

American Farmers to Continue High Production Goals in Satisfying Demands of Entire World

Peacetime Need for Products Assures Farmers of Good Market and Price.

What will the impact of war's end mean to American agriculture? That question has been raised with increasing frequency ever since Hirohito accepted President Truman's unconditional surrender terms and the Jap hordes have laid down their arms. It has brought in its train other questions: Will a farm slump occur? Will continued vast production smash prices? Will transition to peacetime schedules upset farm economy?

Three fairly definite answers have emerged and each is hearteningly reassuring to everyone who lives on or near a farm:

1. Demand for foods, fibers and oils will continue to require a high rate of farm production. The world must eat and American farmers must feed it.
2. Farm prices will not be deflated. The government has already guaranteed the farmer support prices for many of his products for one or two years after the war.
3. The farmer, unlike industry, is not faced with reconversion problems. His job is growing crops and he needs no different set of tools to accomplish his objectives.

All of these factors eliminate the possibility of a sudden crash in farm income.

Farm economists are agreed there will be no immediate cutback in production despite the end of the war. In the months to come, domestic and military needs of the United States plus the relief demands from liberated areas in Europe and the Pacific will take all the food this nation can produce.

With vast areas of Europe and Asia laid waste, American farmers will be called on to produce and keep on producing. It may be years before the ravaged countries can come back anywhere near to normal. In the meantime American farmers have a big job ahead to help keep whole continents alive and healthy. During this same time the United States itself must be fed.

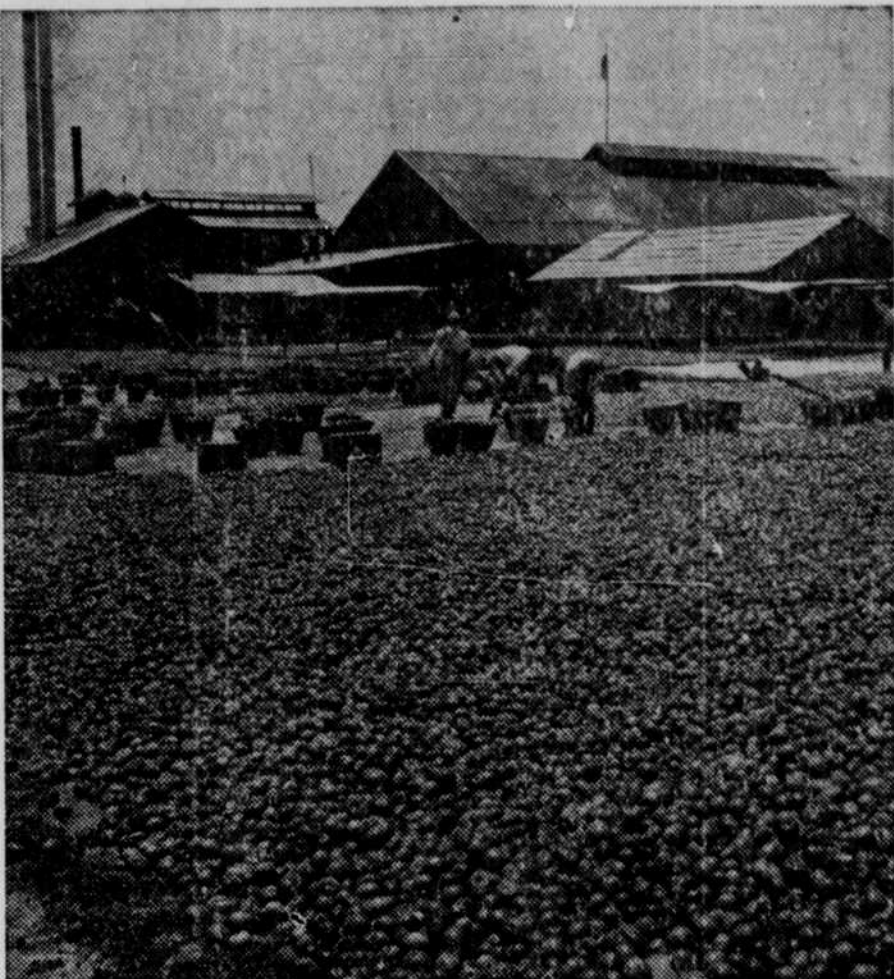
As demobilization of our armed forces proceeds, there will be less need for the various services to have great stocks of food in reserve. That will tend to increase civilian supplies as well as permit better distribution.

