IT MAKES SMALL DIFFERENCE

WHAT MY Talent IS...

Perhaps I sing ... or paint ... or write ... 
Or free from stone an image I alone 
Perceived before.

Or then, perhaps, 
Mine is another gift ... 
The gift to teach ... to build ... or to extract 
From earth and air and sun and sea 
New knowledge, power, or wealth.

But, as I say, 
It makes small difference 
What my talent is ... however grand 
Or humble its estate.

Let me but have, as well, 
Its rare companion gift 
Of wisdom.

Let me be but wise enough 
To nurture talent with my toil, 
And moisten it with sweat ... to swell 
Its growth with diligence, 
And wear its bloom with grace.

Then only will my song 
Stir echo in Man's heart, and my painting 
Find reflection in his eyes ... 
Then only will my written word find permanence, 
And my sculpture honored place.

Finally ... 
Let me be but wise enough 
To know my talent's Source, 
And let me then—in gratitude— 
Give all to it ... 
But more important still—however grand 
Or humble its estate— 
Give it to All!

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AGRARIAN

PHILOSOPHY

By
Gene Stembridge

What does agriculture mean to you? All too many people have the conception that agriculture is unrewarding small-time farming. They fail to realize the challenge, the complexity, and the magnitude of our nation’s basic industry.

Perhaps we all take for granted this country’s agricultural wealth of food and clothing. But this wealth didn’t just happen—it resulted from the hard work and careful planning to develop and use the natural resources with which God has blessed this country. The work of agricultural colleges, experiment stations, and the extension service has been of primary importance in the growth of our nation and its agriculture. Without them the new varieties and breeds, and the improved methods of producing plants and animals would have been slowly discovered and even more slowly disseminated.

There is little wonder, then, that the decreasing enrollment for agricultural study and the resulting decrease of trained agricultural workers is alarming. The enrollment in the School of Agriculture at Clemson has dropped for several years, and a reduction of ten percent is expected for the next school year.

What is responsible for this decreased enrollment? The primary reason is the misconception of agriculture and the failure to realize the opportunities available in this field. Few prospective college students realize that agriculture is a science, or rather a combination of several basic sciences such as chemistry, mathematics, and biology. A college course in agriculture entails the application as well as the study of these basic sciences.

It is true that the agriculture graduate may start at a lower salary than other college graduates, but this gap is steadily decreasing. The starting salary does not tell the whole story, however, for there is better chance for rapid advancement in agricultural work. No one will argue that money is unimportant, but of primary importance in selecting a vocation is the individual’s interests. Herein, to the person who recognizes it as a way of life and a challenge, lies agriculture’s appeal.

(Continued on page 13)
SERVING THE FARMERS IN NORTH AND SOUTH CAROLINA SINCE 1906

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CHARLESTON, S. C. CHARLOTTE, N. C.
Fewer Peaches - Greater Profits

By Willie L. Corley, Hort. '58

Peaches, like many other fruits, produce small, poor quality fruit if all the blossoms which set fruit under normal pollination conditions are allowed to remain on the tree. If only ten per cent of the buds matured fruit, there would be a full crop. Of course, many flowers are not pollinated, and many others fall during the June drop, but an excessive amount still remain.

In years when frosts do not thin the fruit the grower is faced with the problem of thinning by hand. Hand thinning, including the use of rubber hoses and wire brushes, is costly and time consuming, and its elimination would widen the grower's margin of profit.

The application of chemical sprays for blossom and post-blossom thinning has been the goal of horticulturists for many years. Only recently, however, has the availability of satisfactory materials warranted the trial of such a practice.

The principal difficulty encountered in the use of chemical sprays is obtaining the proper degree of thinning under the variable conditions which occur each spring. Careful considerations should be given to all the natural factors which might possibly influence fruit set before any blossom thinning treatment is applied. The concentration of the chemical presents a primary problem. This is determined by the nature of the chemical used, the amount of thinning desired, the variety of peach, and the time of application. Higher concentrations are used where premium sized fruit is desired. Halehaven, Early Halehaven, and Early Elberta are varieties which are the most difficult to thin, while Golden Jubilee and Elberta peaches thin easily.

