



--President Wright

Scripture reading: Matthew 9 Verses 9-13

I have a very difficult subject to deal with this morning, and I am not sure that I am going to handle it just right because it is rather difficult. You know this week has been set aside for the schools of North Carolina as "Live at Home Week", and I don't believe you will be able to do it. Do you girls think you will be able to live at home this week and stay in school?

What is this Live-at-Home week? What is back of it? Can one really live at home? Stop and think for a minute just what the world is doing to give you a place to sleep, things to eat, and things to wear. Did it ever occur to you to think of where all these things come from? It might be a worth-while project for some girl just to take her wearing apparel and find out just where each item is made, and how many nations are involved in clothing a girl in East Carolina Teachers College; how many thousands of dollars are invested in just that one item, etc.

Well, suppose we eat at home (and I hope we all do--even in these days of hard times in North Carolina). But where does the food come from? How much of it is grown in our state? How much that is not grown in our state could be? Where do we get the butter we eat? I knew a good merchant in this town, a good merchant and a right-minded man who was interested in his town. Some people in town opened a bakery in Greenville, but he continued to order bread from Richmond. Someone--in fact, I did myself--asked him why he did not use the bread baked in the local bakery. And he said "Mr. Wright, my customers want Richmond bread, and I carry what my customers want." In other words, I am not running this store for myself, but for the people who patronize me; and that is

good business, and good sense.

Go into one of these towns where there is a creamery, where butter is manufactured, and go into the stores of that town and you will find for sale butter made in the middle west, or Tennessee, or some other state. Of course you will find some of the local product, but a great deal more that is brought from a distance. Why do merchants carry that? Because their customers want it. If you are running a business you are not running it as a subsidiary of some manufacturing concern, but because the people patronize you.

You can get as good damask manufactured in North Carolina as anywhere, but you will find thousands and thousands of people in the state who do not buy North Carolina damask.

A friend of mine who was building a home ordered a certain kind of furniture. The merchant who shipped it to her failed to take out the High Point label. It was exactly what she wanted, grade, style and all, but she wouldn't have it because it was made in High Point. She sent it back to him, (and I think all he did was to take out the label and ship it back to her, but she was satisfied).

When you order Georgia pine it may not come from Georgia, or when you order North Carolina pine it may not come from North Carolina, at all. It is simply a commercial term distinguishing the lumber made from short-leafed pine from that made from long-leafed pine.

What does "Live at Home" mean? It is the same story that has been taught to the farmers for perhaps fifty years--I know it has been taught them for more than twenty-five years. It means grow the things that you can grow on the farm with a profit; to grow the food products needed to feed your team- hay, etc. It means to keep chickens, and hogs, and at least one cow for each family on the farm, so that those necessary food products will not have to be bought. It means to plant and raise

more than one crop and at the end of the year to have more clear money.

There were several million dollars worth of tobacco sold in Greenville this year, and no money made because the farmers had to buy other things with the money they got from their tobacco--not that a few farmers have not made money,--but many have not and yet there were several million dollars worth of tobacco sold right here. What is the use of making eight million dollars worth of tobacco and having to spend nine million for food stuff?

Live at Home movement is to encourage people to raise everything they can at home, and everything else being equal to buy the products made in the home town. And that has been the policy of this college from the beginning. If the butter manufactured in the home state is good, buy it. If you can get a better grade for the same price by ordering it from another state then you have a perfect right to do so, for live at home means buy where you pay the least.

The government of our state and the heads of public instruction are trying to carry this message to the people of our state. Nature gave us, in North Carolina, as fertile soil as can be found anywhere. In fact, it tests a <sup>little</sup> ~~lot~~ more fertile than any other soil that has been tested, and as good a climate. Taking it all the year round I don't know any place I had rather live, from the standpoint of climate, than eastern North Carolina. There is fertile soil and a good climate, an abundance of rain, and usually not too much, and almost any of the food products or agricultural products can be grown, and as a rule grown at a profit. We should raise these things at home, and then plant enough money crops to give us enough money to carry on. Instead of that we have been planting all the cotton and tobacco that could be raised--and it has about broke us. This movement is to get our people to see this.

I heard someone say he had never gotten enough peanuts in his

life. He should go to Elizabeth City. There are acres and acres of peanuts there, and nothing else on some farms. There is no profit in over-producing one commodity and then having to pay a high price for some others. It is not unusual to see wagon after wagon load of hay taken out of this community, and yet farmers are buying hay where the freight on it actually costs more than the seller gets for the hay. They are paying the producer a profit and then paying a hundred per cent above that. Will grass grow in North Carolina? Ask any farm boy. I was a great big boy before I realized that farming was anything but fighting grass. With practically every kind of grass growing in North Carolina we are buying hay from the middle west.

Live at Home means for us to stop that sort of thing.