

News Notes

Observations - Television station WNCN, Channel 5, Greenville is rapidly rounding out its plans to extend its telecasting day to 12:30 on weekdays with the present schedule on week ends prevailing. The present schedule, which starts at 2:45 on weekday afternoons, is expected to be extended early in March.

Cooking Show - Mrs. Peggy Kyle of Kinston has been engaged as the performer of WNCN's cooking show, tentatively scheduled 1:30 p.m. on weekdays beginning in March. Kitchen equipment will be installed at WNCN and Mrs. Kyle will demonstrate cooking techniques and show the development of recipes on the air. She is President of the Woman's Club in Kinston.

New Shows
Break the Bank, which was scheduled to begin on WNCN last Sunday but was not shown because of technical difficulties, will begin Sunday night. The Schmitt Playhouse of Stars will begin Saturday, February 20th and will be shown weekly thereafter from 8:30 to 10:00. The Ford Theatre will thus be moved to 8:30 to 9:00 spot on Wednesdays.

Mechanical Failure
WNCN's first major breakdown kept the station off the air for most of last week end. Chief Engineer Hank Tribble said, "Parts failure in the picture transmitter caused the breakdown. It was necessary for us to get parts from Camden, N. J., and in order to do this we had to contact the personnel at home in order to get them to open up the plant. Then, the parts were flown to Raleigh, where we met the plane and rushed back to Greenville."
Prior to Saturday's breakdown, the station had not been off the air longer than seven minutes. "We regret the breakdown and appreciate the attitude of the viewers in realizing our position."

Tobacco Farmers Advised To Concentrate Production of Superior Quality Weed

"Concentrate on the production of superior quality - bright yellow grades - of flue-cured tobacco for 1954 to meet consumer preference for these types in the manufacture of cigarettes."

This comes as timely advice from Tobacco Associates, Inc. as growers begin preparations for their new crop of the "golden weed."
"The buying policies of the manufacturing companies have been affected materially by the nicotine content of flue-cured tobacco during the past two years," the organization's January-February Report declared, emphasizing "the situation is such that tobacco growers should give careful attention to the selection of varieties and cultural practices that result in low nicotine content of the leaf."

Talks with representatives of domestic manufacturers and the foreign trade by Tobacco Associates officials reveal that they want tobacco that carries these properties: (1) low nicotine content; (2) high sugar content; (3) light body; (4) bright color; (5) porous and fluffy texture; and (6) a clean and merchantable product.

This has been forcefully demonstrated in irrigation experiments - varieties differ in their nicotine response to varying moisture conditions.

Tobacco Associates point out that an important factor in maintaining and expanding our export trade in flue-cured tobacco is the making available of adequate supplies of "high quality cigarette type" leaf which is largely the growers' problem. Though the season was unfavorable in the Middle and Old Belts for the production of the best grades of cigarette tobacco last year, some growers consistently get a larger proportion of the cigarette grades than do others, even on similar soils.

Recommendations on fertilization, varieties, spacing, topping, and other factors affecting quality can be obtained from County Agents throughout the flue-cured tobacco belt. Tobacco Associates officials advise growers to consult their County Agents and other local agricultural leaders to help insure production of high-quality cigarette type tobacco that will meet consumer preference, both in this country and in foreign markets.

High School Grads Offered New Course

A new course in microwave radio repair has been made available to high school graduates who qualify for Army technical training. It was announced today by Sgt. E. H. Allen, local Army and Air Force recruiter.

"Just how important and what a prominent role microwave has in the field of radio is proved by its many uses in civilian enterprises today," the recruiter added.

Microwave is most frequently used to provide wideband noise-free circuits over which are transmitted transcontinental television audience participation "Camel News Caravan," in news, and "Cavalcade of Sports," in sports, all three on NBC.

Acting as spokesmen for the student bodies of high schools with a combined enrollment of almost 300,000, the editors of 186 high school newspapers replied to Compact's questionnaire. The questionnaire was sent to high school papers which had participated in the most recent Columbia Scholastic Press Association contest for student publications.

Also, it is used for transmission of hundreds of simultaneous telephone conversations; public utility companies, which use microwave for communications to remotely operate electrical power; and still another is the major turbine systems which utilize the microwave in communications.

