

Maxwell Anderson's "Eve Of St. Mark" Comes To Screen In Blaze Of Triumph—At Roxy Theatre Thur., Fri., Sat.



Acclaimed the greatest emotional experience to come out of this war, 20th Century-Fox's powerful picturization of Maxwell Anderson's celebrated hit play, "The Eve Of St. Mark," opens Thursday at the Roxy Theatre. The film features Anne Baxter, William Eythe and Michael O'Shea. Above, William Eythe (right) flusters Anne Baxter (left) by telling Ruth Nelson and Ray Collins how he "discovered" Anne while on his furlough trip to New York. The stirring drama of the love and faith of a GI Joe was directed by John M. Stahl, and produced by William Perlberg.

The Farmer and War Bond Purchases

by Charles W. Holman, Secretary
The National Cooperative Milk Producers' Federation

AMERICAN farmers have a great deal more at stake in purchasing War Bonds than simply a patriotic urge to assist in financing the war so that it may be prosecuted to an early and victorious conclusion. Modern war demands governmental expenditures far in excess of those which may be met by current revenue receipts. This means Government borrowing. If a large part of this borrowing is through commercial banks additional inflationary spending power is created through the expansion of credit. On the other hand, if the borrowing is largely from individuals much of their excess funds are drained off. Hence, the pressure on prices resulting from unusually large funds bidding for limited amounts of goods and services is relieved, and thus inflation retarded.

A tremendously increased agricultural production and some increase in average prices received above those paid by farmers have raised the net income of all United States farmers from the 1935-39 average of \$4.7 billion to \$6.3 billion in 1941, \$9.4 billion in 1942, and an estimated \$12.5 billion in 1943. With available supplies of farm machinery replacements and building materials limited, agriculture has a fund available for either debt retirement, savings readily liquidated for future purchases of machinery, buildings, etc. or for present investment in land.

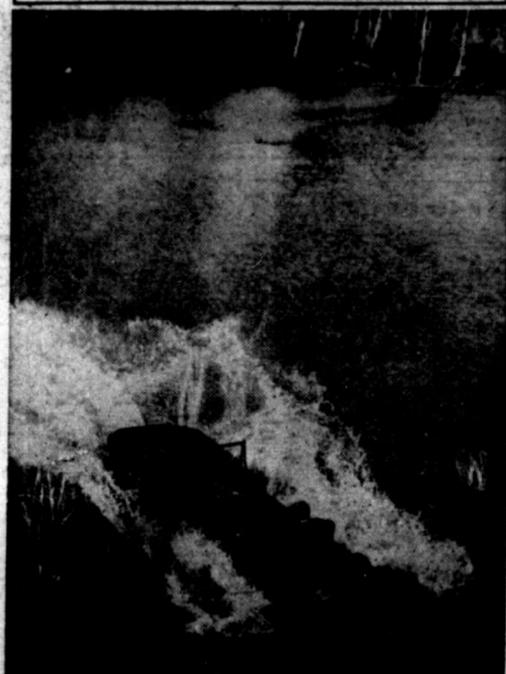
A marked decrease in farm mortgages in recent years indicates that much of this fund has been properly applied to debt retirement. However, activity in land sales and a very marked increase in land values demon-

strate that farmers are probably diverting a large part of this fund into land purchases. From March 1, 1943, to March 1, 1944, average land values per acre rose 15 per cent, with the larger part of the rise taking place in the last four months of the period. The increase during this four-month period was the highest on record, being 20 per cent greater than the average monthly rate of increase for the 1918-20 boom year. Average values per acre have increased more than one-third in the past 3 years. In the 1916-19 period the rise was about the same.

It appears that an overcapitalization of probably temporarily high farm commodity prices is in process just as in World War I. Large mortgage debts incurred now, at high levels of income, will prove disastrous when both total agricultural production and prices fall. Land values are based on the net return to land. With the end of the war in sight and with the prospect that farm labor and other costs will require a relatively larger return leaving the return to land less, the logical course for land values at present would appear to be downward rather than upward.

Therefore, it appears that farmers would do well to invest every available dollar, beyond that needed for debt retirement, in Government Bonds. These can be held against the day when necessary farm replacements will be available and when farm land values will have become more stable. In this way the individual farmer may assist in hastening the day of return of his son, and also have capital available to help finance him in ventures of his own choice. U. S. Treasury Department

GI's Weasel Gets Webbed Feet



Amphibious qualities were added to the Weasel in a new series of the famed GI vehicle introduced by Studebaker today. Continuous circuit tracks powered by a Studebaker passenger car engine furnish propulsion, exactly as in land operation.

