

New Farm Program Launched in State

What can North Carolina farm people do to improve their lot? An exhaustive study presenting at least some of the answers to this question was made public in Raleigh on January 28, when the North Carolina Board of Farm Organizations and

Agencies unveiled its new long-range agricultural program for the State. The program was presented in a 76-page booklet entitled "North Carolina Accepts the Challenge," published after a full year's work of fact-gathering and sifting by members of the 11 agencies making up the sponsoring board. First section of the booklet deals with the State's present agricultural

situation, as revealed by 1950 census data. It points out that the Tar Heel State has the nation's largest farm population, the farms are too small, too much work is still being done by hand and mule power, and farm enterprises are not as balanced and diversified as they should be. The main section of the study presents specific recommendations for increasing farm income in the State as a whole and in each of the 12 types-of-farming areas.

Five main recommendations are made for the State: Increase size of farms, follow better management, mechanize, use recommended practices, and seek more off-farm employment.

Another section deals with ways to improve family living, and the concluding section points out how the overall program can best be put into effect.

Agricultural and business leaders and press and radio representatives were present at the kick-off meeting in Raleigh. The program will now be carried to the people in each of the State's 100 counties.

Crop And Seed Groups Plan Annual Meeting

The North Carolina Crop Improvement Association and the North Carolina Foundation Seed Producers, Inc., will hold their 1952 annual meetings at N. C. State College on January 25, beginning with registration at 9 A. M.

J. H. Hilton, dean of the State College School of Agriculture, will welcome the group. Richard T. Cotton, leader, stored plant products section, Bureau of Entomology and Plant Quarantine, U. S. Department of Agriculture, Manhattan, Kansas, will speak on "Practical Methods of Keeping Stored Grain Insects under Control, and New Developments."

George D. Jones, extension entomologist, will lead a discussion period following Cotton's talk. J. B. Cotner, grain marketing specialist, State Department of Agriculture, will speak on "Marketing North Carolina Grain Crops."

MONEY-SAVING TIPS FOR HOME BUILDERS

Too many times, homes built by private individuals run far beyond original estimates . . . to the anger and disappointment of owners. Before you build your dream house, learn 30 ways you can save on expensive "extras" in February 10th issue of

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will include O. W. Essley, Jr., agricultural engineer, Mississippi State College; R. W. McMillen, manager of the Foundation Seed Producers, Inc.; and R. W. Cummings, director of the North Carolina Experiment Station. Essley will speak on "The How and Why of Correct Seed Processing. McMillen will report on new crop varieties being increased for growers of certified seed, and Cummings will give a summary of the day's discussions.

The Crop Improvement Association will hold its annual business meeting at 3:15 P. M., and the Foundation Seed Producers will meet at 3:45 P. M.

No seed exposition will be held in connection with this year's meeting.

J. R. Kiker of Polkton is president of the Foundation Seed Producers, and K. J. Shaw of Laurinburg is president of the Crop Improvement Association.

Democracy is an outgrowth of Christianity. Christianity is the root, democracy the fruit. And if we simply try to hang on to the principles of democracy without also maintaining the spiritual source of those principles, democracy will wither and die just as a branch will die when cut off from the trunk of the tree.
—Rev. Marshall Ketchum.



THE VOICE IN THE NIGHT

"Thanks to your earthly angels with their invisible halos." Thus was the expression of gratitude of one telephone subscriber for one telephone operator. Similar thanks have been given many times for their speedy help when emergencies arose. If we may, we, too, would like to gratefully acknowledge the work of the night operators.

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Nitrate Nitrogen

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Natural Chilean Nitrate is rich in sodium — contains 26% of this element (equivalent to 35% sodium oxide). Sodium can act like potash — may partially substitute for it in potash-deficient soil. By itself, sodium increases the availability of

applied phosphate . . . tends to have a "sweetening" effect on the soil.

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Natural traces of other elements are found in Chilean Nitrate. These include iodine, manganese, copper, zinc, boron, magnesium, calcium, iron and sulphur. In small quantities, these elements are essential to proper plant or animal nutrition.

Free-flowing pellet form

Chilean Nitrate can be applied in any standard distributor. For larger yields and top-quality crops, order **Natural** Chilean Nitrate of Soda — proved by more than 100 years of experience.



NATURAL

a John Deere Day message

January, 1952

Dear Friends:

John Deere Day will soon be here again; in fact Wednesday, February 13, is the day. This is the day we look forward to having all our farmer friends here to be our guests and spend the day with us. There just isn't time to call on each of you personally. We have endeavored to mail invitations to each of you, but if you did not receive one, or have not been invited by any of our personnel, please consider this your personal invitation to attend. The picture show will start at 10 A. M., at the State Theatre.

