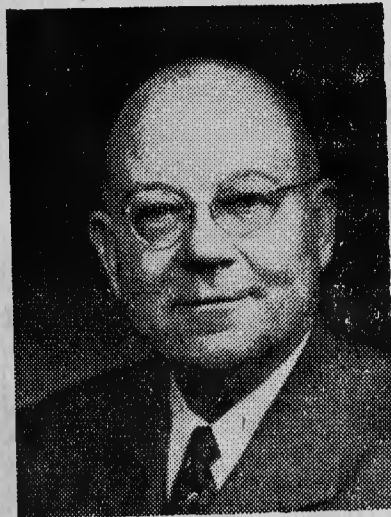


**NADA President
F. I. Haller Will
Address Dealers**



Fred L. Haller, President of NADA, who will address the dealers on "Selling is Back in Style," comes from a city chock-full of executives — Washington, D. C. But Fred's experience and leadership have been geared to the automotive industry rather than government.

An automobile dealer in the nation's capital for 30 years, Fred has been active in Association work for nearly the same length of time. He became president of NADA at the 1949 Annual convention in Atlantic City after serving a year as first vice-president. However, that was by no means his only connection with the convention, for he headed the important NADA Industry Relations committee and was also chairman of the meeting's program committee.

Fred has been active through the years in all the conventions. He was a member of the 1947 Atlantic City Convention committee and helped arrange the 1940 convention in Washington.

Washington's dealers and civic groups know Fred as an able leader who gives unselfishly of his time and talents in the promotion of business and community interests. In 1932 and 1933 he served as president of the Washington Automotive Trade association. At the conclusion of his tenure he became secretary, a position he still holds.

For several years Fred has been a member of the District of Columbia Commissioners Traffic Advisory board and the District of Columbia Inter-Industry Highway Safety committee, both of which he serves as vice-chairman.

On the personal business side, Fred has been a direct Hudson dealer since 1937. He is president and principal owner of the District Motor company.

EXHIBITION

The Exhibition will open formally at 3:30 Sunday afternoon.

The Exhibition Space committee, charged with the responsibility of setting up the displays and seeing that exhibits are in proper order for the formal opening, includes J. C. Thomas, Southern Pines, chairman; H. N. Cameron, Southern Pines; R. M. McInnis, Rockingham; and Elvin Wallace, Troy.

Visit often the Exhibition Hall and the outdoor Arena during the convention. Exhibition door prizes will be awarded Monday and Tuesday. Don't forget to have your service manager visit the exhibition on Monday.

**State Agriculture Department Knows
Farm Problems, Serves In Vital Ways**

**Commissioner
Ballentine Has
Farm Background**

Thousands of Tar Heel farmers have learned that they can depend on a sympathetic reception when they bring their troubles to the State Department of Agriculture. The reason is fundamental; most of the employees of this department have a farm background and understand the farmer's language and his problems.

This is especially true in the front offices, for the two top officials—Commissioner L. Y. Ballentine and Assistant Commissioner A. Hugh Harris—both have their roots sunk deep in North Carolina soil.

Ballentine was born and reared on a farm near Fuquay Springs-Varina, in Wake county, and he learned farming the hard way. His father died when he was six years old and early in his youth he began sharing with his mother the responsibilities of running a 400-acre farm.

After graduating from Wake Forest college, where he majored in political economy, Ballentine returned to the farm and began building up a dairy business with daily milk deliveries in Raleigh. What was once a typical cash crop farm, with its share of run down fields, was developed into one of the finest dairy farms in the state. Now Ballentine's Dairy has 600 acres and 225 to 235 cows, most of them Jerseys.

Pamlico Native
Hugh Harris, the assistant commissioner, is a native of Pamlico county and is farm bred and agriculturally trained. After graduating from N. C. State college in 1920 with a bachelor of science degree in agronomy, he served as a county agent, first in Carteret and then in Franklin county. Returning to State college in 1926, he took postgraduate work in soils and fertilizers and received his master's degree in this specialty the following year. For some years before becoming assistant commissioner of agriculture in 1949 he operated a 200-acre farm near Oriental and a farm supply business at Grantsboro, both in Pamlico county.

