

High Quality Leaf Production Key to Future

Raleigh.—Problems of pathology, entomology, engineering, management, marketing, and the like must be considered not only on general farm crops but in connection with the home and the welfare of the farm family.

Tobacco is North Carolina's most important crop. Problems of plant production involve control of weeds, insects and diseases, as well as fertilization and other factors. Plans were worked out in 1945 that call for permanent plant bed sites.

Granville wilt and the black root rot disease have caused untold damage in the field to the tobacco crop in the past. Identification of the diseases in the growing crop is absolutely necessary because no one strain has yet been developed that is resistant to all diseases.

After testing 1,034 different strains of tobacco, many from foreign countries, the Tobacco Branch Experiment Station at Oxford finally developed the Oxford 26 strain, which is resistant to Granville wilt. Extension aided growers in determining which fields should be planted to the new strain and in obtaining seed. About 50,000 acres were planted to the Oxford 26 tobacco and conservative estimates place the worth of the new strain at \$5,000,000 in a single year.

Growers with black shank infested soils continued to use Oxford strains 1, 2 and 3. The disease was reported for the first time in Wayne, Beaufort, and Onslow counties. Root knot nematodes have been responsible for serious damage in the Coastal Plain area, and the disease is on the increase in the lighter soils of the Piedmont section. Proper rotation is the best method of fighting this problem.

Agronomy and marketing specialists have warned growers that they must pay more attention to the production of high quality tobacco in the future as

total supplies of the crop become larger and world competition in tobacco production becomes keener.

Costs of producing cotton have risen to an exceptionally high point because so much of the work in connection with the crop is hand labor. Farm management, engineering, and agronomy are together working on plans for reducing unit costs of production as outlined in the seven-point cotton program.

Cotton presents not a state or regional problem, but a world economic problem. Its future may also present a serious social problem of displaced workers for North Carolina and the South, if the crop acreage is seriously reduced because of increased world production. Reduction of cotton costs with production of better grade staple and new uses for the staple seem to present the best answers to the problem.

The one-variety cotton improvement program is now entering its sixth year with 39 organizations and 25,637 members cooperating. In 1945 302,301 acres of a single strain of cotton, a part of the seed wilt resistant and others non-wilt depending on the soils, were planted by these organizations. Each year a special trophy is awarded the county showing the greatest improvement in all improved practices relating to cotton.

A state-wide, five-acre cotton contest, emphasizing the importance of high production and high staple quality, was begun in 1945 in cooperation with all agencies interested in the future of cotton. In spite of the low average yield of cotton in the state, the prize winner produced more than 14 bales on 5 acres at a remarkably low cost of 8 cents per pound.

The Seventh Army, now occupying the Third Army Area, including the states of Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee was reactivated on June 11, 1946, under the command of Lieut. General Oscar W. Griswold, with headquarters in Atlanta.

Peanut Growers Need Better Seed

There is need for a national peanut seed industry says James H. Beattie of the U. S. Department of Agriculture. Mr. Beattie, who is senior horticulturist of the Bureau of Plant Industry, Soils, and Agricultural Engineering, states the case in this way:

"Due in some measure to the stimulus of war conditions, the annual farm value of the peanut crop in a dozen Southern States now exceeds \$200,000,000 and it is credited with being the third most valuable southern cash crop. Yet, surprisingly, there is no organized, large-scale peanut seed industry. Although more than 100 million pounds of peanut seed valued at several million dollars are required for planting each year, the peanut industry is a half century behind many other important crops in this respect.

"Every wholesale and retail catalogue devoted to vegetable seed gives attention to garden and field bean seed, but the peanut gets scant attention. In quantities used—approximately 80 million pounds of garden bean seed and 100 million pounds of field bean seed—beans rank with peanuts.

Carefully conducted experiments in Georgia, Virginia, and elsewhere, have shown increases of 250 to 300 pounds of peanuts per acre through the use of good seed. It is high time that farmers and the industry in general enjoy the profits to be had from the use of good seed. A well-organized, well-conducted seed industry is needed to supply it."

At noon on May 6, 1945, enemy resistance to the Seventh Army ceased. Field Marshal Gerd von Rundstedt and King Leopold of the Belgians were picked up in the Seventh Army Area.

As the battle of the Bulge came to a close, the Germans launched a major offensive to recover Alsace and it was elements of the Seventh Army that stopped the thrust after a confused four-day battle.



EXTRA GOOD BREAD!

USE FLEISCHMANN'S ACTIVE FRESH YEAST

THERE'S NO LOST ACTION WITH FRESH YEAST! And Fleischmann's fresh Yeast goes right to work because it's actively fresh. No waiting—no extra steps—Fleischmann's fresh Yeast helps give full delicious bread flavor, tender smooth texture—perfect freshness.

IF YOU BAKE AT HOME, always ask for Fleischmann's active fresh Yeast with the familiar yellow label. Dependable—America's favorite for over 70 years.



Always fresh—at your grocer's

fresh up" with SEVEN-UP
YOU LIKE IT...IT LIKES YOU!

It's hard to smack 'em straight and true when your spirits are stymied. And you just can't be fresh and cheerful when heat and thirst are getting you down. That's the time to treat yourself to a "fresh up" with 7-Up. Quick as a caddy's wink, 7-Up quenches thirst. And, as you sip its clean, keen goodness, notice how your spirits, too, catch the fresh and lively cheerfulness of 7-Up itself! You like it . . . it likes you! You can enjoy a "fresh up" with 7-Up at any place that's displaying the famous 7-Up signs.



COPYRIGHT 1946 BY THE SEVEN-UP COMPANY

THE SEVEN-UP CO. of Littleton and Ahoakie

THANK YOU for waiting for delivery of your NEW CHEVROLET

We are doing our best to see that you get your new car as quickly as possible



Remember—Our CAR-SERVICE is your best CAR-SAVER. Keep your present car "alive" until you get delivery of your new Chevrolet by bringing it to us for skilled service now and at regular intervals.

We want to thank our customers and prospective customers for your friendly patience while awaiting your new Chevrolets.

We know it is a hardship to wait for needed transportation; but we believe you will understand that we, and Chevrolet, are as eager to deliver cars as you are to obtain them. Unfortunately, production so far this year is far under expectations. Chevrolet Motor Division sums up the situation thus:

"Even though our rate of production normally exceeds that of any other manufacturer, we have been able to build, up to July 1, only 12.4 per cent as many cars as we had built up to that date in 1941. Production is still far below normal, because of frequent shortages of essential materials and parts. Strike after strike at the plants of our suppliers has seriously impeded our progress toward full production, and the cumulative effect severely hampers every manufacturing and assembly plant. In June we were able to build only 29.2 per cent as many cars as we produced in the same month in 1941."

While production is restricted, so—in proportion—are shipments of cars to us. As production increases, we are assured of getting our proportionate share of the total—and as quickly as cars are received, we will speed deliveries to our customers.

Hollowell Chevrolet Company, Inc.
Hertford, North Carolina