The chemical should be applied in a thorough, uniform manner as a mist spray without drenching or overlapping. The amount of material applied per tree is as important in influencing the results obtained as is the concentration used. A drenching spray of weak concentration may thin more heavily than a light application of more concentrated spray. Spraying from the top of the sprayer will permit more desirable coverage than from the ground. Heavy spraying of the lower branches should be avoided, as they thin more easily.

Extensive tests involving numerous chemicals on many varieties of peaches have been conducted at experiment stations in many commercial peach growing areas in the United States and Canada. These chemicals are considered as falling into two broad groups: those used for thinning during full bloom, and those which thin best after blooming is completed.

Blossom Thinning:
The thinning of peaches with dinitro compounds may have an advantage over hand thinning and the various mechanical methods which have been developed. Several dinitro compounds, including Elgetol (dinitro-ortho-cresol), DN No. 1, and DN No. 289 were applied at full bloom in tests on Elberta trees at Cornell University. DN No. 289 was decisively the better thinner, although good results were obtained from each spray. Thinning peaches at bloom time with dinitro sprays resulted in greater fruit bud hardiness the following year than did conventional hand thinning or no thinning. In some tests in Canada, high concentrations of Elgetol were required to produce moderate thinning in dry weather, but when applied before a rainy spell resulted in almost complete fruit killing and defoliation. The extreme susceptibility of peaches to dinitro injury in damp weather makes the application of dinitro compounds hazardous. These sprays should be applied the first day when nearly all the blossoms are open. Often this period is only one day. In many districts there is still danger from frost after full bloom, and the final set of fruit cannot be determined at this time. Later spraying requires higher concentrations and would likely cause more foliage injury. It is highly probable that results for any given variety would vary somewhat from year to year and from one locality to another because of differences in conditions affecting tree growth and fruit set.

Another blossom thinning material which shows promise is NPA (N-1-...
The future looks bright for livestock in the South. Livestock production, especially cattle production, has grown tremendously in the past few years in the South and even greater strides are predicted for the future. If the expectation of full employment is realized, the demand for meat in the United States will have reached 35 billion pounds by 1975. The South is expected to increase its demand by greater proportions than are other sections.

Per capita consumption of meat in the South is expected to increase from a level of 84.7 per cent of the United States average in 1950 to 92.7 per cent by 1975. This will mean a rise in per capita consumption from 122 pounds in 1950 to 156 pounds in 1975, or an increase of 34 pounds per person.

Population predictions indicate that the South will maintain the same proportion of the country's population in 1975 as compared with 1950. Demand for meat in the South is expected to rise from an estimated 3.8 billion pounds in 1950 to 6.6 billion in 1975.

Indications are that the demand for meat in the South will continue to increase both absolutely and relatively to the nation as a whole. Further research is needed, however, in order to estimate the South's capacity and willingness to increase its livestock production to meet rising demand.

Agricultural leaders have advocated an expansion of livestock production in the South to bring about a better balanced and sounder agricultural economy. The predominant pattern of farming in the South leaves a large part of the agricultural land and labor resources in a low state of productivity. Agricultural income derived from the sale of livestock and livestock products, however, is increasing.

The expansion of the livestock industry in the South on a sound basis will depend upon several factors. The future demand for meat and livestock in the United States with special emphasis on the demand of the South and the development and acceptance of improved livestock production technology are the primary factors which limit this industry.

Other important factors are the alternatives within agriculture in the region, and the interregional competition in livestock production.

Location of the present and prospective demand for meat and livestock in the United States is important from the standpoint of planning livestock production and the location of marketing and processing facilities. Expansion in the demand for meat and livestock in the South will benefit southern producers more than those in other regions, for other regions have the disadvantage of transportation costs in supplying the southern market.

A large part of the consumption of meat in the United States is represented by the urban population. The major part of any future increase in the market for meat will likely come from urban population.

The South was the only region in which the urban per capita rate of consumption was below the national average, according to a 1948 survey. Consumption of beef on this urban per capita basis was highest in the western region.

Estimates of the total demand for meat in the future depends to a great extent on the population increase. The proportion of the United States' population living in the South has not changed substantially since the turn of the century.

