



QUESTION: How should I lime and fertilize my cotton for best results?

ANSWER: It depends on the location of your farm and its history of fertilization. A series of soil tests would be your best bet. However, lime should be applied to keep the acidity of the soil between pH 6.0 and 6.5. Generally, 500 to 700 pounds of fertilizer per acre is recommended for the Coastal Plain, and 600 to 800 pounds per acre in the Piedmont. In the Coastal Plain, use 5-10-5 or 4-10-6 in rotations with non-legume crops. In this instance, 4-12-4 should be used in the Piedmont. In the Coastal Plain, use 5-10-10 in rotations with legumes for hay, peanuts, or on soils of high organic matter. Piedmont farmers should use 4-12-8 or 5-10-10. Coastal Plain farmers planting cotton in rotations with legumes for seed or turned, or on soils of high organic matter should use 3-9-9. Piedmont farmers should use 3-12-6.

QUESTION: What chance has the farmer got in knowing whether he is getting the full market value for his cotton?

ANSWER: Have samples tested free by the Smith-Doxey Classifying Service. If you want to know as much about your cotton as the man who buys it, all you have to do is request that your ginner send samples to Raleigh where a

staff of experts will classify them.

QUESTION: Why do "wilt-resistant" tomatoes wilt?

ANSWER: There are two different, widely occurring wilt diseases of tomato in North Carolina — fusarium wilt and bacterial wilt, the latter often known as Granville wilt. Several tomato varieties are resistant to fusarium wilt, but no commercial varieties have yet been developed that are resistant to bacterial wilt. A second possible reason why your "wilt-resistant" tomato plants wilt is that they, like many other varieties, are only moderately resistant.

QUESTION: Is it true that North Carolina farmers use more fertilizer than those of any other state?

ANSWER: Yes. Farmers in North Carolina have recognized the importance of fertilizer in securing high yields for many years. In the past 15 years the amount of fertilizer used in the state has doubled. In the crop year 1952-53 Tar Heel farmers used 1,850,000 tons of plant food.

QUESTION: Would you outline for me the so-called "seven steps to efficient cotton production"?

ANSWER: (1) Plant recommended seed. (2) Lime and fertilizer as needed. (3) Distribute fertilizer properly. (4) Mechanize planting and cultivation. (5) