three boats to go to the aid of the stricken vessel. At left is Capt. B. W. Bostelman, of the Connolly, which brought back the first World War II dead from Europe. It sailed on Jan. 8 on a similar mission and was reported 900 miles off of New York, ablaze, helpless and abandoned. The last message from the transport, before the radio fell silent, said the fire had broken out in the engine room and that all members of the ship's crew were taking to the lifeboats. (International)

Judge Rules Each Person In Car May Have Gal. Liquor Judge Sink Makes Ruling During Trial Of Case In Court In Asheville

ASHEVILLE—AP—In what is expected to be a far-reaching decision in a county which recently voted in ABC liquor stores, Judge H. Hoyle Sink has ruled that three persons in an automobile may have in their possession three gallons of legal, tax-paid liquor.

This ruling, which is contrary to the views of some North Carolina courts, was made in the case of Mrs. Frank Lance, charged with violation of the regulations surrounding the operation of Alcoholic Beverage Control stores.

The testimony presented by the State tended to show that Mrs. Lance and a sister each purchased eight pints of whiskey at an ABC store and put this in Mrs. Lance's car. At the same time, it was testified, a friend purchased eight pints and a few moments later, while talking with Mrs. Lance on the sidewalk, handed her the liquor, which was placed in the car, the door remaining open. The friend was still standing there talking when officers made their arrests. "The three persons testified that the whiskey belonged to them individually."

In the light of this testimony, Judge Sink directed that the clerk strike out the defendant's plea of nolo contendere and then directed a verdict of not guilty.

Winter Grasshoppers Get Come-Uppance

WEST CHESTER, Iowa (UPI)—Mrs. Homer Porter was surprised to find about 150 grasshoppers in her home in mid-winter.

Investigation revealed that the insects had hatched in some flower pots that she brought into the house last fall. When attacks with a fly swatter proved unsuccessful, Mrs. Porter tried the vacuum cleaner. Finally she doused the flower pots with hot water in which cigarette stubs had been steeped.

"The water was too hot for the grasshoppers, but not too hot for the plants," Mrs. Porter said.



Wild Ducks Ignore Traffic Signs

ELGIN, Ill. (UPI)—How to make ducks obey traffic signs is baffling officials of Fox River Valley communities.

The signs were placed at several points to protect the wild ducks which winter in the area. Several times each day they waddle across a highway on food-seeking expeditions.

The signs say: "Drive Carefully Wild ducks crossing."

But, complains Mayor Walker E. Miller, "the ducks no longer appear exclusively at the signs, but cross also at several other points."

He reports that they have created a serious traffic hazard because of their "stiff-necked" insistence on crossing the road single file.

It takes a long time for 500 ducks to waddle across the highway, Miller points out.

State laws prevent harming them. If a motorist runs over one he must leave the duck there or risk a fine. So about the only thing drivers can do is wait until the ducks get across.

Common Cold Conference Is Proposed

AP Newsfeatures

CHICAGO—A national conference on how to fight the common cold is proposed by Noah D. Fabricant, M. D., assistant professor of otolaryngology at the University of Illinois College of Medicine. He would have not only doctors, but chemists, biologists, pharmacologists, physiologists, bacteriologists, engineers and architects at the meeting.

The engineers and architects might be able to supply useful information on buildings designed to keep the indoor air fairly free from the common cold causes.

Dr. Fabricant says colds are not a definite, single disease, but a group of different ills. If cures for colds are to be found he thinks a national, cooperative scientific and medical effort must be made.

If such a plan were adopted, Dr. Fabricant said it could be used to collect funds from the public, and probably states to support the research.

Dr. Fabricant quoted medical studies to show that all present remedies for the common cold are of little value, except rest in bed and use of steam or other inhalations to relieve irritated nasal passages.

He said special diets, vaccines, and use of ultra-violet light and of sprays to purify the air of common cold infections have failed to stand rigid tests.

Present remedies, Dr. Fabricant said, treat the symptoms, rather than getting rid of the cold itself. Alcohol has been used for generations, either to break up early colds or treat them.

Dr. Fabricant said that in reasonable doses alcohol does some things to the body that may be useful for common cold symptoms. It promotes blood circulation in chilled areas and dilates blood vessels near the body's surface, both of which may be useful at times.

Dr. Fabricant cited all the known remedies as an argument that a great national research project is needed in order to get at the roots of colds and find out any general treatment that will be useful to the majority of sufferers.

Want ads bring quick results.

Food Cheap, Restaurant Owners Maintain

SACRAMENTO—California menu items don't serve three full meals for \$1.35 a day, restaurant owners maintain. In a petition to the employment stabilization board, the Sacramento Restaurant Association and 11 other groups declared \$1.23 a commission as the value served to employees, as wages "was excessive and unable."

Sample menu offered restaurants showed a stew, bread, butter and valued at 21¢ each.

Dinner—without steak, including soup, meat, bread, butter, pie and said to be worth only 15¢.

WAR BALLOONS

LONDON (UPI)—The balloons which "dood" balloons in war-time sky and played to determine height for air raid operations, night freight operations, of powerful lights, were several elevations until that 150 feet was most turning "night" to day varying kinds of English.

Want A

FOR SALE—One good Works double of single Weighs about 1100 lbs. reasonably priced. Call 381-W.

