

# RURAL TRENDS

ROGER M. KYES  
Director, National Farm Youth Foundation

## THE FARM CHEMURGIC MOVEMENT

For many years the American farmer has paid for the experiments and developments of industry. In the price of every product bought by the American farmer there is a portion which goes to pay for the many pioneering expenses necessary to the birth of a new industry. It is about time for industry to return these expenditures. The farm market has been exploited by industry; now it must be rebuilt by industry.



Kyes

The farmer needs a new source of income. Unless this new source of income is established, our whole American economy is in grave danger. Wages of labor and profits of industry may rise temporarily but, in the final analysis, the only solution for the problem of a permanent, healthy national economy lies in a completely revitalized American agriculture.

The establishment of new sources of farm income is not an impossibility. The great hope lies in research. The manufacturing industry, as a whole, spends about one-half of one percent of the value of goods it sells on research. Agriculture, however, only employs about one-seventh of one percent of the value of its products on research. Practically all the money spent on research by agriculture is provided by government—state and federal.

In 1939 industry spent more than \$250,000,000 to develop new products, improve old ones, or reduce costs.

The Farm Chemurgic movement has dedicated itself to research for the development of new industrial uses for farm products. The word "chemurgic" seems complicated but, taken literally, means "putting chemistry to work." Chemistry at work in industry can transform farm products into usable industrial materials. Much has already been accomplished in this direction. Millions have already been invested in new industries, which will use crops raised on American farms for raw materials.

Chemurgic products fall into six general classes, namely—rayon, casein and soybean protein, plastics, motor fuels, starches and vegetable oils.

Four great laboratories, dedicated to the work of finding new uses for farm products, have been established by the Federal government. Though much of their work is just beginning, they promise to do much for the farmer.

One of the fields open to agriculture is that of motor fuel. We use only petroleum for automobile fuel but our resources of this are being used to the point that costs are rising. The American Petroleum Institute estimates that our petroleum reserves will reach exhaustion in possibly fifteen years.

Many foreign governments have enforced legislation requiring that alcohol from agricultural resources be blended with gasoline for the purpose of motor fuels. In several countries 25% alcohol is not uncommon in motor fuel blends, and is used with great efficiency.

The present corn crop in the United States is about 2,500,000,000 bushels. Should motor fuel be required by law to contain 25% corn alcohol, it would require about half our annual corn crop to supply it. The cost to the consumer would be very little more and, as a matter of fact, some authorities state that on the basis of equal motor performance, the blended fuel would be cheaper.

Regardless of a slight cost differential either way, the prospect of using up half of our annual corn crop through a near outlet is worth serious consideration. Here is a concrete way for city folks to return to the farmer some of the billions the farmer has contributed to their enjoyment at a loss to himself and his family. It is in our interest to help agriculture.

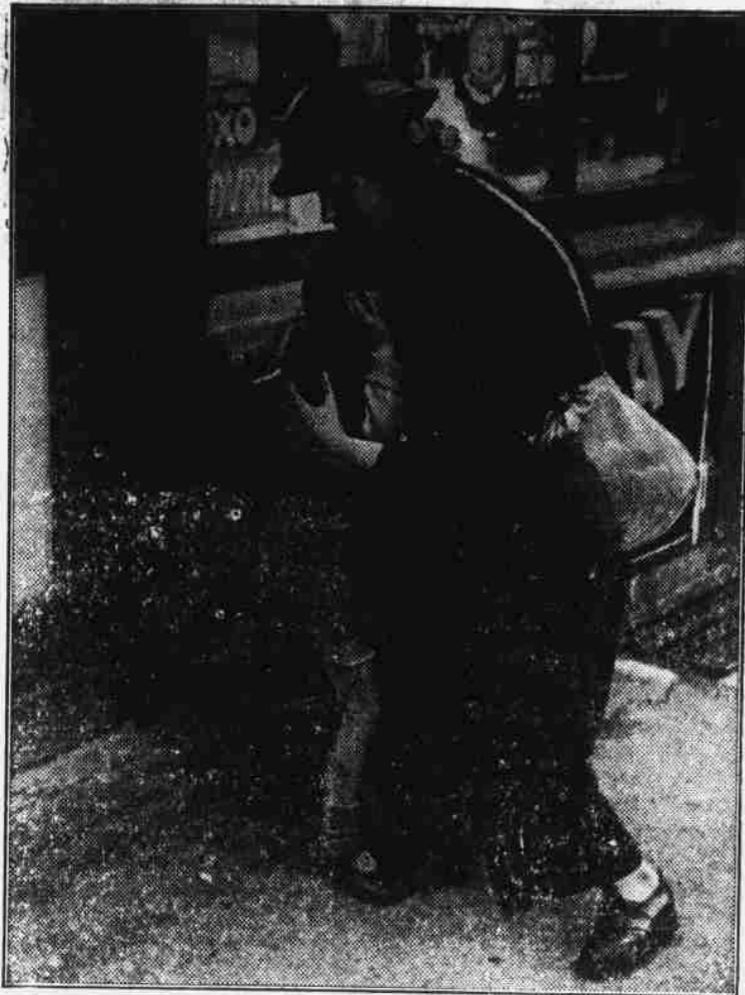
## \$31,900,000 Paid In Life Insurance In State During 1940

