

Cotton—America's Largest Industry

Food Stores Can Help; "Cotton Bags Mean Jobs"

Cotton is one of our major agricultural products, the "money crop" of 14 of our southern states, giving income and buying power to better than one out of every ten American citizens. It is, in fact, the country's largest industry—when the growing and processing of cotton are considered together.

Among the major uses of such cotton textiles are print cloths, industrial sheetings, osanburgs and others, is their conversion into cotton bags for packing. Many of the products so packed are staple food commodities such as flour, sugar, salt, meal, etc. In a number of areas, grocers are now finding that they can do much to promote and increase the sale of their staples if packed in cotton bags.

Something of the importance of cotton bags in providing the nation's consumers with gainful employment and spendable income can be gathered from some quick facts about packing requirements for flour, potatoes, sugar, and fertilizer. Illuminating data on this score have been provided by C. K. Everett of the Cotton-Textile Institute in announcing the active cooperation of the retail grocery trade in this year's observance of National Cotton Week, May 22-27.

Promoting flour in cotton bags can give many hours of added employment. One carload of 24-pound flour bags would call for 300,000 bags. To manufacture bags enough for one carload shipment of flour requires 70 bales of cotton, or the total crop of 160 acres of land. A conservative, average estimate figures 15,226 hours of farm labor are needed to grow and prepare 70 bales of cotton for market. Follow this raw cotton through the mills, making 216,660 yards of cotton cloth takes 8,642 hours of cotton mill labor, and another 2,912 hours to manufacture the fabrics into bags. Figures may be dry, but if you multiply these aggregate 26,814 hours of labor by the total carload of flour shipped, the use of cotton bags for flour would mean a greatly increased number of jobs and buying power for a large number

of the nation's food consumers.

What is true of flour is equally applicable to the packing of potatoes in cotton bags. There is another advantage that accrues to grocers in addition to the additional 5,419 hours of labor it supplies per 100,000 ten-pound bags. Potatoes in ten-pound cotton bags increase the grocer's unit sale and profits. These handy cotton containers are appreciated by American housewives, who have ingeniously devised many uses for the empty bags about the home.

More sugar, packed in cotton bags, would be a tremendous boon to this large industry. Every bale of cotton so used makes 13,600 five-pound sugar bags and supplies 450 hours of labor. Cotton bags, too, are the ideal containers to keep sugar in perfect condition—free-flowing and immune from "caking."

According to Mr. Everett, it is an accepted fact that cotton gives wages to far more farm and factors workers than any substitute materials... wages that buy groceries day after day. Lack of this employment and wages reduces consumer buying power, which immediately is reflected in lowered grocery sales.

National Cotton Week, May 22-27, is an outstanding sales opportunity which the grocery trade is expected to exploit fully in displaying and promoting the economical advantages of buying staples in cotton bags, along with items as cotton mops, clothes lines, cotton gloves, as well as the edible derivatives of cotton seed—shortenings, cooking oils, etc.

Upwards of 25,000 grocers participating in this coordinated cotton merchandising event have a two-fold objective—to increase their own volume and to demonstrate that cottons mean more jobs.

FARM QUESTIONS ANSWERED

Question: Does the feeding of a moist mash aid in egg production?

Answer: There is little to be gained by feeding moist mash continuously through the year, but it has an important place in

feeding laying hens during the summer months. It will stimulate production in laying hens from June until October by increasing the consumption of animal protein and producing an appetizing effect on the birds when egg production is subnormal. The best time to feed the mash is about two o'clock each day. Three pounds of the regular laying mash moistened with hot water or milk for each 100 birds will give excellent results.

Question: When should I select tobacco plants for next year's seed?

Answer: Select the seed plants before the tobacco is topped. Select the plants that are typical of the variety planted with the leaves well spaced on the stalk. Bag the selected plants in 14 lb. paper bags just before the first bloom opens to prevent cross-pollination. Prune the branches of the seed pod to three or four in order to give room for development under the bag and apply the bud worm bait to the seed pods before bagging. One plant will produce about one-half ounce of seed and, for best results, the plants should again be selected after the tobacco is matured.

Question: How soon after shearing should sheep be dipped?

Answer: The sheep should be dipped from ten days to two weeks after shearing when all cuts made at shearing have healed. Usually one dipping is sufficient, but if any ticks, lice or mit-

es are present, the dipping should be repeated ten days later to destroy any parasites that may have hatched from eggs since the first dipping. The treatment should be made in the morning of a warm sunny day so that the fleece will get thoroughly dry before night. Any standard dip mixture will give good results if directions are followed.

INSURED

The Federal Crop Insurance Corporation has reported that 156,000 premium payments, representing about 6,400,000 bushels of wheat, have been received for "all-risk" policies on the 1939 wheat crop.

SORGHUM

Feeding experiments in Nebraska have shown sorghum to be 90 per cent as valuable as corn in the feeding ration for all kinds of livestock.

JUMP

The annual tonnage of beef graded according to Federal standards rose from 408,000,000 lbs. in 1937 to 603,000,000 lbs in 1938, or an increase of 47.6 per cent.