Per capita consumption of meat for 1975 is expected to be about 16 per cent above the 1951-53 average. Given the per capita demand for meat in the United States, the total demand is then solely dependent upon the population of the nation, which is expected to be between approximately 199 and 221 million by 1975.

The expected total demand for meat in the United States for 1975 ranges from 33.4 billion to 37.1 billion pounds, depending on the assumption of population growth. These expectations represent an increase of 41 to 57 per cent over the 23.6 billion pound average in 1951-53.

Generally speaking, this increased demand will direct more resources (Continued on page 14)
LEADING GROWERS OF MANY CROPS DEPEND ON TOXAPHENE FOR SEASON-LONG INSECT CONTROL. FOR EXAMPLE, TOXAPHENE IS OFFICIALLY RECOMMENDED FOR CONTROL OF MORE COTTON INSECTS THAN ANY OTHER INSECTICIDE.

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Clemson's Little International

By Joyce Cox, A.H. '57

Last fall, just as the first semester of the school year was getting underway, the Block and Bridle Club, Clemson's student Animal Husbandry organization, started planning a livestock show for the coming Spring. It was decided that the show would be called "The Clemson Little International". Guidance for this venture was readily supplied by the entire Animal Husbandry staff of the College of Agriculture and especially by Professor Dale Handlin, who had prior experience with the preparation of livestock shows. Although many problems hitherto unknown presented themselves, it is generally felt that they were successfully surmounted.

The program, which ran for an entire day, included the showing of swine, the showing of sheep and the showing of cattle. These groups of livestock were divided into classes. The swine were divided into classes of barrows, gilts and boars; the sheep were divided into classes of fat lambs and ewes; and the cattle were divided into classes: Polled Hereford heifers and steers, and Aberdeen Angus heifers. The culmination of these events for each group of livestock was the crowning of a Grand Champion Showman and a Reserve Showman. When these events were finished, a judging contest was held. The winner of this contest was chosen on the number of correct judges he made and also the number of correct reasons he gave for his choices.

The Little International contestant judging a class of swine

The results of these contests run as follows. First and second places for the sheep showmanship were captured by T. S. Baker and R. H. Hammond, Jr., respectively; R. T. LeMaster and J. E. Yonce were respectively named the Champion and Reserve Champion in swine. C. P. Whitesides was named the Champion Showman in cattle, while H. T. Arant won the Reserve Champion award. When each individual champion, from each class, had been chosen, each competed to become the Grand Champion of the entire showmanship contest. R. T. LeMaster, showing a boar, was named the Grand Champion Showman while C. P. Whitesides was named the Reserve Grand Champion Showman. In the individual judging contest, C. M. Chandler was named overall Judging Champion with R. C. Sherrard being named runner up.

After the showmanship contest and the individual judging contest were over, everybody took time out for lunch. At 1:00 P.M. the F. F. A., the 4-H and the College Freshman judging contests were held. These contests consisted of team judging rather than individual judging, although the top four members of each winning team received prizes in addition to the plaques that were presented to the winning team as a whole. These awards, with the ex-

The Little International Queen Mrs. Allan Pettigrew presents the reserve grand champion showmanship ribbon to C. P. Whitesides.

(Continued on page 16)
ALPHA ZETA INITIATES NEW MEMBERS

Fourteen new members were recently initiated into the South Carolina chapter of Alpha Zeta, national honorary agriculture fraternity. Alpha Zeta members are selected on the basis of their scholarship, leadership, and character.

The new members are: Wendel Brown, agronomy senior; Marvin Wall, VAE senior; Charles B. Taylor, agronomy senior; Adger Carrol, VAE senior; Talbert Gerald, agronomy senior; David Buckner, VAE senior; Jack Pruitt, horticulture senior; Michael Bosnak, entomology junior; Henry Young, agricultural engineering junior; Robert Stephens, agronomy junior; Bobby Skelton, horticulture senior; William Richey, agricultural economics junior; Harold Arant, VAE sophomore; and States McCarter, VAE sophomore.

On April 18 the following officers were elected: Gene Stembridge, Chancellor; Robert L. Stephens, Censor; Geo. W. Powell, Scribe; William B. Richey, Treasurer; and Michael Bosnak, Chronicler.