No Major Farm Surplus.

With industrial reconversion getting the green light, the dislocation of workers caused by war contract cutbacks may be of much shorter duration than has been anticipated. That means more peacetime civilian jobs. One thing the war demonstrated was that if the entire nation is at work, there is no major farm surplus problem.

The greatest crops in history have been produced during the war. The record year was 1942. Next was 1944 and indications are that this year will exceed 1943, so that 1945 may be the third best. Credit for this epic achievement must go to the nation's farmers, but the contribution of the fertilizer industry should not be overlooked. Agricultural authorities estimate that more than 20 per cent of the crop production in the war years has been due to the use of fertilizers. The use of plant foods has been of essential importance to the food production program because it has enabled farmers to produce bigger crops on existing acres instead of having to plow up millions of acres of additional farm land. The saving in labor, equipment and man hours has been enormous.

Farm income during recent years has passed the peaks reached during and immediately after World



The war production of garden crops reached a new high. The demand will continue for some time. New varieties, improved soil fertilization and new equipment will aid the farmer in repeating his record production of these crops.

War I. Prices are now near or above parity. Even if prices should come down to government-support levels—a drop of perhaps 15 per cent below present peaks—farm purchasing power will be enormous. The farmer has a higher amount to spend out of his income than other wage earners, for the reason that less of his income is required for rent, food and fuel than is the case with city dwellers. Six million farm families comprising approximately 30 million people having a gross income in excess of 20 billion dollars a year will be a factor of tremendous importance to America's peacetime economy.

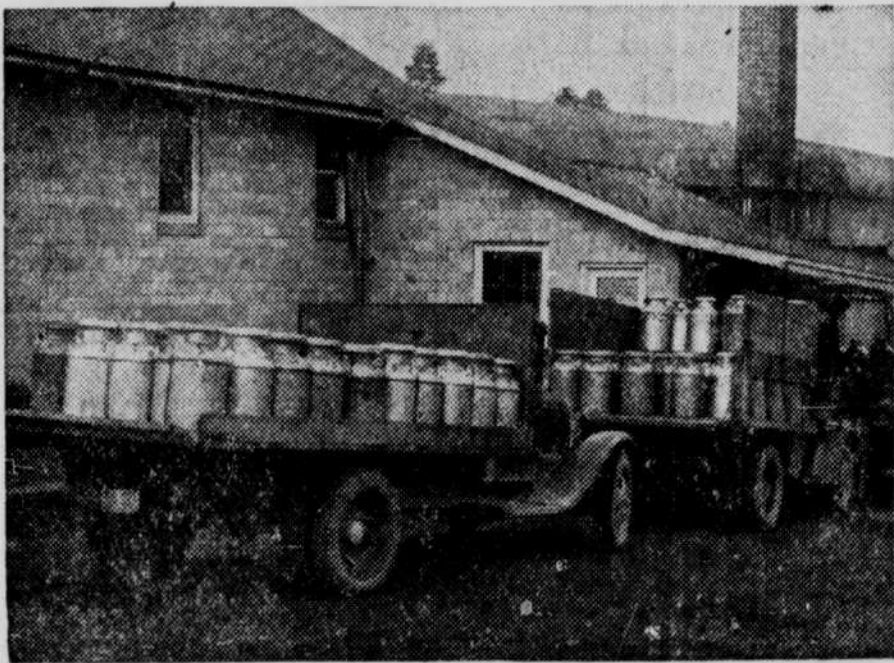
Farmer in Strong Position.

Just as significant as agriculture's high income rate in recent years is the fact that the farmer has been laying aside a good portion of his savings in war bonds to spend for essentials in years to come. Clearly the farmer has emerged from the war in a stronger position than he was at its start.

To maintain that position the farmer should do some straight thinking and planning. Two things are especially important: 1—He should avoid overexpansion through the purchase of additional land in the peace years ahead; 2—He should make immediate plans to repair the damage to his soil's fertility level which the vast war crop production quotas have caused. The experience of the last war with its farm land boom and subsequent collapse should be a reminder that the American farmer should not go in for more land than he can successfully handle. Farm land prices have already risen dangerously toward inflation levels. Farsighted agricultural authorities are urging farmers to "keep their shirts on" and steer clear of the pitfalls of land speculation.

