

Poultrymen Asked To Increase Production

Dear Broiler Grower:

There has been a lot of confusion lately about the opportunities for expansion in the broiler business. In wartime, there's bound to be confusion of this kind. Let's not let it hide the real fact—that broiler growers today face the greatest opportunity for expansion, for service and for profit in the history of the industry.

It's both patriotic and smart business to take advantage of this situation!

Prices are good... Demand for broilers is tremendous and in 1943 may exceed anything we have ever seen. Because of the meat shortage, folks will have to "share the meat" next year, and under rationing will get about 15 pounds less per person than before. To help offset this shortage, Secretary of Agriculture Wickard has called upon poultrymen to produce 200,000,000 EXTRA 3 pound broilers and fryers in 1943—an increase of 19 per cent!... And that may be only the beginning. If people are going to get as much meat as they're accustomed to, America may need 2 billion extra pounds of poultry meat next year!

What are you going to do about it?... Well, first of all, you want to produce all the broilers or fryers you can with your present housing and equipment... Second, if you have the necessary labor, materials and equipment, you may want to expand your business. Lots of good, experienced broiler growers are doing it.

To get capacity production, you'll want to stick closer to a dependable production program than ever before. If you're already following the Purina Broiler Plan, you know what it can do... If you aren't, I want to recommend it as the best broiler production program we know how to offer you. The Purina Broiler Program calls for good chicks, good feed, good management and sanitation—all essential to successful broiler operations.

Purina Broiler Chow, fed as recommended, should give you four things you want most—high livability, fast growth, low cost gains, top market quality. PURINA BROILER CHOW IS BUILT TO DO A REAL WAR-TIME JOB. Many successful broiler growers following this plan get 95 percent livability or better... produce 3 pound birds in 10 to 12 weeks on about 10 pounds of Broiler Chow.

THE DAVIS SUPPLY CO.,
By D. G. Allen.

LARGER

Production of oil cake and meal in 1942-43 is now expected to be about 2,500,000 tons larger than the 1941-42 production of 4,600,000 tons.

Farmer Of Dairy Camp Praises 4-H Club Work

Kenneth Myatt, Jr., 18-year-old Wake County 4-H Club member, has been announced as the winner of a one-year scholarship to N. C. State College for conducting the outstanding 4-H dairy project in the State in 1942. Funds for the scholarship were donated by the N. C. Cottonseed Crushers Association.

K. R. Myatt, father of the boy and a progressive dairyman of Raleigh, Route 3, is naturally proud of his son. But Mr. Myatt is happiest about the influence that Kenneth's 4-H Club work has had on his own dairy operations.

"I think our commercial herd has been greatly benefitted by Kenneth's 4-H Club work," said Mr. Myatt. "The herd has shown great improvement in production, and a tremendous improvement in type. The 4-H Club offers a splendid opportunity for father and son to work together to the same end."

Continuing, Mr. Myatt said: "We started our dairy herd in 1924 with one grade cow. Ten years later, when Kenneth started his 4-H dairy club project, we had 45 head of cattle, mostly grade Jerseys. Kenneth's first calf was 'Commandress Dairy Maid,' a purebred registered Jersey."

"As time went along, we became more interested in purebred Jerseys, rather than in grade stock. This was, we think, due to the part the 4-H Club played. Now we have 60 cows in our herd, and most of them are purebreds."

L. R. Harvill, 4-H Club leader of the State College Extension Service, reported that Kenneth now owns 12 registered Jerseys, five of which are in production. One of his cows, "Spotted Royal, Commandress," produced 7,943 pounds of milk and 397 pounds of butterfat last year.

AHEAD

The final check-up of acreages harvested and yields obtained has now confirmed earlier predictions of a 1942 harvest far above any in the past, reports the U. S. Department of Agriculture.

HOGS

The production of hogs in 1943 will greatly exceed 1942 production, which was more than any other year, according to the U. S. Department of Agriculture's December pig crop report.