HORTICULTURE NEWS

Dr. W. L. Ogle recently became a member of the horticulture faculty. Dr. Ogle, a native of Tennessee, received his B.S. at the University of Tennessee and his M.S. and Ph.D. at the University of Maryland. He taught at the University of Rhode Island before accepting a position at Clemson. Dr. Ogle is a truck crop specialist.

At a meeting on April 16 the Horticulture Club elected its leaders for the next school year. Those elected were: Richard Reynolds, President; John Thomason, Vice President; Sammy Plowden, Secretary; and James Blackwell, Treasurer. Professor F. W. Thode is the faculty advisor.

The club recently sold the tomato plants which they had raised this Spring to finance club activities. These plants were started in the greenhouse and hardened in hotbeds which the club built.

DIRECTORS MEET

A three day meeting of directors of agricultural experiment stations and the extension service was held at the Clemson House on April 16-18. After the meeting the directors toured the agricultural center. On April 19-20 the group toured several southern counties. The directors at this meeting represented 13 southern states and Puerto Rico.

JUDGING TEAM WINS CONTEST

The Clemson Livestock Judging team recently won the Southeastern Intercollegiate Livestock Judging Contest. This contest was open to teams of thirteen southeastern states. Seventeen teams participated in this year's contest, which was held at Fayetteville, Arkansas on April 26. The contest moves to different schools each year and will be held at the University of Georgia next year.

The Clemson team left April 22 and made stops at schools and ranches along the route. They returned on April 28.

The Clemson team is composed of the following men: Hugh F. Ables, James E. Floyd, P. C. Cochran, Theodore W. Hayes, James B. Petty, Thomas N. Rogers, Frank M. Way, William C. Weeks, Bruce F. Wyatt, and James C. Yonce. Professor Dale Handlin is the coach of the Clemson team.

The contest consisted of the judging of numerous classes of livestock. These included five classes of cattle, four classes of hogs, and three classes of sheep. Oral reasons were given on eight of these classes.

Clemson men also placed high in the individual judging contest. There were 85 participants in each individual contest. James E. Floyd placed third and Hugh Ables placed eighth in over-all individual judging. Theodore Hayes was the second high man in the swine judging contest. Floyd placed fourth and James C. Yonce took sixth place in the cattle judging contest.

DAIRY NEWS


JONES ATTENDS LAND-GRA nt MEET

Dr. J. W. Jones, Director of Agricultural Teaching, was one of three elected southern region representatives attending the American Land-Grant College Association meeting in Chicago, May 3-4. Dr. Jones was elected at the annual association convention in Washington, D. C., last November.
AGRICULTURAL SCHOLARSHIPS

Several Agricultural Scholarships were awarded in Honor Day exercises at Clemson on May 1.

The Danforth Fellowship is awarded to an outstanding freshman in the School of Agriculture. Michael Mangum of Spartanburg, a Pre-Forestry major, received this award, which is valued at $50 and provides for a two weeks stay at a Leadership Camp at Shelby, Michigan.

The Sears-Roebuck Sophomore Scholarship was awarded to States M. McCarter, York, S. C. The scholarship valued at $250 is awarded to the sophomore making the highest scholastic record as a freshman Sears-Roebuck scholar.

McCartor also received the Alpha Zeta Award, which is given annually to the Agriculture sophomore having the highest scholastic average.

A Ralston Purina scholarship was awarded to J. J. Britton from Sumter, S. C. This $500 scholarship is awarded to a rising senior in the School of Agriculture. Britton is an Animal Husbandry major.

The Charles Carter Newman Prize in Horticulture went to Bobby Joe Skelton of Clemson, a Horticulture senior. This award amounted to $50.

The Borden Agricultural Scholarship was awarded to Daniel Dixon Lee of Dillon, S. C., a Dairy senior. This $300 scholarship is awarded to the senior who has the highest scholastic record while taking at least three Dairy subjects.

The Alpha Tau Alpha Scholarships Medal is awarded to the senior in Agricultural Education having the highest scholastic record. This award went to David F. Borchert of Zearing, Iowa.

The Anderson Fellowship is given annually for graduate study in the Biological Sciences. James T. Ligon of Easley, an Agricultural Engineering major, received this award.