Better soil management methods on a well-equipped and economically operated farm will prove safer in the long run than vast fields without efficient management.

The key to successful farming operations in postwar years will lie in increasing the per acre yield on existing crop land rather than in bringing additional acreage under cultivation, a recent statement by the Middle West Soil Improvement committee pointed out.



Increased production of dairy and poultry products has been little short of a miracle. Better breeding, feeding and management has been the answer. Even greater results can be expected in the next few years.

Industrial Reconversion Getting in Fast Strides

The war contractor who loses his job of working for the government is in a much better financial position for his immediate reconversion needs than the worker deprived of employment by wholesale contract cancellations. It was early realized by some leaders that provision must be made to enable manufacturers with their working capital tied up in war contracts to obtain use of such capital at the earliest possible moment. Consequently the Office of

Contract Settlement has been working long hours to speed up these settlements.

Reconversion Director Snyder reports that about 80,000 contractors and their employees have been trained in special courses and know about settlement procedure. Provision has been made also for the contractors to obtain government guaranteed loans to free funds frozen by contract cancellations. In addition the treasury department

has moved forward the time for obtaining tax rebates by big business which will add to the 30 billions of stored up funds now in the hands of the large corporations for peacetime expansion and production.

But no farsightedness has been apparent in planning for the reconversion of the millions of wartime workers held to their posts by manpower controls. . . at least no legislation has shown up on the statute books.

"In months to come the emphasis will be on reducing the cost of crop production per unit," the statement sets forth. "That means making every acre do a better crop producing job. "In every community there are farmers who increased their wartime crop output as high as 50 per cent, without increasing the cultivated area by one single acre. In every case the larger yield was the result of adopting good soil fertility practices. The experience of these farmers can be profitably followed by their neighbors in their peacetime operations. Their soil-conserving methods not only prevented waste of fertility, but actually have helped restore it.

"Such methods include growing legumes to enrich the soil's nitrogen and organic matter supply, the use of adequate quantities of mixed fertilizers containing nitrogen, phosphorus and potash, liming, contour plowing and a limiting, so far as possible, of soil-depleting crops."

Soil Fertility Replenishment. The matter of soil fertility replenishment will have an important bearing on the peacetime continuation of farm prosperity. If the nation's farms are to be kept productive, a vast soil-rebuilding job lies immediately ahead. How important this is may be understood from a recent report issued by the Soil Conservation service of the department of agriculture which estimated that nearly one billion acres—more than 90 per cent of the nation's farmlands—need soil conservation treatment to protect them from erosion and to maintain their fertility.

Wartime crop goals used up the soil's resources of nitrogen, phosphorus and potash faster than they could be replaced in spite of the fact that the fertilizer industry broke all previous production records. Farmers have realized that this wartime drain on their soil's fertility level was a necessary contribution to victory. But the fact remains that wealth borrowed from the soil to help hasten peace must be repaid.

While every encouragement will be given to soil rebuilding projects by the federal government and by state agricultural agencies, the major responsibility for getting the job done will rest on the shoulders of individual farmers. The effectiveness of the individual farmer's soil rebuilding program can be enhanced by the co-operation of agronomists at state agricultural colleges and experiment stations. Through research and experimentation over a long span of years, these experts have developed information concerning fertilizer needs for various crops and soils that is helpful to the farmer who is undertaking a replenishment program. The co-operation of the fertilizer industry will be an effective aid, also. The present plant capacity of manufacturers is sufficient to meet all peacetime needs of agriculture.

Farmers are more fortunately situated for accomplishing their soil-restoring job than at any time in the past generation. Dollars invested in war bonds, during the period when farm cash income has been at a high level and farm debt at a low point, can provide the ready cash to pay for the nitrogen, phosphorus and potash needed to build up the fertility level of America's soil.

THOUGHTS ON JAPAN It is our fear that in most cases the fellows being held as war criminals will be put on trial at a time when they can get off on a claim of old age exemption. Now that the war is over we can't help wondering whether next season will see the Japanese acrobats back in the circus labeled as Japs and not as Burmeses. We have it on excellent authority that the emperor's horse is in bad repute for accepting the result as a total defeat and not feeling particularly grateful to anybody for it.