The feature picture, "Galahad Jones," starring Marjorie Lord, Richard Crane, Elizabeth Patterson, and Jonathan Hale, is a top notch production—one which we are sure you will enjoy. We will also have several interesting and educational features on modern equipment and farming practices. Prizes will be given the lucky persons.

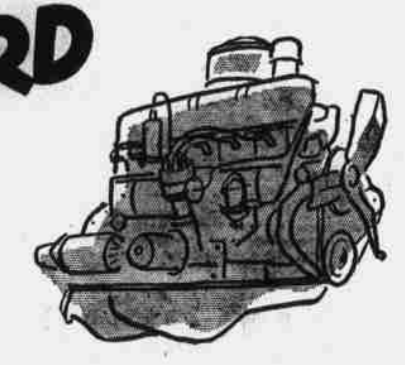
Don't forget the time, Wednesday, February 13. Come early! Bring the whole family and spend the day with us.

Sincerely,

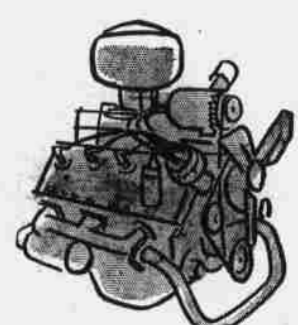
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Preview of the '52 FORD

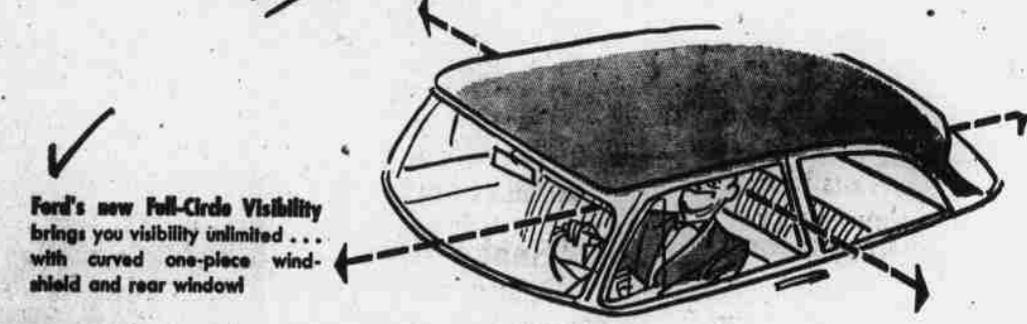
Ford's new 101-h.p. high-compression Mileage Maker Six is the newest Six in the industry . . . the only all-new, high-compression, low friction Six in its field!



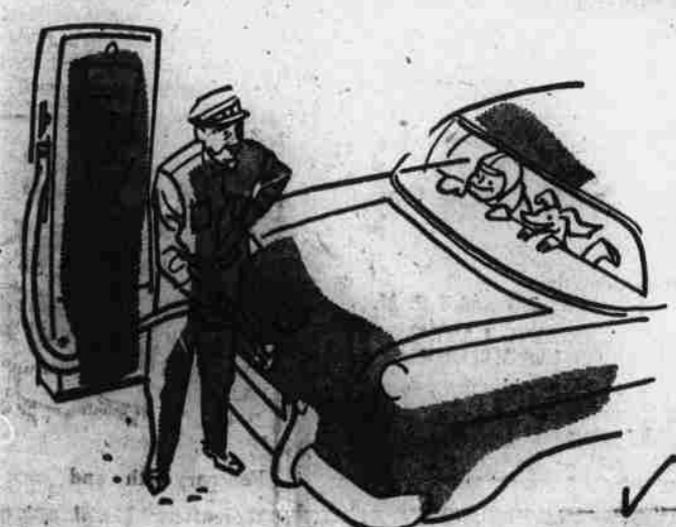
Ford's advanced 110-h.p. high-compression Strato-Star V-8 is the most powerful engine ever built in the low-price field!



Ford's Coachcraft Bodies are the newest, most advanced form of construction in the industry . . . styled to stay beautiful, quality-built to stay young!



Ford's new Full-Circle Visibility brings you visibility unlimited . . . with curved one-piece windshield and rear window!



Ford's new Center-Fill Fueling makes fueling a "cinch" from either side of pump.

Ford's new Automatic Ride Control levels roughest roads and takes the tilt out of turns!



Coming FRIDAY February 1st
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