BUY WAR BONDS

HERE'S ONE WAY TO SAVE SUGAR



FRESNO, CALIF.—Dried figs from the San Joaquin Valley of California are helping housewives all over the nation solve their sugar rationing problems. With a 65 per cent natural sugar content figs make possible a big reduction in usual sugar requirements of delicious desserts, such as the old-fashioned Bread Pudding illustrated above. Eaten out of hand, figs are also an ideal confection for satisfying the sweet tooth of children and grown-ups alike.

STATE COLLEGE ANSWERS TIMELY FARM QUESTIONS

QUESTION: How many lights are needed in the poultry house to "extend the day" and increase winter egg production?

ANSWER: The rule, says the Extension poultry office at State College, is to provide one watt of light for every foot of floor space. This means that a 20x20 foot poultry house needs 80 watts of lights. Two 40-watt lamps will do the job. The Extension poultrymen suggest that the lights be placed high enough so that people can walk under them easily. The light should be directed downward evenly over the house. Poultry house lighting normally results in each hen producing 4 to 5 more eggs per month during the short days of winter.

percent. Lard from a 250-pound hog will average 25 to 30 pounds, or 10 to 12 percent of its live weight.

What You Buy With WAR BONDS

An Army motor trailer looks much like any other automobile trailer which may be seen on the highways or in the tourist's camps. The Army's trailers are used as traveling hospitals, dental clinics and testing laboratories.

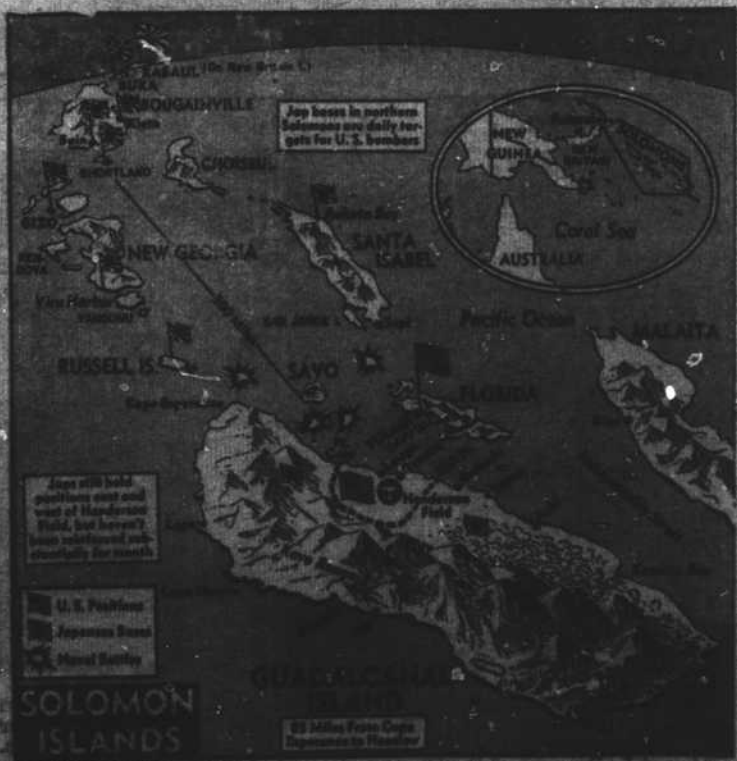


These mobile surgical or dental units are hauled to their destination and the trucks released for other purposes. They cost from \$1,200 to \$3,000 and weigh from 1½ to 8½ tons. You can help pay for them... help keep our Army fit. Invest at least ten percent of your income in War Bonds every payday. You can join the Ten Percent Club through the Payroll Savings Plan, or buy Bonds regularly through the nearest bank or postoffice.

U. S. Treasury Department

So many girls know all about CARDUI Have YOU tried its 2-way help?