THEY'RE MAKING CARS AGAIN!

(*First New Model Car Rolls Off Production Line.*—Headline.) Hail, Queen—Debutante of the Detours, Emblem of the future, Omen of traffic jams to come, Reminder of happier days, First new model since '42!

Sister you look swell! They've changed your shape again. No lady could stand that operation So often and stand it as you do. You look better from the front. . . . And the rear view ain't any worse. Them auto engineers Understand beauty treatments. . . . You're darned purty!

Yowsir! Global War Gert Was a superdooper. . . . She did more than was hoped for. She amazed the engineers, Stunned the owners And flabbergasted the service stations. . . . She even outdid the advertising writers!

She helped win a war, She was in there punchin' always, And there's many-a fight in the old gal yet.

Lissen, Babe of 1945-46. . . . If you can hold a candle to Gert You'll do!

THE BASEBALL FANS TO A LOSING CLUB

(In the Japanese manner) To the Club Owners, Managers, Pitchers and All. Gents: Being as how our club has turned out to be one of the worst clubs in history, taking last place at the start of the season and holding it nobly to the finish, we, the fans, now prostrate ourselves before you in deep humility and boundless sorrow.

The pitching was sandlot stuff, the fielding would not stand up in the One-Eye League, the longest hit of the year was a two bagger on opening day and the management should of stood in bed. All of which hurts us deeply on account of we fully understand that we alone were responsible. We had nothing to say about the batteries, the schedule, the strategy or the coaching. All we did was to pay in and show we could take it. This was a rare privilege and we are to blame for everything.

In this hour of disappointment and chagrin we apologize, especially to his August Presence, Tim Maloney, the manager, to their Imperial Majesties Cunnihan & Jones, club owners, to pitchers Ganz, Snaft and Crumple for the lousy season and for the fact the club wound up in last place. It tears our hearts out when we think of what they must be suffering. With bowed heads and with tears streaming from our eyes we accept full responsibility for every lost game, wild throw, error and strike-out, trusting that the club owners, manager and players will be noble spirited enough to forgive us.

We know that the star pitcher "Lefty" Bizzle, every time he was picked and sent in to pitch against anybody, proclaimed himself as a man of peace, and opposed going through with the game at all. Never at any time in the season did he really want to pitch. In the high nobility of his matchless spirit and love for the team and the fans he always cried, "Include me out of this." Losing every fight by scores of from 18 to 32 to 0 he was ever an exponent of brotherly love.

The club owners, the managers and the coaches also showed in their matchless benevolence they were for harmony and understanding. And so it is with deep sincerity that we apologize for having ever caused them to think seriously of a winning baseball team. In the dust on our knees we express our profound sorrow for all the worries we have caused them.

In All Humility, The Cash Customers. P.S.—We also think the outfit, especially that bum who struck out with the bases full, should now concentrate on science and the arts.

The famous estate of J. P. Morgan at Glen Cove has been rented to Amtorg, the Russian purchasing commission in America. We trust there is something in the lease preventing the Russians from singing the Volga boat song in the Morgan swimming pools, doing Russian dances in the floral beds or having all the china done over with a hammer and sickle design.

ODDS AND ENDS — Extras who kissed Shirley Temple in the kissing-booth sequence of Columbia's "Kiss and Tell" were paid \$16.50 a day—those who merely stood in line got \$10.50. . . . RKO is so enthusiastic about Frankie Carle's first picture, "Riverboat Rhythm," that he'll be starred in a bandleader story. . . . According to the latest Hooper survey, "Mr. District Attorney" ranks second in popularity among all radio programs. . . . For the next two months Ethel Barrymore will play her co-starring role in "Some Must Watch" in bed—the script, not her health, is responsible.



By VIRGINIA VALE

WHEN Ann Sothern's 8-months-old daughter, Patricia, is old enough to aspire to fill her mother's shoes, she'll have a complete set of "Maisie" films and airshow recordings to study. Mama (who is Mrs. Robert Sterling in private life), has had each of her "Maisie" movies reduced to 16 mm. sound film for her daughter's library. And since she started the Wednesday night CBS radio series she's had special recordings made of each broadcast. Incidentally, the latest popularity rating of the "Maisie" broadcasts shows a marked increase over the previous survey—in fact, a gain of nearly 3,000,000 listeners in a single month!

