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ORSES IN MODERN FARMING

Many people have asked me, as a breeder and user of purebred percherons, what I think of the present and future use of draft horse for farming. I am glad to give my views because I think both horsemen and tractor men need to give this careful thought.

First of all, I think we horsemen have made two mistakes in the past: (1) We encouraged wealthy men to go in the business of raising purebred draft horses as a business. For the past 20 years, I think, this should have always been a by-product of using draft horses as farm power. During this period it was unsound business for a man with 300 or 600 acres of land to have twenty to forty brood mares. (2) We pushed the use of only horses on the farm. On a 200 to 300 acre farm with three-quarters in cultivation using mares and producing colts, it needed about eight mares to do all the work. I think it is uneconomical to use two or three horses every day and have five or six others that work only sixty or ninety days a year.

I am convinced that the team of two or three that works every day does more work per dollar invested and per dollar of expense than any other sort of power. I am also convinced that the tractor is cheaper than the other five or six that only work 60 or 90 days.

This is, I believe, the opinion of thinking horsemen, and that is becoming the policy they will advocate. These men feel that the only plan to push is on that, down in your heart, you are sure insound, practical, and economical. Horsemen are convined that the use, every day, of one team is the most economical.

At a recent meeting of the Percheron Association of Frederick County the slogan, "At least one good purebred team on every farm," was adopted. The Association will probably appropriate certain funds to promote this program.

To my mind horsemen have been too "horsey," and mechanized men too "tractory." The fallacies of the horsemen have been pointed out. The mechanized men think the tractor always saves labor. This latter is definitely not true in at least two instances. In Maryland and Pennsylvania, many times during small grain harvest and silo filling, have seen wagons in the field with tractors with two men pitching up, one on the wagon loading and one driving the tractor—five men. With teams the same man would load and drive the team—four men.

Quite a number of men who have become entirely mechanized have come to realize that one good team to haul manure, and haul feed to stock and to work every day, winter and summer, very economical, and have bought and put this team to work..

This team will be useful and come in handy during the year, especially at the times when you are using mechanical equipment the most. It can be raking while tractor is mowing or hauling fertilizer and seed grain to the drill, cutivating corn (and a lot of it) while tractor is doing the same, and plowing in the fall and winter at almost no cost to the owner. When anyone thinks unbiasedly of the team that works all the time, he can not help realizing how economical it is.

We planned to change the operation of the fairly large number of farms we own, so that mechanical equipment would do the heavy work and be moved from farm to farm. I did not know whether to keep one team at each farm or to get a small tractor or (hopefully) a jeep for each farm. I took this question up with the most highly mechanized, efficient and capable man I know. This man lives in Illinois but knows a great deal about our own farm layout. Without reservation, he recommended that we keep one team at each farm.

What does all this mean to the draft horse industry?

I think it is more than just encouraging. Assume one good team would be on every farm. There are about 6,000,000 farms in the United States. The need would be 12,,000,000 good horses. There are not 1,000,000 good horses in this country. I think government figures show that there are 11,500,000 horses on farms and that the average age is 13 years. I put little stock in any figures that are per centages, such as these have to be but even if way off, they still indicate we are far from over horsed.

ADVERTISING MANAGER

Norman S. Almony

Norman S. Almony champion bowler and former manager of the Company's Washington Branch has been appointed Advertising Manager for the National Brewing Company.

Almony has been a member of the National Beer organization since October 1933. Although most of this time was spent in Washington, where he opened a branch and was largely responsible for its development, he was in Baltimore, on one occasion, for appoximately two years as Manager of Distributor Sales.

Before coming with National, Almony was with the Coca Cola Company.

Almony is best known in Baltimore for his achievements as a bowler. He is a member of the Spillway Team, in the Baltimore Major League, and to date this year has won two major bowling tournaments, the Recreation Singles and the Wilse King.

He is a member of the Masons, The Elks, Lion's Club, Advertising Club and the Touchdown Club of Washington.

Bill, what is the matter? I am tangled up. So many people to vote for, and I cannot help all. I am a fellow out of the bushes. I know the tricks. So go to S. H. Jones' Store for two large mackeral for 35c. Liza, you have white bread. Yes, I use Jones' flour, its white. Ladies' shoes, $1.98; children's shoes, $1.19; men's shoes, $2.50; plenty of men's pants from $1 up; men's shirts, 50c up; boys' pants, 45c; women's dresses, 75c; paint, $2 gal.; men's shorts; hog feed, dog feed, laying mash for more eggs; growing mash and chicken feed; onion sets, 15c qt.; white hominy; candy, 20c pound; mixed nuts, 45c; cakes and candy; women's $35 coats, your choice $6. Books written by S. H. Jones, 10c; 25c; 50c. Pipes marked up to $1.50, your choice 39c; starter and grower for little chicks; men's hats $2; Bill, I will be there Saturday. —S. H. JONES, Church Creek, Md.

BAKRS DOOM CAKE TO PROVIDE BREAD

The doom of the fancy layer cake has been planned by bakers who prefer to let millions eat bread.

With flour delivery already shut off by several mills, the major baking companies began reducing their output of cakes and pies in order to forestall as long as possible the necessity of serious cuts in their production of the ordinary loaves and rolls.