Every day in 1940 North Carolina policy holders and beneficiaries were paid \$37,396 by life insurance companies, or a total of \$31,900,000 for the year, or \$8.95 for every man, woman and child in the state, according to a special compilation released today by the National Underwriter, weekly insurance newspaper. North Carolina ranked 21st in life insurance payments among all states.

Possible  
Judge (surveying the defendant)—"Let me see—haven't I dealt with this person before?"  
Clerk of Court—"I don't know, str. He's the local pawnbroker."

So, That's Why?  
Teacher: "Why does the cream rise to the top of the milk?"  
Johnny: "So the people can get it."

## Blitzkrieg Mother



LONDON . . .

Heroic scenes such as this happen daily in England.

Mrs. Mary Couchman, a civilian warden in a Kentish village, at her post when the sirens shrieked their warning, saw her small son, with two friends, playing some distance away. With bombs falling all around her she rushed to the children and sheltered them with her own body until the raiders passed. A photographer on the spot took the above remarkable photograph.

Mrs. Couchman had the protection of a steel helmet, but many civilians in England lack this protection although efforts to provide them are being made by the Civilian Committee for the Defense of

Homes, of which Wickham Steed is chairman.

Supplies of firearms, steel helmets, binoculars and stop-watches, used in civilian defense are reaching England from American civilians who are contributing such material through the American Committee for Defense of British Homes, C. Snydam Cutting, Chairman, with headquarters at 10 Warren Street, New York City.

Although Americans have contributed more than 500 cases of material for civilian defense in England, the need is still urgent. Mr. Steed has cabled expressing the hopes that many additional Americans will contribute firearms, steel helmets or binoculars for English men and women whose lives are daily endangered.

## Officials Of State Invited To Attend Discussion Of Laws

Officials of city halls and county court houses in this area have been invited to join with other city, county and State officials of North Carolina in attending the fifth biennial institute for the interpretation and discussion of laws of the 1941 General Assembly and National Congress to be held at the Institute of Government in Chapel Hill Saturday, May 24, it was announced today by Albert Coates, Director of the Institute.

In addition to the discussion of laws particularly affecting cities and towns, counties and the State, with special reference to the coordination of city, county, state and federal governmental units in national defense, the gathering will also celebrate the 10th anniversary of the founding of the Institute of Government.

Registration and group meetings are scheduled for 12 o'clock noon Saturday, May 24, at the Institute of Government buildings. Following a luncheon session in the University dining hall, discussions of the State and national laws will be led by Governor J. Melville Broughton, members of the General Assembly, other prominent State officials, and members of the Institute of Government staff.

Saturday night an interpretation and discussion of laws of the national Congress affecting cities and towns, counties, and the State as a whole will be led by Congressman John W. McCormack of Massachusetts, majority leader in the national House of Representatives, together with members of the North Carolina Congressional delegation.

Following the session there will be a reception in Graham Memorial in honor of Congressman McCormack, Governor Broughton, North Carolina representatives in the National Congress and the General Assembly, and visiting State and local officials.

Governor Broughton will present certificates to law enforcing officers who will have completed a seven-day training course which is open at the Institute of Government Sunday, May 18, and continues throughout the week.

University of North Carolina students from cities and counties in this Congressional district will extend invitations to local officials to attend the celebration, and will provide rooms in dormitories and fraternity houses for those wishing to stay overnight.

## Dairy Animals Need Training For Shows

Prof. Fred M. Haig of the State College Animal Husbandry Department is annually called upon to judge dairy cows and other farm animals at county, community and sectional fairs and livestock shows throughout North Carolina. The exhibition sea-

giving pointers on what he and other livestock judges will be looking for. "The dairy heifer, first of all, must be taught to lead and stand properly," he said. "This requires constant daily practice and a lot of patience on the part of the showman."

