

Egg Referendum in State Next April 2

A state-wide program to help sell more and better Tar Heel poultry products—especially eggs—is under way.

The program, under development for two years, won approval at a meeting last week (November 30) at the School of Agriculture, N. C. State college. At the meeting were members of the North Carolina Poultry Council, poultry association leaders, State college specialists

and Tar Heel agriculture leaders.

The group decided to hold a state-wide egg referendum on April 2, 1960, with egg producers voting on a proposal for an assessment of one cent on each culled hen sold in the state. If the referendum has a favorable vote by two-thirds, the assessment will go into effect on May 1, 1960. Any person who owns all or part of a flock may vote.

Money collected from the assessment would finance a state egg producer association, which would promote the sale of North Carolina eggs through advertising, consumer education and market contacts. It's estimated that about \$30,000 a year would be collected for the association. This money would provide for a manager or executive secretary of the association, advertising and promotion to develop markets for North Carolina eggs.

If the hen assessment wins approval, the Poultry Council will set up a committee which will form the association and hire its employees. The association will represent the state's egg producers.

Wayne Corpening of Winston-Salem, a vice-president of Wachovia Bank and its agricultural manager, presided at the meeting. He said that the egg sale promotion program would be followed by sales promotion projects for other farm segments of the poultry industry in the state. (There is already an association for poultry processors.)

It is estimated that North Carolina buys about 95 per cent of its eggs from Tar Heel producers, and that these producers are now selling about 15 per cent of their eggs outside the state. The state is only a few hundred miles from the huge egg markets of the North Atlantic coast, and large volume sales to these markets depend on a ready supply of top quality eggs in the

Masonic — Sun. - Wed.



Swedish beauty, Anita Ekberg, as she appears before the Roman Court for her barbaric destructions, in American International's "Sign of the Gladiator," in Color-Scope, which opens Sunday at the Masonic theatre.

state.

Poultry processors would collect the assessment and send it to the office of the state Commissioner of Agriculture, which would turn it over to the Poultry Council. The council's committee to form the association would be composed of representatives from the table egg and hatching egg industries (including producers, from State college and from the N. C. Department of Agriculture.

Each year, the Poultry Council would report to the public on the money collected and its expenditure.

The assessment would be effective for three years. After that, a referendum would be held to find out if producers want to continue the association. Date of the later referendums would probably be the same date for other agricultural referendums in the state.

SMART MULE

Gravedonna, Italy — "Take me home, for I am dying," Luigi Rossotti, 45, ordered a mule on his farm, after climbing on the animal's back. The mule trotted to Rossotti's home, and his wife summoned a doctor. The farmer said after recovering that he made a habit of talking to his mule while working.

Generator-Starter and Regulator Rebuilding and Repairs Exide Batteries

SANDLIN BATTERY VULCANIZING CO. 125 Craven Street

MASONIC Sun. thru Wed.



Starring Anita Ekberg and George Marshall

HOW CAN I . . . ?

Q—How can I make use of old felt hats?

A—Use them for iron holders, pot lifters, mats for plants, or cut out discs and paste them on the chair legs to prevent scratching of the floors and to deaden the noise.

Q—How can I make a cream substitute for coffee?

A—Beat up the yolk of one egg, to which has been added one teaspoon of sugar and a very small amount of water. Divide this among the cups before pouring in the hot coffee.

Q—How can I make a good lotion to use after the bath?

A—Put 2 tablespoonfuls of oatmeal in 2 quarts of water, boil for 3 hours, then strain and cool. Add juice of 1 lemon, and 1 tablespoonful of alcohol. The oatmeal softens the skin, lemon juice whitens it, and alcohol removes any greasy appearance.

COASTAL CAB ME 7-6131

UPHOLSTERY BY COASTAL

Complete Auto, Boat & Furniture Awnings & Blinds Storm Doors & Windows Auto & Boat Tops

DONALD HUMPHREY ME 7-6907

SPECIAL PURCHASE SALE

Nationally Famous

Rootmoor Coats

Sold for 99.95

95.00

89.95

AT ONE PRICE

now \$68

A GREAT SELECTION OF THE FINEST IN DOMESTIC & IMPORTED WOOLENS — TAILORED TO PERFECTION BY ROOTMOORS MASTER CRAFTSMEN

Your Center for Finer Fashion

THE Fashion CENTER Downtown New Bern

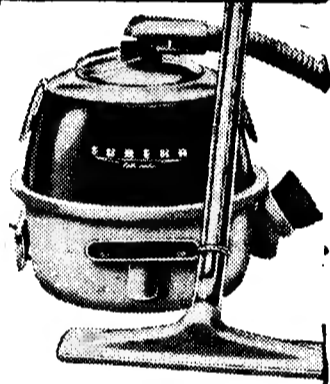
TRY OUR SEAFOOD The WIGGLY PIG

- Ceramic Tile
- Quarry Porches
- Marble Fireplaces
- Rubber & Asphalt Tile

G. H. BRYAN

Tile Contractor ME 7-5418

SALE!



THIS POWERFUL BRAND-NEW

EUREKA MODEL 805-B

MFR'S ORIG. \$3988

\$6995

Complete with 7-piece set of cleaning tools

Joe Lipman & Son FURNITURE STORE 223 Middle Street

Tru-Tread Tire Co.

U. S. TIRES Recapping & Vulcanizing 223 Craven Street ME 7-2417

WE BUY, SELL and TRADE

Stocks, Bonds and Mutual Funds. Give Us a Trial

Donald T. Midyette

DEALERS — BROKER Investment Securities 237 Craven Street Phone ME 7-7174

RESERVED SEATS ARE NOW ON SALE FOR THE 24TH ANNUAL

YULETIDE REVUE

FRIDAY NIGHT, DEC. 18TH

Purchase Yours Today at the Following Firms:

- City Drug Store
- Gussman Cleaners
- Midway Restaurant
- Mike's Sandwich Shop
- The Fashion Center
- Taylor Motor Company

(THIS AD DONATED BY THE MIRROR)