The course, which is conducted at the Army Signal School, Fort Monmouth, N. J., is of 26-weeks duration.

Applicants who qualify for this opportunity will be sent directly to the school immediately following the completion of basic training. For further information, or to check your qualifications, contact Sgt. E. H. Allen, at the local Army and Air Force Recruiting Station, located at the Courthouse in Kenansville on Wednesday.

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WNCT TV Program

- THURSDAY, FEB. 24, 1954**
2:45 - Afternoon Melodies
3:00 - Nancy Carter's Cookbook
4:00 - Woman With A Fashion
4:15 - Music With A Fashion
4:30 - On Your Account, NBC
5:00 - Cactus Jim
6:00 - News
6:15 - Sports
6:20 - Weather
6:25 - Safety Tips
6:30 - Circle C Jamboree
6:45 - Farm Facts
7:00 - Lone Ranger
7:30 - Douglas Edwards, CBS
7:45 - Yesterday's News Reel
8:00 - You Bet Your Life, NBC
8:30 - Four Star Playhouse, CBS
9:00 - I Led Three Lives
9:30 - The Living Book
10:00 - Late Show
11:30 - News, Weather & Sports
11:15 - Sign Off
- FRIDAY, FEB. 26, 1954**
2:45 - Afternoon Melodies
3:00 - Afternoon Theatre
4:00 - Woman With A Fashion
4:15 - Music With A Fashion
4:30 - On Your Account
5:00 - Cactus Jim
6:00 - News
6:15 - Sports
6:20 - Weather
6:25 - Safety Tips
6:30 - Riders of the Purple Sage
6:45 - Farm Facts
7:00 - Strange Adventure
7:15 - Jewel Box Jamboree
7:30 - Douglas Edwards, CBS
7:45 - Perry Como, CBS
8:30 - Boston Blackie
8:30 - Pepsi Playhouse, ABC
9:00 - Life of Riley, NBC
9:30 - Cavalcade of America, ABC
10:00 - Cavalcade of Sports, NBC
10:45 - Beat the Experts
11:00 - News, Weather & Sports
11:15 - Sign Off
- SATURDAY, FEB. 27, 1954**
11:00 - Winky, Dinky & You, CBS
11:30 - Rod Brown Rocket Rangers
12:00 - Big Top, CBS
1:00 - Melody Matinee
1:30 - What in the World, CBS
2:00 - East Carolina College
2:30 - What's Your Trouble
2:45 - Industry Parade
3:00 - Afternoon Melodies
3:30 - Championship Wrestling, CBS
4:30 - Horse Races, CBS
5:00 - Uncle Marvin
6:00 - News
6:15 - Sports
6:30 - Circle C Jamboree
7:00 - Mr. Wizard, NBC
7:30 - Cisco Kid

Teen-Agers Choose Five NBC Shows

In a countrywide poll of high school editors conducted by Compact, a digest magazine for young people, five NBC-TV programs were named as teen-age America's choice of the best in TV fare. Results of the survey are published in the March issue of the magazine, out Feb. 17.

The NBC programs - five among the programs named as "TV's top 10" - are "Dragnet," "Robert Montgomery Presents," "Kraft Television Theatre," "Colgate Comedy Hour" and "Your Hit Parade." In addition, the teen-agers, who spend an average of 10 hours a week in front of their sets, also selected their favorite programs in special classifications. Among these were "Groucho Marx - You Bet Your Life, in

(1) Nicotine aculation is directly related to the level of nitrogen fertility; (2) the nicotine contents of flue-cured tobacco may vary in different cropping systems. Thus, when rotations are used for the control of nematodes, the observed differences may be due to differential root damage but, more probably, to the fertility residues from the previous crop; (3) nicotine is concentrated into the remaining tissues after tobacco is topped and suckered. The degree of the accumulation is directly related to the severity of the pruning; (4) tobacco, artificially infected with mosaic, is consistently lower in nicotine than the non-infected tobacco; and (5) moisture supply is the most important single factor in regulating the growth and nicotine accumulation

- 8:00 - The Big Picture
8:30 - Amateur Hour, NBC
9:00 - Two for the Money, CBS
9:30 - Playhouse of Stars, CBS
10:00 - Medallion Theatre, CBS
10:30 - Hit Parade, NBC
11:00 - News, Weather & Sports
11:15 - Sign Off

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