

New County Agent Says Farm Success Here Due Interest-Cooperation

Cooperation is a good investment. Several Holloway, new county agent here told Rotarians here as he discussed the general agricultural program in the county.

Store Dahlia Plants In Wintertime

By ROBERT SCHMIDT

Now that the frost has killed the dahlia plants we must think about how we will store them over the winter. If the soil in which they have been grown is well drained they may be left in the ground until spring in eastern and Piedmont North Carolina. In the mountain area they must be taken up and placed in storage or they will freeze.

As soon as the plants are killed by frost, cut the stalks off at the surface of the ground. Before hard freezing weather, cover the hills with about six inches of pine straw or other similar materials. Do not allow water to stand around the hills. In the spring when growth starts, the dahlia clumps should be taken up and divided and then replanted. Even if you do not want to increase the number of plants you will get better dahlias if you divide the clumps, plant back one division, and give the rest away to your friends.

If you have a root cellar or a basement where the temperature does not go below freezing or above 50 degrees, it would probably be best to take the clumps up in the fall because even here in Raleigh we occasionally lose dahlias when the temperatures are low enough to freeze the soil a few inches deep. And it is usually the high priced or rare varieties that is lost. However, if your basement is heated and warm, the roots may dry out excessively and may be lost in storage.

In preparing for storage, cut the stalks off at the surface of the ground soon after the plants have been killed by frost. With a spading fork loosen the ground all around the clump of roots. Then work the spading fork underneath the clump and lift it out of the ground. Since different varieties vary a great deal in root characteristics some have short thick roots; some have long slender roots—the digging operation must be done with care so as not to break the necks of the roots in lifting the clump out. A root with a broken neck is worthless. The soil may be gently shaken from the roots or may be washed off or may be left on the clump to rot the roots. In the storage cellar or room the clumps may be placed directly on the floor or may be packed in boxes or baskets lined with paper. Peat or vermiculite make good packing materials which will also prevent drying out of the roots. Sawdust

pounds of tobacco per acre, and the quality was better than in previous years.

"From now on, every crop on my place will be fertilized according to what the soil test shows it needs," Owens declares.



IRON DUFF CDP will auction off beef from this Hereford calf at 7:30 p.m. Wednesday at Davis Chapel Methodist Church as a community project. The animal, which weighed 1030 pounds on foot and dressed out at 629 pounds, was grown by Roger McElroy of Iron Duff, a member of the FFA. Shown here with the baby beef is Raymond Caldwell of the Iron Duff CDP. (Joe Davis Photo.)

Costs Of Marketing Food Analyzed By Government

What are the costs involved in marketing food products, and how and why do these costs vary among different foods? These questions are answered for the farmer and the consumer in a newly revised leaflet by the U. S. Department of Agriculture, entitled "The Farmer's Share of the Consumer's Food Dollar". The Department of Agriculture is engaged in a continuing program of marketing research and service work. This program includes measuring market costs, finding out what items contribute to these costs, looking for ways to improve marketing efficiency, and passing on results of these studies to marketing agencies, farmers, and consumers.

"The Farmer's Share of the Consumer's Food Dollar" sums up information on marketing costs for food products in 1953 and discusses some things that have brought about changes and trends in these costs.

A single free copy of "The Farmer's Share of the Consumer's Food Dollar," Leaflet No. 123, can be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

QUESTION: How can I maintain my income with smaller acreage allotments?
ANSWER: Increased efficiency through higher yields offers one opportunity. Few of us are taking full advantage of it. For instance, it costs about \$1.71 a bushel to grow corn at 26 bushels an acre (the state average). By following Experiment Station recommendations, we can produce 74 bushels per acre and our cost of production will drop to 25 cents a bushel.

QUESTION: Does livestock offer an opportunity to take up slack created by "diverted acres"?
ANSWER: In many cases, yes. Plenty of farmers are making \$2.50 to \$3 a bushel on corn by "marketing" it through hogs and cattle. This compares with \$1.25 to \$1.50 per bushel offered at harvest time. Your county agent can help you determine if livestock would fit in on your particular farm.

QUESTION: Would I be justified in spending money for farm grain storage?
ANSWER: Probably. Storage lets you take advantage of price supports and hold your grain until the price is right. A recent study showed that North Carolina farmers received 37 cents more a bushel for wheat by storing it than by selling at harvest time. Make sure you protect your stored grain against insects and rodents.

QUESTION: What is the best way to apply lime?
ANSWER: Lime should be mixed thoroughly with the soil to be most effective. It should be applied at a time in the rotation of crops that will permit this thorough mixing. In order to neutralize soil acids, the lime particles must be in contact with the soil particles. For crops such as alfalfa or clover, pastures, sufficient lime should be applied at seeding to last several years since topdressed lime is less effective.

may also be used. In the spring as soon as the buds or sprouts begin to show, the clumps should be divided. Each division should contain at least one bud or eye and one root. Remember that the buds or eyes are usually on the base of the stem or crown and not on the roots themselves.

U.S. May Export More Farm Crops

Present prospects appear favorable for increased sale of United States farm products abroad.

An increase of as much as 10 per cent in exports of farm products to other countries during the last half of 1954 and the first half of 1955 is held a possibility by the Foreign Agricultural Service of the United States Department of Agriculture. During the preceding year exports of farm products improved 4 per cent over the low postwar level of 1952-53.

