

### Concentrate On Leaf Of Superior Quality, Farmers Are Advised

Tobacco Associates Give Timely Advice As Season Begins

"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 the 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 tobaccos that carry 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.

In calling growers' attention to their role in meeting the nicotine problem, the export promotional body devoted considerable space in its current report to the N. C. Experiment Station's recently released Research Report dealing with this subject. The Research Report points out that "nicotine level is a quality index that is carefully watched in the plant breeding program with resistant

varieties averaging about one-half of one percent less nicotine than the older lines."

As demonstrated in controlled experiments, the report reveals that the level of nicotine accumulated in flue-cured tobacco is influenced by these factors: (1) Varieties are inherently different in their nicotine contents. Both the level of alkaloid synthesis and the chemical nature of the alkaloid are genetically controlled, with the newer disease-resistant varieties somewhat lower in nicotine than the older non-resistant varieties tested. Varieties retain their relative rankings in nicotine despite differences in weather conditions and locations.

(2) Nicotine accumulation is directly related to the level of nitrogen fertility; (3) 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; (4) 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; (5) tobacco, artificially infected with mosaic, is consistently lower in nicotine than the non-infected tobacco; and (6) moisture supply is the most important single factor in regulating the growth and nicotine accumulation of tobacco. This has been forcefully demonstrated in irrigation experiments—varieties differ in their nicotine response to varying moisture conditions.

Tobacco Associates leaders 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.

### Voluntary 'Safety Check' Movement Draws Umstead's Praise



GOVERNOR ENDORSES AUTO INSPECTION—Governor William Umstead has given his "official and personal endorsement" to a plan for the voluntary safety inspection of automobiles promulgated and personal endorsement to a plan for the voluntary safety inspection of automobiles promulgated by the Carolina Safety League. The free inspections are to begin this Spring. Above, Governor Umstead hands his signed endorsement to Thomas A. Williams of Greensboro, chairman of the League. On the left of the picture are Mrs. Bessie B. Ballentine of Raleigh and McAlister Carson, Jr., of Charlotte, secretary-treasurer and vice-chairman of the League, respectively. On the right of the picture is State Motor Vehicles Commissioner Ed Scheidt, a League director, who calls the movement "one of the finest things that has happened since I took office."

Governor Umstead, Motor Vehicles Commissioner Ed Scheidt, hundreds of business firms and organizations and thousands of private citizens are supporting a movement to "safety check" the automobiles and trucks which travel the streets and highways of North Carolina. The program, which includes the use of State-approved windshield stickers for those vehicles which are in safe condition, gets under way this Spring.

The movement is being directed by the Carolina Safety League of which T. A. Williams, Greensboro automobile dealer, is chairman. "This program is strictly voluntary," Williams said. "And the inspections won't cost a penny and won't entail any obligation on the owners of the cars. We believe that motorists will welcome an opportunity to have their cars safely checked if they are not subjected to a lot of red tape and delay."

Governor Umstead issued a formal, signed statement giving his "official and personal endorsement" of the program, which follows:

"I am happy to give both my official and personal endorsement to the Voluntary Motor Vehicle Safety Check campaign sponsored by the Carolina Safety League."

"Before doing so I discussed the plan in detail with the Commissioner of Motor Vehicles, Ed Scheidt, who is a director of the League. I agree with him that the State's efforts for highway safety will be aided materially by a successful program to assure the mechanical safety of motor vehicles by periodic inspection, and correction of defects found. Since there is now no law in North Carolina which provides for stickers on the windshields of cars checked and found safe should prove popular with those motorists who want to do their part in the prevention of highway accidents.

"When the actual inspections be-

gin, I will see to it that the State-owned automobile which carries license plate No. 1 also carries a sticker with the statement that it has been checked and approved."