"It is not desirable to have dairy heifers excessively fat for exhibition purposes. It is necessary, though, for the well-fitted animal to carry a fair amount of flesh. A very thin animal will have little chance of winning. The grain ration should be made up of a mixture of such feeds as wheat bran, ground oats, corn meal and linseed oil meal. Along with the grain ration should be fed good quality legume hay and corn silage or beet pulp.

"Brushing stimulates the circulation of the blood and helps to make a glossy coat of hair. Use a good stiff brush and brush the animals as much as possible. The show animals should be blanketed at all times except when they are being trained to lead. This keeps the hair clean, makes the animal shed out, and makes the hide soft and pliable.

"To make the animal more attractive the head, neck, belly, and tail from switch to air-head should be clipped."

## Travelers Coin Words

Travelers are responsible for two of the most carefree words in the English language. "Meander" comes from the name of a river in Asia Minor which follows a very winding, wandering course, while "saunter" comes from the medieval French word for pilgrim, which was a combination of "sainted" and "terre" or "holvlander."

## Pirate's Offer Accepted

In 1814 Jean Lafitte, the pirate, was offered a huge sum of money and a commission in the navy on condition that he assist the British in their attack on New Orleans. He refused and offered his services to the city of New Orleans on condition that he and his followers be pardoned. The offer was accepted.

TO CHECK  
**MALARIA**  
IN 7 DAYS  
take **666**

## Ginnings BY COTTON JOE



The Lord must like cotton too—He made so much of it I like to believe He was thinking of all the folks who need it—an' was countin' on us to find a way to get the transfer made.

PROTECT YOUR CROPS WITH **BARI-CIDE** EFFECTIVE - ECONOMICAL

For the Control of  
Such Leaf-eating Insects As  
Mexican Bean Beetle  
Cucumber Beetle  
Potato Beetle, Etc.

Does Not Injure the Foliage of Crops on Which We Recommend Its Use

Sold by Reliable Dealers  
A Product of  
**BARIUM REDUCTION CORP'N.**  
SOUTH CHARLESTON, W. VA.

SPRAY OR DUST

Dickens in Amateur Theatricals  
Charles Dickens, the famous novelist, in 1843 took part in amateur theatricals in Montreal, the metropolis of Canada.

## DO YOU LOVE HER ENOUGH TO MARRY HER?

Interesting quiz that will help take the gamble out of matrimony and assist dubious males who hesitate to make a definite decision regarding the final step. Don't miss this feature in the June 1 issue of

The American Weekly  
the big magazine distributed with the Baltimore American  
On Sale at All Newsstands

## TAYLOR THEATRE

EDENTON, N. C.  
WE HAVE THE SHOWS

- Friday, May 23—  
Judy Canova, Bob Crosby  
And Orchestra in  
"SIS HOPKINS"
- Saturday, May 24—  
Don Barry in  
"TWO GUN SHERIFF"
- Sunday, May 25—  
George Murphy and  
Lucille Ball in  
"A GIRL, A GUY AND A GOB"
- Monday, May 26—  
Lew Ayres, Lionel Barrymore and  
Laraine Day in  
"PEOPLE vs. DR. KILDARE"  
On the Stage  
BEAUTY CONTEST  
To Select "Miss Chowan County"
- Tuesday, May 27—  
George Brent and Martah Scott in  
"THEY DARE NOT LOVE"
- Wednesday, May 28—  
Double Feature 10c and 20c  
Arthur Kennedy in  
"KNOCKOUT"  
Chester Morris in  
"MEET BOSTON BLACKIE"
- Thursday - Friday, May 29-30—  
Alice Faye, John Payne and  
Jack Oake in  
"THE GREAT AMERICAN  
BROADCAST"

# AGAIN CHEVROLET'S THE LEADER!

You'll find that Chevrolet's

- FIRST IN ACCELERATION...
- FIRST IN HILL-CLIMBING...
- FIRST IN DRIVING EASE...
- FIRST IN RIDING EASE...
- FIRST IN ALL-ROUND ECONOMY among all biggest-selling low-priced cars—just as it's
- FIRST IN SALES among all cars, regardless of price, for the tenth time in the last eleven years

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Seems EVERYBODY'S Saying "FIRST BECAUSE IT'S FINEST!"

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