It is much the same story with the division heads, executives and specialists throughout the agriculture department's 16 divisions. Nearly all of them have farm backgrounds plus educational training or experience in various phases of agriculture.

While much of the work of the department is of a regulatory nature, it also performs a number of service functions aimed at helping farmers to do a better job of producing and marketing crops, livestock and poultry.

Raising Standards
Some activities of the department, such as the regulation of fertilizer, feed and seed supplies, have existed for so long that they are taken for granted and the public may be inclined to overlook their importance. Standards for these supplies have been steadily raised during the years, effecting many economies for farmers and assuring them of reliable goods of known quality.

The number of grades of fertilizer have been reduced from 202 in 1937 to 24 at the present time and the average number of units of plant food per ton have been increased from 15 to slightly more

Commissioner and Assistant



L. Y. BALLENTINE



A. HUGH HARRIS

than 20.

Assurance that the higher standards that have been established for feeds, seeds and fertilizers are being met by manufacturers and dealers is given by the department's inspection and analytical divisions. Samples are constantly being taken by inspectors in the field and tested in the department's laboratories in Raleigh. Penalties are assessed when deficiencies occur in excess of reasonable tolerances.

Many Analyses
In a single year the department's laboratories analyzed 9,000 samples of fertilizer, 230 samples of liming materials and landplaster, 200 insecticides, more than 24,000 seed samples, and 2,464 feed specimens.

The Veterinary division, which is responsible for enforcing the state's livestock sanitary laws, has proved successful in reducing tuberculosis in cattle to a negligible minimum and has cut the incidence of Bang's disease, or brucellosis, to the lowest of any state in the union.

Last year the veterinary laboratories tested 35,000 animals for tuberculosis, finding only 11 reactors, and tested 89,239 blood samples for Bang's disease, finding less than one per cent of reactors. Tests for pullorum disease, an infection of poultry, were made on more than a million chickens.

Soil Testing

In the service field, the Soil Testing division has proved one of the most popular. Last year it analyzed 70,000 soil samples for farmers free of charge, submitting to them recommendations for liming and fertilizing that saved them many thousands of dollars. With this service firmly established, Tar Heel farmers no longer have to depend on hit-or-miss methods in buying and applying plant foods. Now they can fertilize their crops on a scientific basis, thus eliminating costly waste and unnecessary crop risks.

The Markets division, one of the largest in the department, provides official grading services for various agricultural products and helps farmers to market their crops and livestock in an orderly, efficient manner. In cooperation with federal authorities, this division last year provided inspectors who graded 9,650 carlots of Irish potatoes, 100,000 tons of peanuts, and 1,975,000 packages of fruits and vegetables. The grain

ministration of plant and insect quarantines.

Research Work

Research work in agriculture is handled by the Experiment Station and the State College Agricultural Extension Service is re-

sponsible for extension, or educational, activities among farmers. The Department of Agriculture follows a policy of cooperating with these and other state and federal agencies concerned with agriculture.

**W. C. HILDERMAN
REAL ESTATE BROKER
Ph. 7264 225 Weymouth Rd.
Southern Pines, N. C.**

Mr. Auto Dealer--

*If it's bad for us
... it's bad for you!*



In baseball the umpire sees to it that the game is played according to the rules. He is **not** a player.

In business the government should be the umpire who enforces fair rules.

But, when government goes into business and competes with its own citizens, the American tradition of fair play is set aside. The umpire then becomes a player and enjoys advantages that the other players do not have.

For example, government and municipal power plants are not required to pay federal taxes — often get money from the U. S. treasury at little or no interest — make up losses out of the pockets of taxpayers.

Would you like to have a next door business competitor who has little or no rent - or taxes - or interest to pay and who is kept in business partly by your tax money? Think it over. If it can happen to the electric business it can happen to you!

CAROLINA POWER & LIGHT COMPANY

WELCOME

N. C. Auto Dealers

When Better Automobiles Are Built

BUICK Will Build Them

Martin Motor Company

Phone 9771

ABERDEEN, N. C.

BUICK takes the bows for '50

Congratulations Dealers

**ON YOUR 15th
ANNUAL CONVENTION**

**We Hope Your Business Meetings
Will Be Successful
and Your Visit Pleasant**

**Automatic Merchandising Dealers
of North Carolina**

We Invite You To Visit Our Booth

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