/s/ William B. Umstead  
Governor of North Carolina

The actual inspections will begin in April or May depending upon delivery of the hundreds of thousands of green, white and black stickers which have been ordered. Cars and trucks will be inspected as to brakes, steering, lights, horns, tires, windshields and windshield wipers—according to rules set down in an officially approved manual. Vehicles which are found safe, or which are made safe following discovery of mechanical defects, will be given a signed and dated sticker stating that they have been checked and "approved."

The North Carolina Legislature passed a mandatory mechanical inspection law in 1947 and the State set up "inspection lanes" throughout the 100 counties. But the administration of the law proved so unpopular that the next Legislature immediately repealed it. The plan of the Carolina Safety League calls for free, voluntary inspection at any one of hundreds of garages designated as inspection stations.

"I think it's one of the finest things which has been started since I took office," said Commissioner Scheidt, the former top FBI man who is leading the State's effort to reduce highway deaths and accidents.

Officers of the League, in addi-

tion to Williams, are: McAlister Carson, Jr., of Charlotte, vice-chairman; Mrs. Bessie B. Ballentine of Raleigh, secretary-treasurer; and Scheidt, V. E. Fisher and J. W. Ragsdale of Raleigh and T. E. Pickard of Charlotte, directors.

There were 8.9 million layers in farm flocks in North Carolina in January, 1954, compared with 9.25 million during the same month a year earlier.