FOR SALE—Country 3 broad saws, 1 the board, C. T. Gordon, sam road. See Mar

ROOM FOR RENT—On Cafeteria, Heat, 381-J.

HOMEMADE MIXES—flavors and colors. 6 hour service. One pound. Mrs. Cecil Phone 316-R.

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If Your Furniture Needs Recovering or If the Springs Are in Bad Condition Call 157-M

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FIRST in PRODUCTION, in SALES and in REGISTRATIONS of cars and of trucks...

FIRST in Passenger Car Production in 1947—according to published production figures.

FIRST in Truck Production in 1947—according to published production figures.

FIRST in Passenger Car Sales in 1947—according to incomplete but conclusive sales records.

FIRST in Truck Sales in 1947—according to incomplete but conclusive sales records.

FIRST to Produce over a Million Cars and Trucks in a postwar year, 1947—according to published production figures.

FIRST in Total Passenger Car Production and Sales for the total 17-year period, January, 1931 to January, 1948—according to published nation-wide figures.

FIRST in Total Truck Production and Sales for the total 17-year period, January, 1931 to January, 1948—according to published nation-wide figures.

FIRST in Total Number of Cars and Trucks on the road today—according to official, nation-wide registrations.

WE, YOUR LOCAL CHEVROLET

DEALER—and every other Chevrolet dealer in America—are both proud and happy to make the following report to buyers and prospective buyers of Chevrolet products:

Again in 1947, Chevrolet built and sold more cars and more trucks than any other maker in the industry, just as Chevrolet has built and sold more cars and more trucks than any other maker for the total seventeen-year period, dating from January, 1931 to January, 1948—the modern period of motor car history.

Naturally, we as well as the Chevrolet Motor Division of General Motors are deeply grateful for America's outspoken preference for Chevrolet passenger cars and trucks; and we are determined to do everything in our power to continue to deserve this preference in the future as in the past.

We want to thank each and every person in this community for his friendship and goodwill for this organization. We solicit and appreciate your patronage. We are doing our level best to prove that, by filling orders for new Chevrolets just as promptly as we can—even under today's trying conditions—and we are deeply and doubly appreciative of the patience and understanding of all our customers who are awaiting deliveries of new Chevrolets.

Needless to say, you buy wisely when you buy the product of the world's largest producers of cars and trucks, for that is the way to maximum dollar value! Rest assured that we'll fill your order for a new Chevrolet just as soon as it is humanly possible to do so. Meanwhile, please let us help to keep your present car or truck in good running condition by bringing it to us for skilled service, now and at regular intervals.

Boom In Night Life Hits New Orleans, Where All Is Gay

By CHARLES NETHAWAY

United Press Staff Correspondent NEW ORLEANS (UPI)—The entertainment boom was finished, a nation-wide survey showed. Inflation had finally caught up with the bright lights.

But there was one important exception. It was New Orleans, where show people, with the exception of film exhibitors, were doing nothing but business.

While other cities, such as New York and Los Angeles, were reporting great agony in their night club sections, leading spots in New Orleans teeming French Quarter were bulging at their cracked-plaster seams.

Show people said they didn't know how come, frankly. But the transfer of 32nd Street from New York to Rue Bourbon appeared almost complete. The parade of big names was staggering, with salary figures mostly showing five digits for important single performers.

Movie Business Off It was true that in the big movie houses, proprietors were fiddling around in the dark counting too many empty seats. "We can't always sell the stuff we're getting from Hollywood these days," one exhibitor said.

But in the French Quarter it took a strong pair of elbows to muscle through the crowds. Cover charges were popularly taboo. A man from Grand Rapids could see Ethel Waters, for instance, for the price of an Old Fashioned.

Hotels reported brisk business. One hotel even had five bands at one time, plus a special, New York-rehearsed revue of its own.

Theaters Crowded A new legitimate house toyed with names like the Lunts, Tallulah Bankhead, Charlotte Greenwood and Kay Francis.

"We've got them all," the management said casually. What it didn't have, however, was enough space to handle the crowds. Boxing receipts were slightly lower, and too much gain had hurt crowds at the diamond jubilee racing meet at Fair Grounds. But there wasn't a ticket to be had for the annual Sugar Bowl classic on New Year's Day.

Miami complained that the hurricanes had hurt business, or at least delayed the start of winter fun.

New Orleans had a hurricane, too. But apparently it had blown good instead of bad.

In a Tulsa, Okla., railroad station stairways leading to the tracks are painted in different colors. Trains are announced by the color of the stairway leading to them as well as the track number.

Do Actions Speak Louder Than Words?

Of course! But words and actions together speak even louder.

For example, it is the recorded policy of the Southern Railway System "to develop the territory and to foster faith in the South, its people and opportunities."

To back our words with action... to help promote the growth and prosperity of the Southland... we place advertisements like these, month after month, in national magazines having a total circulation of 5 million copies. Over and over again we're telling the nation's industrialists, financiers, and businessmen that it will pay to "Look Ahead—Look South" for greater opportunity.

Is this words-and-action policy getting results? You'll hear a loud, inspiring answer in the whistles of thousands of new and expanding factories throughout the South!

Ernest E. Norris
President

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