

The small farmers and landowners, now holding better than half of the South's timberlands, hold the key to the perpetuation of the lumber industry, experts say.

NEVER BEFORE A CHANCE LIKE THIS!

\$203,725 Cash Being Given in Pepsi-Cola's "Treasure Top" Sweepstakes and Contests!

Different? You bet it's different—Pepsi-Cola's great new series of contests! Monthly State Prizes—51 in each state! Monthly National Prizes! Colossal Family Sweepstakes Prizes—First Prize \$25,000 Cash! There's nothing like it—more than 15,000 Cash Prizes! Get started today—enter now—enter often!



Having fun collecting and swapping "Treasure Tops" It's the new all-American sport... collecting and swapping Pepsi "Treasure Tops".

And hey—here's fun for everybody! There's a hidden design under the cork in every Pepsi-Cola bottle top. Look for these "Treasure Tops".

Entries should be complete and accompanied by a "Treasure Top".

GET ENTRY BLANKS AT YOUR STORE

Pepsi-Cola Company, Long Island City, N. Y. Franchised Bottler:



Motor Vehicle

Auto Inspection Law

(This is one of a series of the motoring public with articles designed to acquaint the requirements of the Motor Vehicle Inspection program).

RALEIGH. — Statistics show that one out of every five vehicles has some mechanical defect such as poor tires, faulty brakes, lights, wheel alignment or steering mechanism.

And one of the most important and most serious is bad tires. Are the tires on your car or truck worn so thin that a sharp curve or stone on the road would send you careening into a traffic tragedy? If they are, then you would do well to have them recapped or discard them for new ones, not only for your own safety, but to insure that your vehicle will pass its inspection test.

The Manual of Motor Vehicle Mechanical Inspection requirements states that all motor vehicle tires "shall be free from any exposed fabric or bulges which indicate broken fabric or which exhibit dangerously weakened conditions".

In 1946, 520 fatal accidents and 9,240 non-fatal accidents in the United States were caused by punctures and blowouts alone, demonstrating the importance of keeping tires in good condition at all times. It is believed by Motor Vehicle department officials that tires are an even greater factor in accidents than is generally reported, for often when the investigating officer lists "drove off roadway" as the principal cause of an accident, it is logical to assume that, with perfect tires, brakes, and steering mechanism, the accident might not have happened.

Help prepare your car for its inspection check-up by having the tires in good condition before you report to the state inspection lane in your area.

Doctors Use Ice Cream Instead Of Knife

Ice cream is something more than a nutritious food—now, says the National Dairy council, it is being used as an aid in preventing surgery.

That is, in the case of swallowed pins.

The Dairy council reports that St. Joseph hospital, in Elgin, Ill., has just sent home its third child, in 30 days, after the successful use of a novel non-operative treatment.

Each child had swallowed an open safety pin.

Staff doctors didn't operate. Instead, they simply fed each of the children small balls of cotton covered with ice cream. A dish of ice cream and cotton every two hours.

These cotton balls went down easily. In the stomach, the cotton matted itself around and over the pin, point and all. The pin was eliminated without any

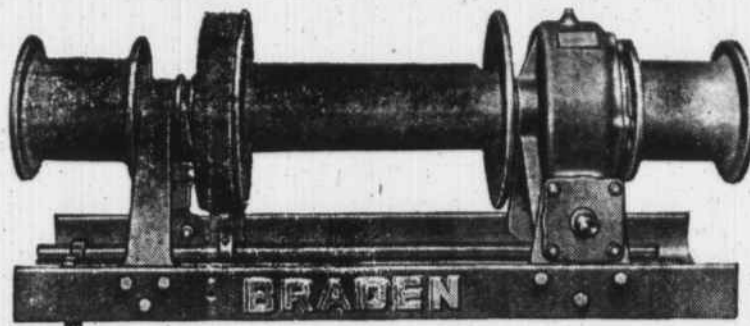
injury to the child.

"That", reports the Dairy council, "was the only way the doctors could get the children to take the cotton. As a matter of fact, they liked it, in ice cream."

The first cotton mill in North Carolina was built at Lincolnton, N. C. in 1813—the beginning of the development of the cotton mills industry in a state that now has more active spindles than any other.

Loom houses, built by early colonial plantation owners in the South who employed their neighbors at spinning and weaving cloth, were the forerunners of today's modern cotton mills.

BRADEN TRUCK WINCHES READY FOR PROMPT SHIPMENT



For a safe, serviceable and completely reliable truck winch... buy Braden. The Model M9-18B is an 18" drum winch equipped with new air-cooled, fully adjustable automatic safety brake. Cable drum has band brake and there are full cab controls for both band brake and clutch. With a gear ratio of 44.1... this popular Braden has a first-layer safe working load of 18,000 pounds. Shipment of Braden Winches is prompt. It's a better winch... and the safest truck winch within its rated capacity.

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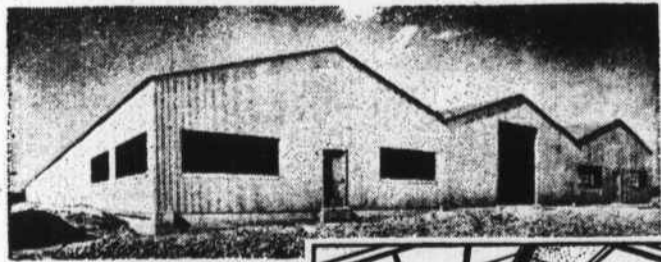
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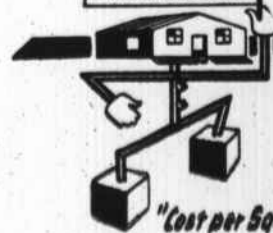
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"Any way you look at it today, a car is a major investment.

"Its value is up—and repair and replacement costs are up too, just like everything else! That's why it's so important to take precautions before hot summer weather starts.

"The way I see it, a thorough Esso Dealer spring check-up and oil change is mighty important to avoid wear and repair. Preventing trouble before it happens can save a man good, hard cash these days, and my Esso Dealer knows his stuff when it comes to car care!

"Good bargain? Sure! And good business too!"



Please take it easy; drive carefully every minute you're at the wheel. Respect the other fellow's rights on the road... and be doubly alert for children playing! Remember, safe driving makes Happy Motoring.

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- Oil change to right summer grade
- Thorough lubrication job
- Battery checked (re-charged if needed)
- Tires and tubes inspected (Atlas replacements if needed)
- Radiator drained, flushed, inspected for leaks
- Lights & wipers checked for proper operation

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