Cotton Acre In '54

called on North Carolina farmers to

If growers will attempt to averag

500 pounds of lint to the acre, he said,

this will cushion to some extent the

rather drastic reduction in cotton

acreage under the government's farm

Average yield during the past 10 years has been approximately 350 pounds short of the 500-pound goal

Under the present law, North Caro-

lina has been allotted 528,000 acres

for the production of cotton in 1954.

Last year growers planted 781,000

acres, yet because of poor growing

weather, the 1953 harvest has been

estimated at 453,000 bales, an aver-

age of only 280 pounds of lint to

The year 1952 was considered more

normal, Mann said. Then growers

harvested 569,000 bales from 745,000

acres and received from both lint and

cottonseed an income of \$118,000,000.

Income during the year just closed

year," Man went on, "it is possible

that our income from cotton this year

can drop as low as \$60,000,000 or only

"However," he continued, "if we

could produce a bale an acre on every

one of the 528,000 acres allotted, our

cotton income would aimost equal that

about half of that of 1952.

"With the sharply cut acreage this

was only an estimated \$85,000,000.

Mann is urging for 1954.

program.

the acre.

shoot for a bale an acre in 1954.

mprovement In Housing Told; Private **Farmers Urged To** Mortgage Lenders Help Finance Gain

Census of Housing. tile the typical home in the Unit-

tates has long been a single-fami-detached residence, the figures that this is more true today than every five have mechanical refrig-tration, and practically every home period.

As a television sets

Over Half Owner-Occupied

The average home, too, is owner-ccupied, a characteristic which apmits in the United States. Somewhat less than half of all homes are mortgaged, but there are proportion-ately more mortgaged homes now than in 1950. Reflecting the record creasing their holdings of farm mort-housing boom since the end of World gage loans. War II, about one home in every five

they give only an inkling of the vast in construction costs and the advance work and additions, so much of it on compared with \$2,996 in 1940. "do-it-yourself" basis, that has gone labor-saving devices, freezers, and areas the figure was very much high-air-conditioning units, which have er. The median for dwelling units in enjoyed a boom.

le available by private sources, notions. According to the Federal Re- \$3,425, New York with \$12,529 and serve Bank of New York, the life in- Chicago with \$12,502. surance companies, savings and loan sociations, and banks combined abd seven-eighths of the post-World War II increase in small-home mortgage debt and held approximate y four-fifths of this debt at the end

Contribution of Life Companies The figures show that the life inince companies made the biggest rtionate contribution of all prite lenders to the supply of home ortgage loans in the post-war per-The total mortgage debt on oneto-four family nonfarm homes rose from \$18.5 billions at the end of 1945 He cuts his way with skill and maan estimated \$58.2 billions at the

glimpse of how housing has im- end of 1952, an increase of 214 per end in recent years is provided by cent recent years is provided by cent, according to the Home Loan u of the Census in statistics Bank Board. The life insurance comon information collected in the panies alone supplied \$9.5 billions of this increase, their home mortgage the typical home in the Unit-M. G. Mann, general manager of the N. C. Cotton Growers Association, has billions in this period for a gain of

422 per cent.

This rate of gain was not only practically double that of the national It has all necessary indoor practically double that of the national ang facilities including hot war and bath. It is in good repair, as great as that of the commercial nances are better than even that it banks, which were the runner-up in central heating. About four out percentage increase in holdings of the home mortgage debt in the 1945-52

As a result of this development, the life insurance companies were the second largest holder of home mortgages at the end of 1952 as against fourth in 1945. And while making this contriplies to more than half the dwelling bution to better American housing, the life insurance companies were likewise making available billions of dollars of loans to business and industry for expansion and were in-

Home Valuations Up Sharply

One of the signs of the times in the housing field is the extent that These are among the highlights of home valuations have risen over the the Census Bureau's housing data, but last decade in response to the increase rovement in housing that has tak- in the general price level. The Bun place in recent years. The figures reau of the Census placed the median for example, do not touch on the tre- valuation of all non-farm occupied ndous volume of modernization dwelling units at \$7,354 in 1950 as

The median valuation for all occuinto millions of homes over the last pied urban dwelling units in 1950 was lecade. Nor is there data for such about \$1,000 higher than that for all novations and conveniences as home non-farm homes, but in many city the Stamford-Norwalk urbanized area This housing record has been a pro- for example, was \$14,519 in 1950, the fuct of a number of economic and highest in the country, as compared ocial factors. Among these has been with the national median of \$8,280 for abundance of mortgage money all urban dwellings in that year. Washington was close behind with tions. According to the Federal Re. \$3,425, New York with \$12,529 and

> More than half the homes had valuations of over \$10,000 in 16 other urbanized areas. These were Albany-Troy, Boston, Bridgeport, Cincinnati, Cleveland, Los Angeles, Madison, Milwaukee, Minneapolis-St. Paul, New Britain-Bristol, New Haven, Niagara Falls, San Francisco-Oakland, San Jose, Syracuse, and Waterbury.