EQUAL.

The Minnesota Division of Forestry has found that a cord of black locust, hickory, oak or ironwood will produce about the same number of heat units as a ton of good hard coal.

Cotton's Biggest Year For FASHIONS

NATIONAL COTTON WEEK
MAY 22-27

★ THE FIBRE OF AMERICAN PROSPERITY

A COTTON SALES EVENT sponsored jointly by the National Cotton Council of America, and the Cotton-Textile Institute.

Today is the day of Cotton Materials; Home furnishing editors, in response to inquires from thousands of readers, are devoting unusual space to promoting slip covers, matched draperies, bedspreads and etc. These editors know that cotton materials are selling and selling fast. Cotton is very serviceable and in society, too. Ask anyone who knows about the popularity of cotton slack ensembles.

Paris' Sponsorship Of Cottons Makes Women's Style Cottons Wanted Merchandise

Cotton stole the show at the spring openings in Paris. Mrs. Carmel Snow, editor of Harper's Bazaar, sounded the keynote in her transatlantic broadcast on February 6. "This year cotton starts at the beginning of the day and never stops." The leading countries said dresses must be washable to be in style... and that is why today's cotton stole the show. Both Vogue and Harper's Bazaar have promoted women's style cottons editorially. So have the large circulation women's magazines. Not only is cotton fashion's No. 1 fabric, but dresses in cotton cover every price range.

Ask Esquire if men are going to wear cotton this summer. The style scouts report it prominent everywhere. Cotton for beachwear, cotton for country week-ends, for all types of sportswear. The pace-setters in men's wear have put their approval on cotton. The men who learned how cool and comfortable cotton can be last summer will be back for more.

WEAR COTTON, BE IN STYLE,
BE LOYAL TO THE SOUTH

Roxboro Cotton Mills
Longhurst, N. C. Roxboro, N. C.



DRIVE A MILE

And Save The Difference

Come To Longhurst
For Your Cotton Values
This Week

5,000 Yds. Father George Sheeting
yard 5¹/₂c

By the Bolt Only \$2.60
50 yds.

1,000 Yds. Cotton Prints, 80 sq.

Yard 13c

Cotton Pants 98c to \$2.98
Both work pants and semi-dress.

Cotton Socks 10c pr.

Ladies' Cotton Hose, mercerized 15c pr.

Buy Cotton Goods this week, be loyal to the South and to local industry.

Longhurst Mercantile Co.

Longhurst, N. C.

Palace Theatre

ADVANCE PROGRAM
From Thursday, May 25 thru
Saturday, May 27

Motion Pictures Are Your
Best Entertainment

Thursday - Friday, May 25-26
George Raft - Ellen Drew with
Hugh Herbert - ZaSu Pitts -
Louise Beavers in
"The Lady's From Kentucky"
From the heart of the blue
grass country — a glorious romance
of the turf — colorful
as the Kentucky Derby, exciting
as a photo finish!
Robert Benchley in "Opening
Day"
Special Added Attraction:
Walt Disney's Silly Symphony
"The Ugly Duckling" (In Technicolor)

Special Morning Show
Friday 10:30;
Afternoons daily 3:15-3:45;
Admission 10-25c;
Evenings Daily 7:30-9:15;
Adm. 10 - 30c (Tax Included)

Saturday, May 27
George O'Brien with Romalind
Keith - Ray Whitley in
"Trouble In Sundown"
.. Episode No. 5 of the serial
"Flaming Frontiers" ("Blood
and Gold") with John Mack
Brown - Eleanor Hansen -
Charles Middleton
Terrytoon: "The Three Bears"
Afternoon 2:30-4:00; Admission
10-25c. Evening 7:30-9:45
(Box office opens 6:45). Ad-
mission 10-30c (Tax included)

Dolly Madison

THEATRE
ADVANCE PROGRAM

Motion Pictures Are Your
Best Entertainment

From Thursday, May 25 thru
Saturday, May 27
Thursday - Friday, May 25-26
Myrna Loy - Robert Taylor
with Joseph Allen - Henry O'-
Neill - Douglas Fowley in
"Lucky Night"
(First Run)

They laughed their way thru
trouble — and lost their hearts
on fortune's play!
The Captain and the Kids in
"The Seal Skinners"
Color Rhapsody: "Peaceful
Neighbors"

No Morning Shows;
Afternoons daily 3:15-3:45;
Admission 10-25c;
Evenings Daily 7:30-9:15;
Adm. 10 - 30c (Tax Included)

Saturday, May 27
William Boyd with George
Hayes - Russell Hayden in
another Hopalong Cassidy ad-
venture

"Silver On The Sage"
(First Run)
Episode No. 6 of the serial
"The Lone Ranger Rides A-
gain" ("The Trap") with Bob
Livingston - Chief Thunder-
Cloud - Silver Chief - Duncan
Renaldo
Popular Science No. 3 (In Col-
or.)
Afternoon 2:30-4:00; Admission
10-25c. Evening 7:30-9:45;
(Box office opens 6:45). Ad-
mission 10-30c. (Tax Included)