WAR GOES ON IN THE SOLOMONS



War goes on in the Solomons with planes, warships and troops of both sides fighting every day. Sometimes there's a dash to major naval conflicts, but for the most part it is troop battles on Guadalcanal and raids on enemy bases by our big bombers that keep this vital front from being a Henderson Field alive with action.

THE HOME FRONT

(Continued from page 1)

customers. The order, which was at bringing down stocks until they are in the same proportion to sales as they were before the war, applied only to concerns doing a net business of \$200,000 or more a year, but smaller stores are expected to observe the same relationship on their own hook.

Print Paper Reduced

Control of scarce materials reached from publishing houses to the farm. The magazine industry advisory committee advocates a flat 10 percent reduction in the amount of print paper to be used by each magazine publisher in 1943. Orders for machine tools are being more rigidly checked for their war necessity. Industrial thermometers, pressure gauges and other industrial types of instruments have been placed under strict control. The metal caps and tops for capping health supplies, chemicals, beverages, and household and industrial products—even metal and rubber for home canning—will be rigorously limited. Reduction of desk sharpeners and file fasteners made of critical metals has been halted, and greeting cards, and calling cards. But farmers who must have new farm machinery will be assured of an ample supply through the top priority given to the delivery of critical material for the manufacture of agricultural equipment. They will pay slightly more, however, for mixed fertilizers and superphosphates because of increased production costs of those products.

Dairy Prices Curbed

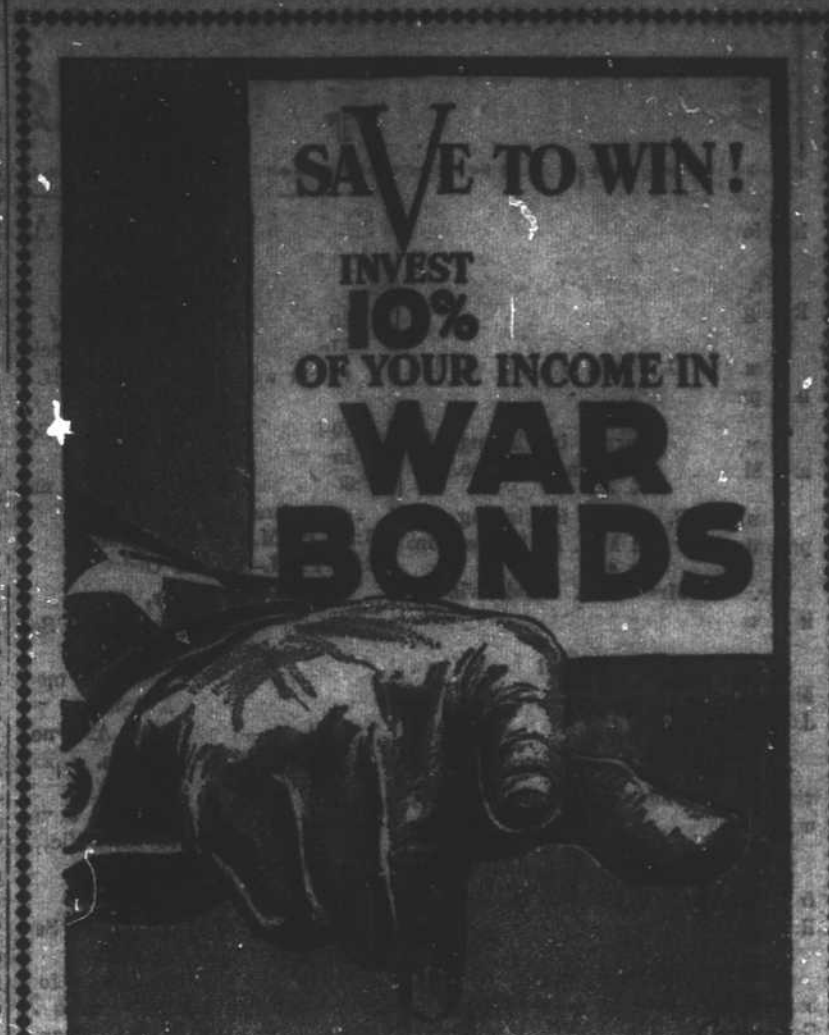
Dairy products, which have risen steadily in price, have been brought under uniform price curbs, except at retail, for the first time. The order, affecting butter, cheddar cheese, evaporated and bulk powdered skim milk, fixes prices at the processor and wholesaler levels. Five kinds of citrus fruits and cane syrup are also under price control, and shelled peanuts, salted peanuts, and peanut butter have been placed under temporary 60-day ceilings.