The Coburg Dairy Scholarship amounts to $1000 and is given in two installments of $500 each to a Dairy major during his junior and senior years. George W. Powell of Williston, S. C., a rising senior who won this award last year, received the second $500 installment.

The Thomas G. Clemson Prize is awarded to an Agriculture major for achievement and improvement during his college course. This prize was won by Joyce E. Cox of Loris, S. C., an Animal Husbandry senior.

The Wall Street Journal Achievement award provides for a free subscription to the Wall Street Journal. Mason Homer Anderson of Wampee, S. C., an Agricultural Economics senior, received this award.

Scholarships for freshmen entering Clemson next fall total over $4,500. The deadline for applications was May 15. The winners of these scholarships will not be announced until next August.

HORTICULTURE FIELD TRIP

A tour of the gardens of South Carolina was made by the members of the garden and landscape design classes on April 7-9. This trip was planned and directed by F. W. Thode, Assistant Professor of Horticulture. The students who made this trip are Bob Burgess, Dan Richards, Linnie Middle- ton, Carl Gambrell, Robert Dibble, and Johnny Thomason.

The group visited several private homes and many gardens. Stops were made in Orangeburg, Greenwood, and Charleston. In Charleston they visited the municipal park and zoo, Magnolia Gardens, and Cypress Gardens.

ENTOMOLOGY FIELD TRIP

On April 3 through April 6 a group of students from the Entomology Department made a field trip that practically encircled South Carolina. The group included students Harry Rytenberg, Sam Turnipseed, Bill DuBose, and Melvin Latham, and advisor W. F. Chamberlain, Associate Professor of Entomology. The primary objective of this tour was the collection of representative insects in South Carolina.

NEW DAIRY SCHOLARSHIPS AVAILABLE

Two new Dairy Scholarships will be awarded for the first time next fall to Dairy majors.

The South Carolina Dairy Scholarships amounts to $1000, and will be awarded to a rising Dairy junior.

The first Pauline Hanckel Dairy Scholarship is to be given by the Ladies Auxiliary of the South Carolina Dairy Association next fall. It is a $1000 scholarship and is also awarded to a rising Dairy junior.
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South Carolina
Professor James M. Stepp, a native of North Carolina, is a prominent figure in the Agricultural Economics Department and is held in high esteem for his instructional ability and his interest in students. Dr. Stepp received his A.B. degree from Berea College in Kentucky in 1937. While in college, he was president of the literary society, business manager of the college yearbook, a member of the debate team, and an active member of the college glee club. Dr. Stepp received his M.A. degree from the University of Virginia in 1938. Continuing his graduate work at Virginia, he earned his Ph.D. degree in 1940.

Since joining the faculty at Clemson, Dr. Stepp has been an active advisor in student affairs. He has been Secretary-Treasurer of the Clemson Chapter of Khi Kappa Phi, Second Vice President of the Southern Economics Association, and General Superintendent of the Methodist Church School. At the present he is Vice President of the Clemson Fellowship Club, member of the Constitution Revision Committee of the Clemson College Faculty Senate.

Dr. Stepp has played a very important role in actively guiding our leaders of tomorrow through their college years.

Professor Albert Meyers Musser, Head of the Horticulture Department, was born in Hartleton, Pennsylvania. He attended Penn State and the University of Florida. After receiving his B.S. degree, he served with the U. S. Navy. In 1919 he became a County Agent in Clarendon County, and since that time has figured prominently in South Carolina's horticulture. In 1934 Mr. Musser became the Head of the Horticulture Department after serving as acting head for several years.

Mr. Musser has become famous as a specialist in fruit production, especially peaches. He has done work with peach stocks, the pruning of peach trees, and varieties of fruits and peaches. Also, Mr. Musser has conducted research on the fertilization of fruits. Professor Musser, along with two co-authors, has also found time to write a textbook which is widely used in the field of horticulture.

Mr. Musser has served as President of the South Carolina Peach Growers Association and as Chairman of the Horticulture Department of the Southern Agricultural Workers Association. He is a member of the American Society of Horticultural Science, American Forestry Association, American Association for the Advancement of Science and the American Society of Plant Physiology.

