

The average North Carolina cow produces only about 170 pounds of meat annually. If by good feeding and care this could be increased 75 per cent or to 289 pounds it would amount to a total increased production of 44,800,000 pounds of beef annually by the 400,000 cows in the State.

In an effort to meet the need for improved equipment and suitable formulations for applying insecticides and fungicides to control insects and plant diseases, a research project has been approved under the Research and Marketing Act of 1946 the USDA has announced.

### Seal Sale Celebrating Fortieth Anniversary

RALEIGH. — The annual Christmas Seal Sale is celebrating its 40th anniversary this year. Income derived from the sale of these seals is the sole support of 3,000 affiliated tuberculosis associations throughout the nation.

There have been many changes in the seal from time to time; most notable, however, was in 1920 when the National Tuberculosis Association took over the sponsorship of the sale. Previous to this year, the National Red Cross had sponsored this drive, but the income of the sale and the program thereby carried on had increased to such proportions that the National Tuberculosis Association became the natural sponsor for the campaign. At this time, the double-barred cross, the symbol of worthy crusades since ancient history, was adopted as the symbol of this worthy crusade for health. Throughout our nation and world it now stands for the fight to control tuberculosis. This double-barred cross was first used on the Christmas Seal in 1919.

The 1919 seal carried both the cross of the National Red Cross and the double-barred cross. However, the seal of the 1920 sale displayed for the first time only the cross of the National Tuberculosis Association.

With the 1947 Christmas Seal wider than it is deep, each sheet of 100 seals this year presents a horizontal rather than vertical appearance. This is the first time the seals have been arranged in a horizontal position since 1937 and the sixth time since the first Seal Sale in this country in 1907. Previous horizontal seals were issued in 1933, 1931, 1927 and 1913, as well as 1937.

The 1947 Christmas Seal was designed by Raymond H. Lufkin of Tenafly, N. J., and depicts a typical New England winter scene of a yoke of oxen drawing a sled loaded with freshly cut Christmas trees. Walking beside the sled is a man with a prod. In the background are a range of mountains and a small farm house, with a blue skyline.

Dark red is used for the horizontal and vertical gutters of the sheet, framing the seals. Across the bottom of each seal are the words, "Merry Christmas," in white Gothic type against a red background. The seal itself measures 23mm x 17 mm, making the overall size of a sheet of 100 seals 10 1/2" x 8 1/8". Four colors are used in printing the seals—red, brown, blue and green—resulting in a set of seven progressive color proofs. The initials, "U. S. A.," appear in brown in the lower right corner of each seal.

Approximately five billion seals were run off by the four lithographers: United States Printing and Lithographing Company, Eureka Specialty Printing Company, Edwards and Deutch, and Strobbridge Lithographing Company. Each printer's work can be identified by the small letters—E, D, S, and U, respectively—which are in the lower left-hand corner of the 56th seal of each sheet. The perforated and imperforated negative sheets have wide outside margins and show crossed guide lines next to each of the marginal seals on all four sides of the sheet. In addition, a color chart appears beneath each seal in the bottom row.

All the D, S and U sheets are perforated 12 1/2 x 12 1/2. All E sheets are perforated 12 x 12 1/2.

Canada will again use the same design as the United States. As in the past, it will have two printings, one in English text and one in French text. The letters "U. S. A." will be omitted. England, Newfoundland and Bermuda will use the Canadian Seals with the English text. Bermuda, however, will have the seals overprinted in red with the word "Bermuda."

The USDA proposes to amend the regulations of its meat inspection service by adding to them a list of foreign countries eligible to export meat and meat food products to the United States.

Corn loan and purchase rates for the 1947 crop, ranging by counties from \$1.27 to \$1.56 a bushel, and averaging \$1.37 nationally, were announced recently by the U. S. Department of Agriculture.

When peanuts are grown in soils high in organic matter, the calcium needs are higher than with soils of lower organic matter.

—JOB PRINTING—PHONE 283—

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**Holiday Season**

**Christmas 1947**

**In This Joyous Season of Christmas**

we want to renew all our old friendships, want each of you to feel your importance to us, and to realize that without you the story would have been quite different.

A very Merry Christmas to all of you, friendly people of this community!

**P. D. HERNDON**  
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**Christmas Once**

**Christmas Still**

The silent skies are full of speech  
For who hath ears to hear;  
The winds are whispering each to each,  
The moon is calling to the beach,  
And stars their sacred wisdom teach  
Of Faith, and Love, and Fear.

But once the sky its silence broke  
And song o'erflowed the earth,  
The midnight air with glory shook,  
And Angels' mortal language spoke  
When God our human nature took  
In Christ the Saviour's birth.

And Christmas once is Christmas still;  
The gates through which He came,  
And forest wild and murmuring rill,  
And fruitful field and breezy hill,  
And all that else the wide world fill  
Are vocal with His Name.

Shall we not listen while they sing  
This latest Christmas morn,  
And music hear in everything,  
And faithful lives in tribute bring  
To the great song which greets the King  
Who comes when Christ is born?  
—Phillips Brooks

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