Less Bread Variety

The country's baking industry will be affected by a new order that limits the number of varieties of bread sold during a given week, provides for the enrichment of all white bread according to approved nutritive economies designed to prevent a rise in the price of bread to consumers. And thousands of new metal fireplaces, built especially to relieve the Eastern fuel shortages and rationed to those who will displace fuel oil with coal, will be kept within reasonable price barriers for the benefit of purchasers.

Must Stop Inflation

But in spite of all measures to keep down the cost of living, a comprehensive survey of nearly 900 lines



FOR YOUR CONVENIENCE

WE CARRY IN STOCK A LARGE SUPPLY OF

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PHONE 293-1

FARMVILLE, N. C.

of goods indicates a price index at the highest level for the past 16 years. It is evident, therefore, that we must continue the battle against inflation unrelentingly during the coming year.

QUESTIONS AND ANSWERS POINT RATIONING PROGRAM

(Continued From Page One)

and canned meat included in the present rationing program? A. Because ordinarily canned meats and fish are not used interchangeably with canned vegetables. The present program was intended primarily to cover processed fruits and vegetables.

12. Q. Will the housewife have to make an inventory of her canned goods by products—so many cans of peas, so many of beans, so many of cherries, and so on?

A. No, she need report only the total number of cans that her household has on hand when rationing begins.

13. Q. Can the housewife use the ration book issued to members of her family when she goes shopping. How about the maid who is furnished meals?

A. Yes, she may take along each book issued to members of her household, just as she does in buying sugar or coffee with War Ration Book One.

"SLAP THE JAPS WITH SCRAIP"



This Newspaper, 1 Yr.

and

Any Magazine Listed

Both For Prices Shown

All Magazines Are For 1 Year

American Print Grover	\$1.75	True Story	1 Yr.
American Girl	2.50	Better Homes & Gardens	1 Yr.
American Home	2.25	Woman's Home Comp.	1 Yr.
American Magazine	2.95	American Home	1 Yr.
American Poultry Journal	1.65	Click	1 Yr.
Better Cooking	3.45	American Girl	2 Mo.
Better Homes & Gardens	2.25	Pathfinder (weekly)	1 Yr.
Broadway Gazette	2.00	Fun Digest	1 Yr.
Child Life	2.95	Silver Screen	1 Yr.
Christian Herald	2.50	Sports Afield	1 Yr.
Click	2.00	Christian Herald	6 Mo.
Collier's Weekly	3.45	Modern Screen	1 Yr.
Column Digest	2.95	Open Road (12 iss.)	1 Mo.
Country Gentleman, 2 Yrs.	2.00	Serenad	1 Yr.
Ende Music Magazine	3.00	Science & Discovery	1 Yr.
Fast Digest	2.00	Parents' Magazine	6 Mo.
Farm Jnl. & Frm's Wife	1.65	Flower Grower	6 Mo.
Flower Grower	2.50	Outdoors (12 iss.)	1 Mo.
Household Magazine	1.90	The Woman	1 Yr.
Hygiene	2.95	Modern Romance	1 Yr.
Liberty (weekly)	3.95	Household Magazine	2 Yrs.
Look (every other week)	2.95	American Fruit Grower	2 Yrs.
Modern Romance	2.00	Nat. Livestock Producer	2 Yrs.
Modern Screen	2.00	Successful Farming	2 Yrs.
Nature (10 iss., 12 mo.)	3.45	Progressive Farmer	4 Yrs.
Official Detective Stories	2.50	Southern Agriculturist	4 Yrs.
Open Road (12 iss., 14 mo.)	2.25		
Outdoors (12 iss., 14 mo.)	2.00		
Pathfinder (weekly)	2.50		
Pathfinder (weekly)	2.00		
Popular Mechanic	3.25		
Progressive Farmer	1.65		
Radio Magazine	2.95		
Science & Discovery	2.00		
Serenad	2.25		
Silver Screen	2.25		
Southern Agriculturist	1.45		
Sports Afield	2.25		
Successful Farming	1.75		
True Story	2.00		
The Woman	2.10		
Women's Home Comp.	2.25		