Professor Robert Ritchie of the Animal Husbandry Department is a well known figure to the agricultural students at Clemson. He came to Clemson in 1926. Prof. Ritchie is a native of Iowa, and received his B.S. degree from Iowa State College in 1926. After a few years of teaching at Clemson, he returned to Iowa State College to do graduate work. He received his M. S. degree in 1938. Mr. Ritchie spent the years 1947 and 1949 in Japan with the National Resources Section, General Headquarters of the Allied Powers. His work was connected with the improvement of the Japanese livestock industry. Mr. Ritchie did much in aiding the rehabilitation of this Japanese industry.

Not only is Mr. Ritchie interested in the animal industry, but he is also an important figure in the athletic program at Clemson. Having been an athlete himself, Mr. Ritchie has done much to promote athletics here at Clemson. At the present he is Chairman of the Athletic Council of Clemson, and he is also Vice President of the Atlantic Coast Conference.

Professor Ritchie is a member of the following organizations: Alpha Zeta, Kiwanis Club, the National Block and Bridle Club, the American Society of Animal Production, and the Pendleton Farmer's Society.
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THE AGRARIAN
PEACH THINNING
(Continued from page 3)
naphthyl phthalamic acid). When applied to Elberta trees after full bloom, very good results were obtained. The thinning action is not dependent upon a particular stage of bloom and thereby allows the achievement of maximum benefit in fruit size.

Another chemical, maleic hydrazide will reduce the set of peaches during various stages of bloom with no visual damage to foliage. Applications of this chemical properly reduced the set of Haleshaven peaches. When spraying was delayed until during the June drop, no results were obtained.

Post-Blossom Thinning:
Post-blossom thinning would offer a solution for blossom thinning hazards. Tests conducted in Missouri revealed that Elberta peach trees responded only slightly to sprays of naphthaleneacetic acid applied at full bloom or shortly after. When applied 35 days after full bloom, thinning was satisfactory. Generally, fruit buds on trees thinned with naphthaleneacetic acid after full bloom were not as cold resistant as were the buds thinned with dinitro, but were more resistant than buds on trees which were hand thinned. The amount of thinning which resulted from applications of a given concentration varied with the variety. Naphthaleneacetic acid sprays offer several distinct advantages: thinning can be delayed until most danger from frost is over, the amount natural dropping of fruit can be determined, the material is compatible with common spray materials, and the timing does not have to be controlled as accurately as for full bloom sprays.

Chloro-IPC gives sufficient thinning uniformly over the tree and apparently does not damage foliage. Redhaven and Elberta have been thinned effectively with Chloro-IPC. This chemical is very volatile and requires higher concentrations for effectiveness during warm weather. Also, it does not possess dependability in the amount of thinning from year to year and in different sections of the country.

The most valuable spray thinning material would be one which would eliminate the competition between fruits on trees of early ripening varieties during a period soon after blooming. This would allow fruit to obtain the most desirable size. Hand-thinning could not be completely eliminated, but reduced considerably. Early ripening varieties could obtain larger size than by usual thinning procedures. With further experimentation, chemical thinning may prove to be invaluable to peach growers in the reduction of thinning costs. Both blossom and post-blossom thinning materials are being tested at Clemson and the Sandhills Experiment Stations in South Carolina.

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AGRARIAN PHILOSOPHY
(Continued from page 1)

How can the college student tell agriculture’s story and destroy this misconception? Aside from personal contacts, the way lies through more active work in student agricultural activities as the biennial Ag Fair and the recent Little International. The Agrarian will endeavor to do its part by featuring articles which will develop and intensify interest in agriculture.

THIRTEEN
CATTLE
(Continued from page 4)
to be allocated to livestock production. Trends in meat animal prices relative to all other farm prices have been upward. While this may indicate a lag in technological improvements in livestock production, it is primarily due to an increasing demand for meat relative to most other commodities.

Expected demand calls for a substantial increase in the production of beef—an expansion of 16½ to 17 billion pounds by 1975 as compared with the 10.3 billion pound average for 1951-33. This expansion would require favorable prices for beef relative to other meat animals or a relative decrease in production costs.