Powerful Love Story Revealed In New Film Starring Irene Dunne

Great! Yes, great is truly the word for it. Great is the word for Metro-Goldwyn-Mayer's "The White Cliffs of Dover," the G-R-E-A-T motion picture which will open Sunday at the Roxy Theatre. Not only is the film great, but listen to this cast of star names and decide for yourself if they're not G-R-E-A-T: Irene Dunne, Alan Marshal, Roddy McDowall, Frank Morgan, Dame May Whitty, C. Aubrey Smith, Gladys Cooper and Peter Lawford. Now listen to the director! Clarence Brown. Remember him? He directed Mickey Rooney in "The Human Comedy." Now listen to the producer! Sidney Franklin. He produced "Random Harvest," "Mrs. Miniver" and "Madame Curie." All G-R-E-A-T pictures, you must agree. Now listen to what I have to say! Don't fail to see M-G-M's "The White Cliffs of Dover" when it opens at the Roxy Theatre! You will agree that it is without doubt the outstanding film of its kind ever to be produced. It's great, G-R-E-A-T! So take a bit of good advice and don't miss "The White Cliffs of Dover," the most outstanding picture to come to the Roxy screen or any other screen.



Mrs. George C. Marshall

MRS. GEORGE C. MARSHALL FOUNDS THE GRANDMOTHERS LEAGUE

WASHINGTON, D. C.: General George C. Marshall's wife founded the Grandmothers League as a roll of honor for grandmothers who buy War Bonds for their grandchildren.

Mrs. Marshall herself buys Bonds and stamps regularly for her three grandchildren, Tupper Brown, age 1, Jimmy Winn, 2, and Jimmy's sister Kitty, 9 months.

"Those Bonds fight for America today," Mrs. Marshall said in Washington. "When they mature they will bring to the coming generation the educational and other privileges that make America worth fighting for."

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Tractor Riding "Grandma" Praises War Bond League

Mrs. K. C. Henkle of Kenton, Ohio, does more than her share of war work. She and her husband run two farms at maximum production and with almost no outside help. In addition, Mrs. Henkle is chairman in her township for War Bond sales, for the Red Cross and for the combined scrap paper and grease salvage campaign. She is also a writer and has composed poems for War Bond and Red Cross programs over Stations WMRN, Marion, and WLW, Cincinnati.

Mrs. Henkle, who has an Army son, a Navy son, and an Army son-in-law, enthusiastically endorses Mrs. George C. Marshall's appeal to grandmothers to buy Bonds for



Mrs. K. C. Henkle

their grandchildren. She herself takes turns buying Bonds for her five grandchildren ranging in age from 4 months to 11 years. "Those Bonds," she says, "will help educate the children and set them up in businesses and farms ten happy years from now."

The Grandmothers League was founded by General Marshall's wife and has been widely accepted as a worthy and unselfish Bond-buying drive.

Why Farmers Should Buy and Keep War Bonds

by R. R. Renne
President
Montana State College



BUILDING financial reserves, paying off debts, helping to fight dangerous inflation, and patriotism, are all good reasons why farmers should buy and hold War Bonds.

A good financial reserve is an important part of sound farm management. War Bonds are safe investments and are almost as liquid as cash. Thus, they comprise an excellent financial reserve for unexpected needs and emergencies. After the last war prices fell rapidly, as they have after every major war, and thousands of American farmers lost their farms because they could not weather the economic storm. No other factor is more essential for continued satisfactory farm operations, through good years and bad, than adequate financial reserves.

In addition to unexpected needs for emergencies, farmers need adequate reserves to finance repairs, replacements and improvements around the farm. Difficulties in obtaining needed materials and labor for these expenditures cause farm buildings and equipment to wear out faster during the war period than in peacetime. If farmers can wait until sometime after the war ends to make these repairs and improvements, their dollars should go farther than they will immediately following the war, and better quality materials will probably be available. Moreover, too rapid or forced cashing of War Bonds immediately after the war could create a serious situation and contribute to post-war inflation. Also, holding Bonds to maturity makes it possible for the farmer to increase his investment by one-fourth through accumulated interest. Still another reason for having a good reserve in the form of War Bonds is that funds will be available for the boys when they return, to assist them in getting established in peacetime pursuits.

Many farmers still have long-term mortgage debt outstanding against their proper-

ty. Investment in War Bonds now makes it possible for the farmer to help finance the war and at the same time accumulate the funds which will enable him to liquidate his debt in a lump sum after the war. Systematic purchase of War Bonds furnishes a very orderly and sure way of accumulating the necessary funds for liquidation of debt that requires large lump sums for settlement.

The extremely heavy expenditures required to carry on modern total war creates high purchasing power, which combined with shortages of materials and labor, cause serious inflationary threats. Most farmers can remember the very high prices which occurred during the last war and the very low prices and depression which followed. With the present scale of operations much greater than during the first war, it is imperative that widespread inflation in general prices and in land be prevented. Using surplus funds to purchase War Bonds helps reduce inflationary pressure in commodity markets and, at the same time, helps finance the war.

Building financial reserves, paying off debts and fighting inflation, comprise adequate reasons for buying War Bonds. However, there is still another major reason why farmers should invest in War Bonds until it hurts and this is the patriotic reason. We are engaged in a very serious struggle to preserve democracy and our way of life. The sooner we can win this war the fewer lives of our sons and daughters will be lost. Our youth are making great sacrifices on the battlefronts all over the world, and it is up to each one of us on the homefront to give all we have. Large sums of money are needed for winning the war and if we will all buy War Bonds to the limit of our resources voluntarily, we can help finish the war at an early date. U. S. Treasury Department

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