SAVE MONEY!

Enjoy the finest magazines while saving tires and gas. Only through this newspaper can you get such big reading bargains. Pick your favorites and mail coupon to us TODAY.

Big Economy Club

Yrs. Story	1 Yr.	Yrs. Story	1 Yr.
Household Magazine	1 Yr.	Household Magazine	1 Yr.
True Story	1 Yr.	True Story	1 Yr.
Pathfinder (weekly)	1 Yr.	Pathfinder (weekly)	1 Yr.
Fun Digest	1 Yr.	Fun Digest	1 Yr.
Silver Screen	1 Yr.	Silver Screen	1 Yr.
Sports Afield	1 Yr.	Sports Afield	1 Yr.
Christian Herald	6 Mo.	Christian Herald	6 Mo.
Modern Screen	1 Yr.	Modern Screen	1 Yr.
Open Road (12 iss.)	1 Mo.	Open Road (12 iss.)	1 Mo.
Serenad	1 Yr.	Serenad	1 Yr.
Science & Discovery	1 Yr.	Science & Discovery	1 Yr.
Parents' Magazine	6 Mo.	Parents' Magazine	6 Mo.
Flower Grower	6 Mo.	Flower Grower	6 Mo.
Outdoors (12 iss.)	1 Mo.	Outdoors (12 iss.)	1 Mo.
The Woman	1 Yr.	The Woman	1 Yr.
Modern Romance	1 Yr.	Modern Romance	1 Yr.
Household Magazine	2 Yrs.	Household Magazine	2 Yrs.
American Fruit Grower	2 Yrs.	American Fruit Grower	2 Yrs.
Nat. Livestock Producer	2 Yrs.	Nat. Livestock Producer	2 Yrs.
Successful Farming	2 Yrs.	Successful Farming	2 Yrs.
Progressive Farmer	4 Yrs.	Progressive Farmer	4 Yrs.
Southern Agriculturist	4 Yrs.	Southern Agriculturist	4 Yrs.

Family Bargain Club

Yrs. Story	1 Yr.	Yrs. Story	1 Yr.
Household Magazine	1 Yr.	Household Magazine	1 Yr.
True Story	1 Yr.	True Story	1 Yr.
Pathfinder (weekly)	1 Yr.	Pathfinder (weekly)	1 Yr.
Fun Digest	1 Yr.	Fun Digest	1 Yr.
Silver Screen	1 Yr.	Silver Screen	1 Yr.
Sports Afield	1 Yr.	Sports Afield	1 Yr.
Christian Herald	6 Mo.	Christian Herald	6 Mo.
Modern Screen	1 Yr.	Modern Screen	1 Yr.
Open Road (12 iss.)	1 Mo.	Open Road (12 iss.)	1 Mo.
Serenad	1 Yr.	Serenad	1 Yr.
Science & Discovery	1 Yr.	Science & Discovery	1 Yr.
Parents' Magazine	6 Mo.	Parents' Magazine	6 Mo.
Flower Grower	6 Mo.	Flower Grower	6 Mo.
Outdoors (12 iss.)	1 Mo.	Outdoors (12 iss.)	1 Mo.
The Woman	1 Yr.	The Woman	1 Yr.
Modern Romance	1 Yr.	Modern Romance	1 Yr.
Household Magazine	2 Yrs.	Household Magazine	2 Yrs.
American Fruit Grower	2 Yrs.	American Fruit Grower	2 Yrs.
Nat. Livestock Producer	2 Yrs.	Nat. Livestock Producer	2 Yrs.
Successful Farming	2 Yrs.	Successful Farming	2 Yrs.
Progressive Farmer	4 Yrs.	Progressive Farmer	4 Yrs.
Southern Agriculturist	4 Yrs.	Southern Agriculturist	4 Yrs.