The expected demand for pork, 15.7 billion pounds by 1975, may be relatively easier to meet than the expansion in beef cattle. Hog numbers can be expanded or reduced quickly as demand, feed supplies, and prices dictate.

The ultimate size of the sheep industry will be determined primarily by the demand for lamb and wool as well as government policy relating to wool prices. The predicted increase in the size of the sheep industry approximates a potential that assumes relatively favorable prices for lambs and wool. Prospective demand has been set at approximately 825 million pounds.

A considerable expansion in equally productive livestock will be required to meet the expected aggregate demand for meat in the United States. Predicted demand would require that cattle numbers be increased to 120 to 125 million head by 1975. Beef numbers expected to expand approximately 45 per cent, and stock sheep are expected to expand approximately 28 per cent.

The location for the necessary expansion in production is a problem involving farm management and interregional competition. Livestock marketing research workers in the southern region are especially interested in the prospective production of livestock in this region.

The estimated per capita consumption of meat in the South has increased rather steadily since 1930 in actual terms and relative to the national average. These estimates of meat consumption indicate that the increased demand for meat in the South since 1930 has been more than that attributed to the increase in population.

On the basis of two factors, per capita demand for meat in the South is expected to be 15.7 pounds by 1975, if the assumption of high employment and 1951-33 prices is made. These factors are the regional distribution of per capita income, and the estimated level of per capita income in the South relative to the nation.

For 1975, this expectation is 27.9 per cent above the 1950 estimated per capita demand for meat in the South. The predicted increase for the South is considerably larger than for the national average.

Predicted demand for meat in the South on a per capita basis is not broken down by kinds of meat produced by different livestock considered in this study. Consumption of pork in the South is now high compared to the national average and to the total meat consumption in the South.

Lamb consumption is extremely low in the South, but it appears likely that lamb consumption will increase in this region. Relatively few consumers in the South have had the opportunity to develop a taste for lamb. But even if lamb consumption increases in the Southern region, it will probably continue to be a minor item in the diet of the southern people.

An increase in consumption of beef and veal relative to pork is indicated for the future. Cattle numbers move up and down periodically, but can increase on a permanent basis only as feed supplies (including pasture) increase or feed resources are reallocated within the livestock industry. As cattle numbers increase, more feed is shifted to beef production at the expense of pork production unless the total feed supply is increased. The ratio of beef to pork consumption in the South over the next two decades will depend largely on the supply and relative prices of beef and pork at the national level.

Total demand for meat in the U.S. and the South will be determined by the growth in population, assuming that a per capita demand has been established. Thus, population growth is a major factor in anticipating the potential market for meat, both in the nation and in the South. But in the final analysis, consumption of meat in the South as well as the nation will be determined by the supply of meat available.

These predictions are based on the assumption that demand, as it influences prices, will direct resource allocations to bring about additional production. Demand in the aggregate will be influenced by population and income. Population, income, and demand predictions for 1975 may have to be revised as this date is approached, however. Although conceding that limitations on the accuracy of these predictions exists, present and potential livestock producers are constantly making production decisions.

(Continued on page 16)
Farming steps years ahead

New dynamic D-14 tractor

with exclusive new
Power Director

New Low-Line, High-Crop design... and an exclusive new way of directing power and speeds at will—
The Dynamic D-14 introduces a new tractor concept!

☆ New Power Director provides 8 speeds ahead. Quick-shift to high or low range on the go... operating with constant-speed, live PTO. Farmers have never experienced anything like it!

☆ New Roll-Shift front axle spaces front wheels without blocks or jacks. And naturally, the original Power-Shift rear wheels, too! Power Steering if desired.

☆ New Enclosed Hydraulic System... new Range Selector for Traction Booster system controls traction weight on rear wheels, automatically.

☆ New Easy-Ride seat brings an entirely new feeling of comfort and security. Roomy platform lets operator step up easily and stand safely.

☆ New D-14 cultivator is easily mounted. Gangs roll in like a rubber-tired wheelbarrow. Rear-mounted implements interchangeable with WD and WD-45 Tractors. SNAP-COUPLER hitch—of course!

All this—plus the power of the Dynamic D-14's new Power-Crater engine. Here is 3-plow farming with a brand new feel... farming that steps years ahead.