Lt. Wayne Morris has returned to his screen career at Warner Bros. with a brand new contract. He enlisted in the navy immediately after Pearl Harbor, and earned his commission while in the service. A



WAYNE MORRIS

fighter pilot with seven enemy planes to his credit, he's won plenty of decorations, among them the Distinguished Flying Cross with two stars and the Air Medal.

When you see Jose Turbi dashing around on that motorcycle in "Anchors Aweigh" he's just being natural. He drives that same vehicle just that way around the studio all the time—and nobody'll ride with him, not for love, money, or even a new contract.

Una O'Connor, one of Hollywood's most versatile character actresses, makes a good bit of extra money each year by doing the crying for screen babies who refuse to wail when the director wants them to. She calls this extra-curricular profit "tear money" and invests it in war bonds. The voice of the weeping infant in "Christmas in Connecticut" is hers; she also has an on-stage role in the picture.

Those wise men of the motion picture industry, the exhibitors, voted this way in the Motion Picture Herald's annual poll to determine the stars of tomorrow: 1. Dane Clark; 2. Jeanne Crain; 3. Kennan Curnell; 4. Peggy Ann Garner; 5. Wynne Wilde; 6. Tom Drake; 7. Lon McCallister; 8. Diana Lynn; 9. Marilyn Maxwell; 10. William Eythe. That's a prophecy worth remembering.

Eleanor Parker of "Pride of the Marines," who'll have the feminine lead in "Humoresque," is regarded as the shyest star in Hollywood. Doesn't go to night clubs, doesn't show off at public functions, never attends a premiere of her own pictures unless completely disguised.

Tuesday night on NBC is dedicated to laughter. There's Amos 'n Andy at 9:00 p. m., E.P.T.; "A Date with Judy" precedes them, and a climax is reached with Fibber McGee and Molly following.

If you've ever wondered what the studio audience was laughing at, when listening to a broadcast, and felt annoyed because you couldn't share the fun, you'll agree with Kate Smith's manager, Ted Collins, who feels that too many radio stars play up to the studio audience, to the detriment of their radio performances. That's why Kate has eliminated studio audiences on her new Friday night series.

Danny O'Neil has been signed for his first network commercial series as star of the new Powder Box theater, beginning October 11, Thursday nights on CBS. The series replaces "Rhythm, Romance and Ripley." Evelyn Knight and Jim Ameche are also featured.

SEWING CIRCLE PATTERNS

A Pretty Button-Back Date Dress Party Frock for Little Girls



1327 11-18

Ruffled Frock INDISPENSABLE in every junior wardrobe is this tempting long-waisted button - down - the-back date dress. Ruffles and beading make a striking finish for the skirt and fluttering sweetheart neckline.

Pattern No. 1327 is designed for sizes 11, 12, 13, 14, 16 and 18. Size 12, short sleeves, requires 3 yards of 35 or 39-inch material.

Frock With Bows HERE is an adorable party frock for your young daughter. It's so easy to make—cut all in one piece with drawstrings at neck, sleeves and waist. Make it in a pretty floral print and add gay velvet bows.

Pattern No. 8883 is designed for sizes 1, 2, 3, 4, 5 and 6 years. Size 2 requires 1 1/2 yards of 35 or 39-inch fabric; 3 yards ribbon to trim.

PUPPIES WANTED We buy puppies of all kinds, also kittens, canaries, parrots, etc. Give description and lowest dealer's price in first letter. GEISLER PET STORE 113 N. 16th St. — Omaha, 2, Nebraska

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RADIO TUBES Radio Tubes for sale. Send card stating types needed. The Arbor Co. Nebraska City, 1, Nebraska.

DRUG STORE FOR SALE FOR SALE: Drug Store and store building \$10,000. Half cash, half P. bonds. Write Box 188, Bushnell, Nebraska.

RADIO REPAIRING Radio repairing—Factory methods—Signal Corps trained workmen. OPA approved charges. Ship to us via express. 48 hour service. THE ARBOR COMPANY Nebraska, City, 1, Nebraska

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SEWING CIRCLE PATTERN DEPT. 330 South Wells St. Chicago Enclose 25 cents in coins for each pattern desired. Pattern No. _____ Size _____ Name _____ Address _____

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BEN-GAY—THE ORIGINAL ANALGESIQUE BAUME

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