If government surplus disposal programs are successful, the increase in farm exports may even exceed the 10 per cent expected this year, according to FAS. But over the long run, volume of exports will depend more upon high quality and attractive prices in products offered, and upon the nation's ability to meet exacting buyer preferences overseas in an era of competitive foreign marketing.

A products selected to meet demand here is not necessarily the preferred type by foreign standards. Through its service of reporting on foreign markets and with the help of United States agricultural attaches stationed in 40 foreign countries, the Foreign Agricultural Service is prepared to help private traders meet the requirements of prospective overseas customers, according to USDA.

Mercury To Be Shown On Thursday

The smoother, more comfortable ride and improved road stability of the Mercury for 1955 are 40 per cent due to an increased wheelbase, a wider rear tread and a change in mounting the rear shock absorbers.

On all 1955 Mercury's except station-wagons, the wheelbase is 119 inches, an increase of one inch and the rear tread is 59 inches, an increase of three inches. The control portion of the new, stronger frame is one inch closer to the ground, adding further to the road tugging feel and improved handling characteristics.

The rear shock absorbers are mounted at a more horizontal angle and give a softer "boulevard" type of ride and tend to reduce lateral shake.

Tubeless tires with completely new tread designs which give better traction and virtually eliminate tire squeal when cornering are standard on all the 1955 Mercurys.

The entire driveline, including transmission, driveshaft and rear axle is new, offering extra strength and durability required by the more powerful Mercury engines for 1955. The increased load capacity of all bearings and gear teeth in the transmission, rear axle and universal joints results in quieter operation; a shorter driveshaft makes the whole driveline smoother.

Mercury for 1955 has two new



FOR LITTLE FINGERS AND TOES, these are gifts of leather such as the above: smooth leather slippers like dad's for junior; lambskin scuff and beaded sheepskin for sister. Fur lined gloves, plaid lined in wool or fur.

BOWL 'EM OVER

Salad bowls are in good shape for Christmas giving, with many lovely "free form" designs on display along with the more traditional shapes. These bowls come in mellow wood or colorful plastic that's insulated to keep salad crisp and cool.



IN THE TRADITION of America, a welcome gift for any man is a box of good cigars to put him in a wonderfully relaxed Yuletide mood.

Farmer Learns Testing Increases Income

Owens, Aulryville, Route 1, has doubts when the results first came back, but now he is convinced. Felson, farm agent in Haywood County, says that the Soil Testing Division reports that his tobacco land produced 400 pounds of 4-8-10 fertilizer per acre.

had been using 1,200 pounds of 3-8-40. A bit reluctantly, he decided to try the recommendation. The first pleasant surprise was when his fertilizer cost went from \$57.60 per acre to \$45.00.

and came when, in a year, he made \$1,300 more.

Work Shoes
Special Features!
Choose From!
JOHN H. LEE
BOX 524
WAYNESVILLE, N. C.

Haywood County CHECKERBOARD NEWS
By Joe Cline and Dick Bradley
CLINE - BRADLEY COMPANY
November 9th, we attended the North Carolina Fat in Asheville and we to congratulate all the girls that exhibited calves now. We have attended and sale several times, and as far as quality type, this was the best...
WANT A HOG BOOK?
We've got a dandy, called "Triple Profits." It outlines a program to help you get 'em too. Ask for a free copy when you are in next time.
The average U. S. sputter lays 13 eggs a month September through December. Well-grown Parina fed pullets should lay 19, or 40% better than average. If your records show 39 or more eggs per pullet for two consecutive months, you've qualified for the stockings—providing your records are turned to us by January 15th. We hope there'll be New Nylons under every Christmas tree.
HEALTH HINT
Are your hens spending time on a roost that should be spent in a nest? Is there sneezing and coughing? Have they lost their appetites?
Then we'd suggest Chek-R-Aid. Chek-R-Aid is fortified with health-promoting vitamins and antibiotics your birds may need.
We'll be glad to tell you more about Chek-R-Aid and how to use it. If you need help to ward off chronic respiratory disease — help to get your birds back on feed in quick-help to get them back in condition after colds or other upsets, we recommend Chek-R-Aid.

FIRST SHOWING THURSDAY AMERICA'S MOST ADVANCED NEW CAR — 1955 MERCURY



YEARS AND YEARS AHEAD... 3 NEW SERIES, 10 MODELS... NEW 198-HORSEPOWER SUPER-TORQUE V-8 ENGINE



STARRING THE DRAMATICALLY LOW MONTCLAIR... THE HIGHEST STYLED, HIGHEST POWERED MERCURY EVER BUILT

No halfway measures here. No holding to the past. Hundreds of ideas earmarked "for the future" went into the design of the 1955 Mercury. Take styling. Never before has there been such aliveness of line. Take size. These are longer, lower, bigger Mercurys. Take performance. No matter what yardstick you use to measure it, Mercury's got it. High V-8 horsepower for all series (198 and 183 hp), 4-barrel carburetor performance, Super compression. Matchless efficiency. Dual exhaust for the two top series. Super pickup in every speed range.

And that's only the beginning of what's new. There's a new Full-Scope windshield. There are new tubeless tires. There's new, smoother, quicker-acting Merc-O-Matic Drive (optional) with far more getaway power. Best of all, there's a far wider range of models to choose from, in 3 series: the new ultra-low Montclair, the Monterey, and the Custom.

Better stop around at our showroom for the first showing—soon!

IT PAYS TO OWN A NEW 1955 **MERCURY** FOR FUTURE STYLING, SUPER POWER

WAYNESVILLE MOTOR SALES, INC.
126 S. MAIN STREET
WAYNESVILLE