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TALL CORN

For unadulterated whimsicality, we take you now to an Indian reservation. Rigor mortis had set in for Chief Shortcake.

His brother chiefs came to his tepee and offered to defray all the burial expenses. But his squaw squawked. What did she say?

"Squaw bury Shortcake."

Then there was the family who named their dog Carpenter because he did odd jobs around the house.

Doughterty took his girl out in the fog and mist.

LITTLE INTERNATIONAL
(Continued from page 7)
ception of the College Freshman team awards, were presented upon the conclusion of the events.

The College Freshman awards were presented to the participants by the Block and Bridle Club at a banquet held at the Clemson House. Also pre-

Then there was the absentminded professor who forgot to write and $8 book to sell to his class.

"So you want to kiss me? I didn't know you were that kind."

"Baby, I'm even kinder than that!"

A biology professor was unwrapping a parcel before his class which he explained to his pupils was a fine specimen of a dissected frog. Upon disclosing two sandwiches, a hard-boiled egg, and a banana, he was very surprised and exclaimed, "But surely I ate my lunch."

Pre-press presented the trophy for the Beauty Queen. This Beauty Queen had been chosen by a group of impartial judges. Of the entries that were made, Mrs. Allan Pettigrew was chosen Queen of Little International with Mrs. Roy N. Mathis and Mrs. Roger N. Chastain being chosen as runners-up. As Queen of the Little International, Mrs. Pettigrew presented all trophies and ribbons to the winners.

Although many mistakes were made in the planning and actual performance of the exposition, many valuable lessons were learned. Through the combined efforts of the Block and Bridle Club and the Animal Husbandry staff of the college, an annual event has been added to Clemson's calendar of events. It is felt that this show will grow with the livestock industry of this state, and serve to develop and intensify interest in livestock production.

CATTLE
(Continued from page 14)
isions on this basis. The long-run picture for the livestock industry in the South is favorable. However, there may be periods of declining prices during which many producers, especially those producing on a marginal basis, will be caught in a price squeeze.

The area in which the expansion of the livestock industry should occur is a problem. The aggregate demand for meat in the U. S. is expected to expand at a rate of two per cent a year. The expansion in the aggregate demand for meat in the South is expected to be about one per cent above the rate for the United States, or an expansion of three per cent a year.

This will give justification to expanding livestock production in the South at a rate faster than in other regions of the nation.
Best buy in a 10-footer!

Compare performance and value... see why the NEW McCormick® No.101 Harvester-Thresher puts you ahead!

Famous McCormick No. 141 self-propelled—with 68 hp engine, variable-speed drive and double-shake cleaning. The level-land model comes with 10, 12, or 14-foot platform, windrow pickup, or 2-row corn unit. The No. 141 also is available as a rice special or an automatic-leveling Hillside combine.

Popular McCormick No. 76! This full-width, straight-through combine has oversized separating and cleaning areas that easily handle a full 7-foot swath or heavy windrow. You can get the McCormick No. 76 with 6 or 7-foot platform or windrow pickup... power take-off or 24 hp IH engine.

Here's the new performance leader of the 10-foot combines—at an amazingly low price! No other 10-footer gives you so much: 55 hp IH engine... on-the-go speed control... big-capacity 28-inch straight-through separator with 22-inch diameter rasp-bar cylinder, rotary straw racks, opposed-action cleaning, and 22-inch variable-speed cleaning fan. Big 40-bushel grain tank.

Hurry your '57 harvest with a McCormick combine that bins more of your crop. Your IH dealer will point out unmatched grain-saving features... unmatched ease of adjustment and service. See him soon! Use the IH Income Purchase Plan.

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Seems almost everyone knows the
good word for **Winston**

AND THE WORD IS "TASTE" ... good taste!
See if you don’t think that Winston is the best-tasting cigarette you’ve ever smoked! Part of the reason is the exclusive snow-white filter, carefully made to let you enjoy Winston’s rich, full flavor. It’s no wonder, really, that Winston is America’s best-selling filter cigarette — and by a wider margin than ever! Try a pack real soon!

Enjoy **Winston** ... with the snow-white filter in the cork-smooth tip!