

TV Program

Monday, November 11

7:30 Morning Show, CBS

8:00 News

8:30 Morning Show, CBS

9:00 Carolina News

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Friday, November 12

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TOBACCO GROWERS

FOR A STRONG FINISH SELL WITH

SMITH

WAREHOUSES
A AND B
Wilson, N. C.

PLENTY OF ROOM

Drive In and Sell the Same Day

Space Reservations Not Necessary

How Census Data Is Used

The Bureau of the Census learns more, tells more, yet keeps more secrets than any other organization in the world.

Take the 1954 Census of Agriculture in October and November for example—Robert W. Burgess, bureau director, points out that more than 30,000 enumerators will visit more than five million farms in the United States. Each farmer will answer about 100 questions about his land, crops, livestock, farming methods, expenses, labor and equipment.

After enumeration is complete, the bureau will total the figures and release them. It keeps individual farm's and farmer's secrets by releasing only totals for county or larger areas.

"If the census reports 78,280 head of cattle in Sioux County, Iowa," Burgess points out, "no one can tell how many cattle are owned by John Doe, farmer in that county."

"A meat packer, however, might use the Sioux County cattle information to help determine the location of a packing plant. A feed manufacturer might reason that Sioux County would be a market for protein feed supplement."

Both packer and feed manufacturer could get their facts from the

We Cure Meat

The Year 'Round
Kill Hogs Anytime
Plenty Of Zero Storage

B & R Frozen Foods

WALLACE, N. C.

the full rich flavor of Karo adds extra goodness to every bite

Buy
KARO DARK SYRUP
in the handsome
full quart decanter!

1 1/4-pound and 3-pound bottles
5- and 10-pound cans

Announcing

The Opening Of
Mount Olive Grain Storage Co.

S. Center St. Extension — Next To Drive-In Theatre

Ready For
SHUCKING & SHELLING CORN

We Have Space Available To Store
A Limited Amount Of Corn

WE WILL PAY TOP MARKET PRICES
FOR YOUR CORN AND SOYBEANS
We Have Truck Available To Pick Up Your Grain

PORTABLE SHELTER SERVICE AVAILABLE

WE INVITE ALL INTERESTED PERSONS TO COME INSPECT
OUR PLANT AND FACILITIES AT ANY TIME

Mount Olive Grain Storage Co.

Dial 3550, Day—Night, 3537 Robert B. Williams, Mgr.

Come in and See the All-New '55 Pontiac

with the 180-HP Strato-Streak V-8!

DARING ALL-NEW FUTURE-FASHIONED STYLING

Pontiac's brilliant new styling steps you years ahead in a single bold move. From its "dream car" front end with its twin silver streaks to upswep rear fenders, Pontiac for 1955 is far and away the most distinctive car on the road.

ALL-NEW STRATO-STREAK V-8 PERFORMANCE

Here's an engine so responsive it almost anticipates your demands . . . so thoroughly proved that it will make even more enviable Pontiac's reputation for dependability and economy. Three and a half million miles of testing stand back of Pontiac's Strato-Streak V-8.

ALL-NEW HANDLING EASE

New vertical king-pin front suspension, new parallel rear springs and new recirculating ball steering let you take corners and curves almost effortlessly—cushion road shock so effectively you experience an all-new driving sensation.

BEAUTIFUL ALL-NEW PANORAMIC BODY

Pontiac's new panoramic body provides sweeping vision all around, with new panoramic windshield and extra-wide rear window. Front seats are three inches wider and, despite a roof line almost three inches lower, there is no sacrifice of head room.

EXCITING ALL-NEW INTERIORS

Never has a car priced next to the lowest extended so exciting an invitation to relax amid so much luxury. Pontiac's all-new interiors—with fine fabrics and leathers perfectly keyed to the Vogue Two-Tone body color—are unsurpassed for beauty and charm at any price.

Hi Pontiac! Here I am!

A GENERAL MOTORS MASTERPIECE—
ALL NEW FROM THE GROUND UP!

RIVERDALE MOTOR COMPANY
COLLEGE STREET WARRAW, N. C.



'Shall I Buy Sexed Chicks?'

Poultrymen often ask the question: "Shall I buy sexed chicks or straight-run chicks?" This is a particularly pertinent question to people producing market eggs, says R. S. Rearstyn, head of the poultry science department at State College.

According to Rearstyn, the main advantages of the sexed chicks are: you do not have to raise the cockerels, which reduces the labor and feed costs; there is a probability that with fewer number of chicks to care for, the pullets will receive better attention and thus make better development; and greater space in the brooder house should lead to higher livability.

The arguments for straight-run chicks are: With good luck the producer might secure a profit from the cockerels raised to broiler size; the producer must pay a much higher price for sexed pullets than for

Oullaws Bridge

By Mrs. J. H. Oullaw

Dr. and Mrs. Russell E. Oullaw of Microhead City, Mr. and Mrs. Harold E. Jones and son, Gray, and Mr. and Mrs. E. D. Oullaw of Goldsboro were among visitors with Mr. and Mrs. Luther Oullaw, Sunday.

Mr. and Mrs. Don A. Oullaw of Kinston, R. F. D. visited with Mrs. Katie Oullaw and family Sunday afternoon.

The annual meeting of the R. E. A. held in Goldsboro, Saturday p. m. was attended by members from this section. Lewis Oullaw was reelected president of the Tri-County Electric Membership Corporation.

Gerald Simmons of State College, Raleigh was a week-end visitor with the home folks.

Mrs. Sudie Banks of New Bern spent last week-end with Mr. and Mrs. Ernest Dupree and other relatives.

Mr. and Mrs. Allen Kornegay and Miss Mattie Oullaw of Snow Hill Duplin County, visited Mrs. Lill B. Oullaw and family Sunday.

Farm Bureau members of Duplin held their annual meeting in Kenansville Saturday morning, with Leroy Simmons president.

Lewis W. Oullaw spent Saturday night with his sister, Mrs. Albert Nichols and family in Sims.

Mr. and Mrs. Robert Jones and son, Robert 3rd, visited Mr. and Mrs. George A. Hicks in Fremont Sunday afternoon.

Mr. and Mrs. James G. Jones of Spartanburg, S. C. visited Mr. and Mrs. B. F. Oullaw Saturday and Sunday.

The masquerade party, Saturday night was enjoyed by both young and old.

You Owe Us \$76,190,000 — Please Remit

RALEIGH—How would you like to get a statement marked, "You owe us \$76,190,000—please remit!"

Startling, huh? But that's what Tar Heel motorists paid through October for property damage, hospital bills, funeral expenses, insurance claims and lawsuits arising from the careless operation of motor vehicles.

In short, an automobile accident nowadays is an expensive proposition.

So expensive for a fact that North Carolina's ten month bill for auto mishaps would pay for a brand new set of tires for every car owner in the state.

Many people doubtlessly wonder how officials peg the economic loss from auto accidents. A formula developed by the National Safety Council is used by practically all traffic safety officials to estimate the bill.

The formula is simple: it's the flat sum of \$95,000 multiplied by each auto fatality.

Statisticians figure a single death

represents an economic loss of \$95,000. For simplicity the same fatality also takes in property damage accidents loss of income, medical and funeral expenses, and other dollar losses.

The fatality times \$95,000 formula has been found to be fairly representative of the economic loss sustained in the region where the ratio is applied.

And accident expenses, like everything else, have gone up. Only a few months ago NSC officials notified state authorities to raise their figure from \$65,000 per fatality to the present \$95,000.

Research had indicated the revised figure was more accurate in the light of increased cost of living—and dying.