> A noble soul is like a ship at sea, That sleeps at anchor when the ocean is calm.

But when she rages, and the wind blows high,

jesty. -Beaumont and Fletcher.

of 1952 and would be well above last year's. Government supports will assure growers of prices near the 1952 Shoot At Bale Of

Smart Scotchman

Two Scotchmen tossed to see who would pay for the dinner. The winner called "Heads." The loser called 'Fire!" and escaped in the confusion

Classified Ads

BUSINESS OPPORTUNITY-HUGE profits. Set up your own soft ice cream business, drive in, or store Latest model continuous Electro Freeze freezers. No franchise or royalty. Will train you and can finance complete equipment. Electro Freeze Distributor, 1305 W. Trade

I have been wonderfully blessed in being restored to active life after being crippled in nearly every joint in my body and with muscular soreness from head to foot. I had Rheumatoid Arthritis and other forms of Rheumatism, hands deformed and my ankles were set.

Limited space prohibits telling you more here but if you will write me I will reply at once and tell you how I received this wonderful relief.

Mrs. Lela S. Wier

2865 Arber Hills Drive P. O. Box 2695 Jackson 7, Mississippi

Prepare Your Car For Winter Driving

HAVE US CHECK

Radiator — Hose Connections — Fan Belts

AND INSTALL YOUR ANTI-FREEZE

PRESTONE

ZEREX

ZERONE

WE ALSO SELL

Radiator Cleaner and Rust Inhibitor

RAY WHITE, Prop.

PHONE 8601

Charlotte, C. Phone Jan29, Feb5

CARD OF THANKS We wish to thank our many friends for the kind deeds and thoughts at the death of our father and brother, Charles Irvin White.

Mr. and Mrs. J. F. Jernigan Mrs. Estelle Fentress

have you the

eater ease in moving. Highly dicated, Concentrated. You can a it work to bring fast relief!

TRY A WEERLY CLASSIFIED AD

Would you trade a Penny for a

You can if you use Natural Chilean Nitrate of Soda for your top-dressing and side-dressing needs. It costs a little more because it's worth more. But the difference in cost usually can be measured in pennies per acre, while the difference in value often amounts to dollars per acre.

Chilean "Bulldog" Soda gives you generous extra value. The nitrogen is 100 per cent nitrate. It's 100 per cent available (quick-acting); 100 per cent dependable. The minor elements make crops stronger, healthier. The sodium-26 pounds in every 100-pound sack-is a key to maximum returns on your entire fertilizer investment. It offsets the bad effects of acidforming fertilizers...increases the efficiency of mixed fertilizers containing them. It releases "locked-up" potash in the soil...increases the availability and efficiency of soil phosphate...reduces potash, calcium and magnesium losses by leaching...develops larger, deeper root systems.

Sodium builds up the productivity of your land-more each year. It's an essential element for some crops...beneficial to most and necessary

Pennies-per-acre difference in cost may mean dollars-per-acre difference in value to you. Chilean "Bulldog" Soda is the best fertilizer your money can buy. Use it for all of your top-dressing and side-dressing needs.

外 SOD/





new General Electric Refrigerator that's got every practical feature REFRIGERATOR you could want. And so compact.

@ Big full-width freezer & Space Maker door shelves

 2 hig vegetable drawers
 Poli-aridth chiller tray
 Aluminum shelves Easy Terms

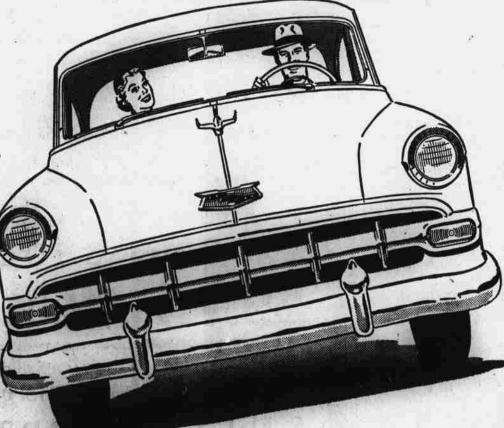
And lots more you should seel

COME IN TODAY! SEE CHARLIE UMPELLETY



You want everything and here's everything you want





the three great new series of Chevrolets for 1954—lowestpriced . . in their field—are also the only cars in their field that are automatically powered to serve you in all these ways. Come in, see and drive the new Chevrolet, and prove this for yourself!

More things more people want, that's why MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!



POWER-

styled for your pride of ownership

POWER-

engineered for thrills and thrift

POWERGLIDE

gives you finest no-shift driving Optional on all models at extra cost.

POWER

Brakes for your greater safetyprotection Optional on Powerglide

models only at extra cost.

POWER

Steering for greater driving ease Optional on all models at extra cost.

POWER-

operated front windows and front seat Optional on "Two-Ten" and Bel Air models at extra cost.

POWERED

to give extraordinary four-fold

Hollowell Chevrolet Company

ione 2151

Hertford, N. C.