Home Variety Club

Yrs. Story	1 Yr.	Yrs. Story	1 Yr.
Household Magazine	1 Yr.	Household Magazine	1 Yr.
True Story	1 Yr.	True Story	1 Yr.
Pathfinder (weekly)	1 Yr.	Pathfinder (weekly)	1 Yr.
Fun Digest	1 Yr.	Fun Digest	1 Yr.
Silver Screen	1 Yr.	Silver Screen	1 Yr.
Sports Afield	1 Yr.	Sports Afield	1 Yr.
Christian Herald	6 Mo.	Christian Herald	6 Mo.
Modern Screen	1 Yr.	Modern Screen	1 Yr.
Open Road (12 iss.)	1 Mo.	Open Road (12 iss.)	1 Mo.
Serenad	1 Yr.	Serenad	1 Yr.
Science & Discovery	1 Yr.	Science & Discovery	1 Yr.
Parents' Magazine	6 Mo.	Parents' Magazine	6 Mo.
Flower Grower	6 Mo.	Flower Grower	6 Mo.
Outdoors (12 iss.)	1 Mo.	Outdoors (12 iss.)	1 Mo.
The Woman	1 Yr.	The Woman	1 Yr.
Modern Romance	1 Yr.	Modern Romance	1 Yr.
Household Magazine	2 Yrs.	Household Magazine	2 Yrs.
American Fruit Grower	2 Yrs.	American Fruit Grower	2 Yrs.
Nat. Livestock Producer	2 Yrs.	Nat. Livestock Producer	2 Yrs.
Successful Farming	2 Yrs.	Successful Farming	2 Yrs.
Progressive Farmer	4 Yrs.	Progressive Farmer	4 Yrs.
Southern Agriculturist	4 Yrs.	Southern Agriculturist	4 Yrs.

Home Variety Club

Yrs. Story	1 Yr.	Yrs. Story	1 Yr.
Household Magazine	1 Yr.	Household Magazine	1 Yr.
True Story	1 Yr.	True Story	1 Yr.
Pathfinder (weekly)	1 Yr.	Pathfinder (weekly)	1 Yr.
Fun Digest	1 Yr.	Fun Digest	1 Yr.
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Household Magazine	2 Yrs.	Household Magazine	2 Yrs.
American Fruit Grower	2 Yrs.	American Fruit Grower	2 Yrs.
Nat. Livestock Producer	2 Yrs.	Nat. Livestock Producer	2 Yrs.
Successful Farming	2 Yrs.	Successful Farming	2 Yrs.
Progressive Farmer	4 Yrs.	Progressive Farmer	4 Yrs.
Southern Agriculturist	4 Yrs.	Southern Agriculturist	4 Yrs.

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Check magazines desired and enclose with coupon. Gentlemen: I enclose \$1. Please send me the only checked, with a year's subscription to your paper.

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Bulk 8¢

HIGH MARK SELF RISING

FLOUR 12

lb Bag 49¢

Lynnhaven Mustard

2 lb. jar 10¢

Dried Pinto Beans

bulk—lb. 10¢

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