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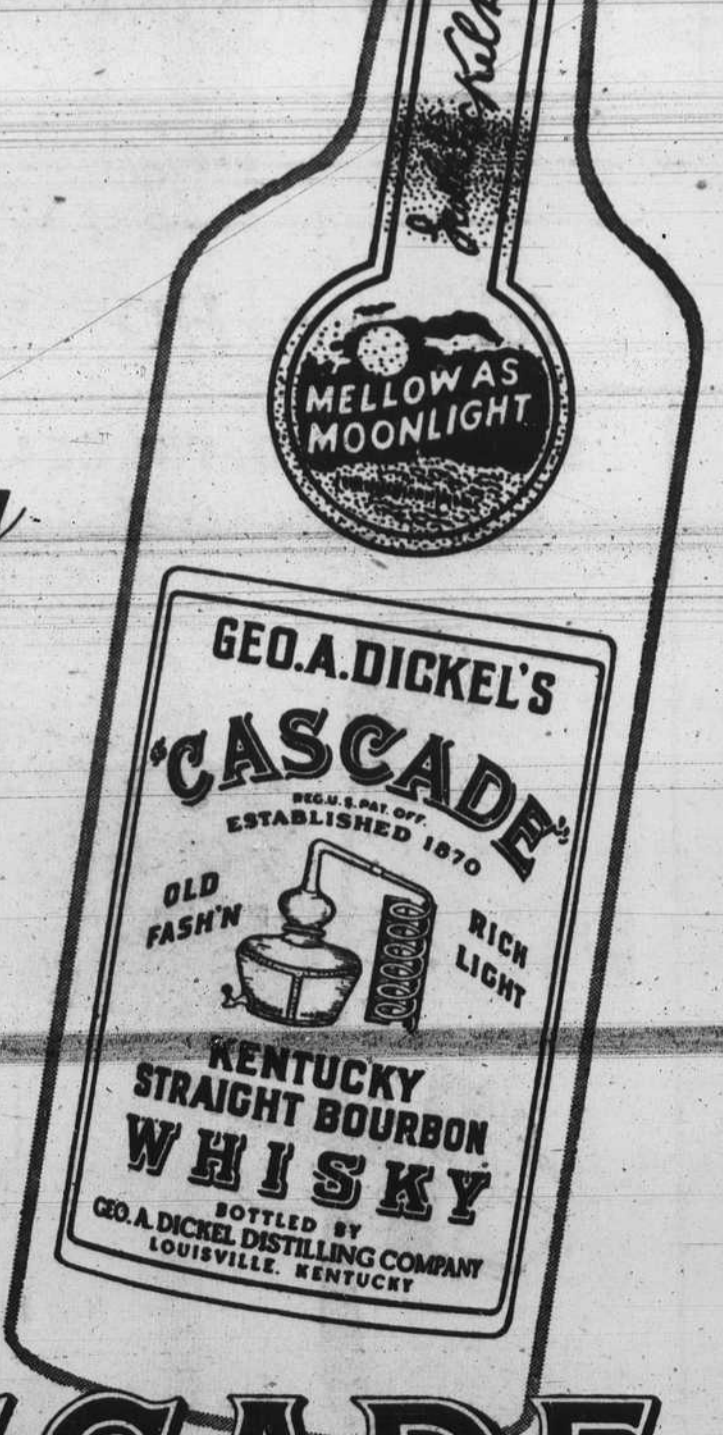
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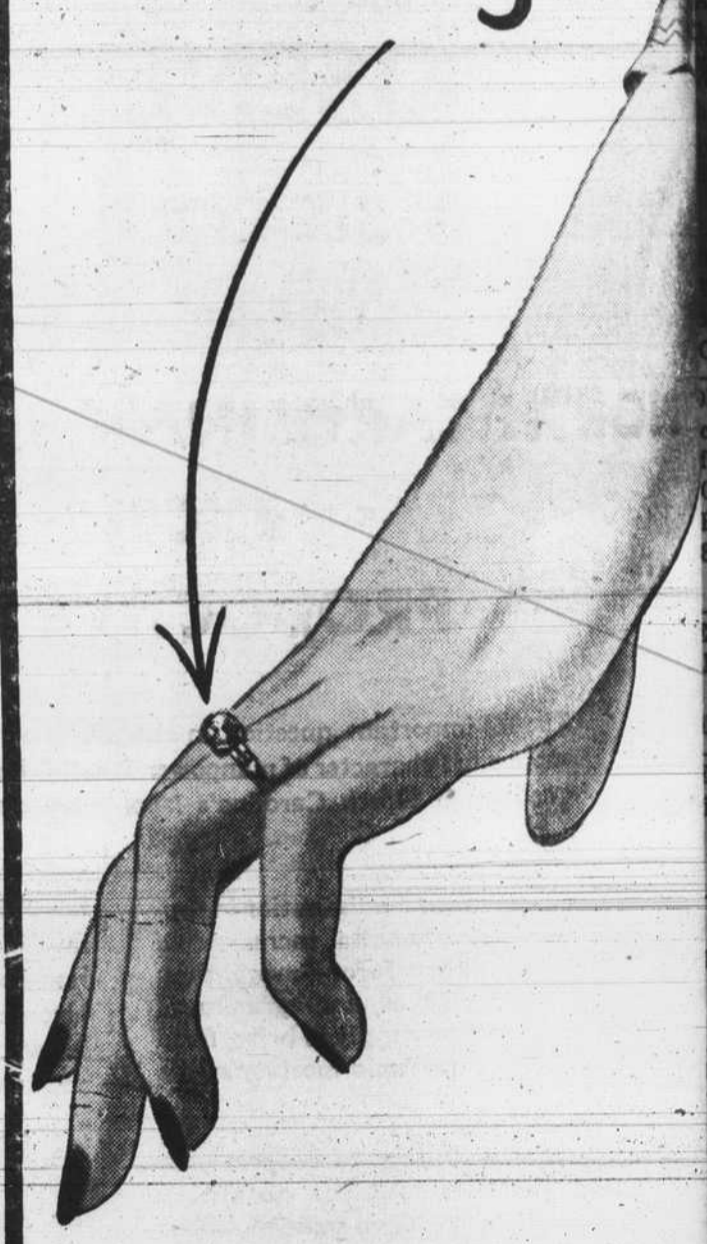
Another contribution to more pleasant living for North Carolinians is the brewing industry's self-regulation program where brewers, wholesalers and retailers—in counties where malt beverages are permitted under State control—cooperate to maintain wholesome conditions for the legal sale of beer and ale.

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