One baker said the immediate cut would be sharpest in the production of sugared and cream-covered layer cakes because that would "kill three birds with one stone—the flour, sugar and cream shortages." He said that many other kinds of cakes, pies and specialty products would become scarce.

This expedient, the bakers said, will enable the big companies to continue, for a week and possibly longer, an almost normal production of the common kinds of bread and rolls. Some of the smaller bakers, with less varied output, have already reduced their baking of bread.

A spokesman for one of the largest users of flour, with bakeries in many parts of the nation, said that some of the flour mills in Minneapolis had suspended operations last week because they had already sold the full quota allowed them under the Department of Agriculture order limiting domestic sales to three-fourths of what they had been in the same month last year.

The bakery spokesman said several large millers were worried about their ability to resume the grinding of grain next week because of difficulty in obtaining the wheat. He said the Midwest wheat market had become very tight.

HOW TO PREVENT WASTE OF BREAD

Prevent waste of bread. It is estimated that one slice out of every loaf of bread baked every day goes into the garbage. That is enough bread to feed 1,000,000 people in devastated countries for half a year. And here are some rules for saving it, offered by the Department of Agriculture.

To keep bread fresh and prevent mold, store loaves in moisture-proof paper wrapping in the refrigerator. Or if refrigerator space is not available, store bread unwrapped in well-ventilated box in a cool place, and scald and sun out bread box often. Dry bread can be used, but moldy bread is a total waste.

Follow the lead of restaurants and serve only enough bread for one slice apiece for each person at the table. Let the family ask for "seconds," and think up ways to make the crusty heel of the loaf a prized piece.

Where bread is baked at home, bring back the old-time custom of slicing bread on the table, and be ready to halve the slices to fit slender appetites.

For REAL PROMPT Relief from MUSCULAR ACHES-PAINS
Easier To Apply Than Mustard Plaster!
JUST RUB ON MUSTEROLE

Keep them in Your MEDICINE CABINET
Alka-Seltzer
Try Alka-Seltzer for Headache, "Morning After" Aching Muscles, Acid Indigestion. Pleasant, prompt, effective. 30¢ and 60¢.
ONE A DAY VITAMIN TABLETS
High Vitamin potency at low cost—ONE-A-DAY Vitamin Tablets. A and D tablets in the yellow box—B-Complex tablets in the grey box.
DR. MILES NERVINE
For Sleeplessness, Irritability, Headache, and Restlessness, when due to Nervous Tension. CAUTION—Take only as directed.

Advertisement

From where I sit ... by Joe Marsh

Willie Lives in an "Almost" Home

Willie Wells is one of many G.I.'s stationed overseas to keep the Peace. Not to forget them, let me describe a snapshot that he sent

It's the inside of a house where Willie's quartered . . . except the boys have fixed it up as much as possible to look like a typical American home. They've hung up pictures of their families, cultivated a stray puppy for a house pet.

And the snapshot shows Willie and his buddies sitting by their hearth, drinking friendly American beer and reading the hometown paper. *"Almost* like being back in Clover Corners," says the caption.

From where I sit, that "almost" packs a lot of meaning. Thousands of our boys are still overseas, trying to make their quarters homelike, even to the pet dog and the friendly glass of beer. Let's not forget to write them often—remind them that home is waiting—and it's not an "almost" home either.

Joe Marsh

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CHOPTANK CHRISTENING
By
CHESAPEAKE AIRWAYS
In colorful ceremonies, Chesapeake Airways will christen their second 28 - passenger Shoreliner,
"THE CHOPTANK"
SATURDAY
MAY 18th
Easton Municipal Airport
FULL DETAILS COMING

How to help yourself to FASTER TELEPHONE SERVICE

Most telephone lines are crowded with calls these days. So a few seconds saved on each call counts. Here are some easy ways to save those seconds — and the result will be faster, better telephone service.

1 Be prompt to answer when your telephone rings . . . but be patient when calling others. Waiting a few seconds longer may save another call.
2 Speak distinctly and clearly in a normal tone of voice. Lots of seconds are lost because conversation has to be repeated.
3 Be sure to "hang up" when you finish talking. If your telephone isn't properly replaced, your line is "busy" and no one can call you.
4 It is especially important to keep all calls reasonably brief on party lines, where thoughtful sharing of the line means better service for all.

THANKS FOR HELPING US GIVE YOU BETTER SERVICE!
The Chesapeake & Potomac Telephone Company of Baltimore City

Keep Your Light Burning!

KIPLING once wrote: "They asked me how I did it and I gave them a Scripture text: 'I kept my light a shining a little ahead of the rest.'"

During a period of business adjustment many firms neglect to keep their light a shining ... they neglect cultivating new customers and retaining the friendship and confidence of their old customers ... in other words, they neglect their advertising.

The business institution or organization that waits for "normalcy" to come back or for the signing of an armistice before beginning their advertising, will be left in the dark.

If you want to get your share of business in the post-war tomorrow, you must begin now to lay the foundation by the use of letters and advertising to your old customers and logical prospects ... You must keep your light a shining a little ahead of the rest. NOW IS THE TIME TO LIGHT YOUR LAMP.

WELDING
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SECRIST'S MACHINE SHOP
M. W. SECRIST EASTON
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M. W. SECRIST EASTON
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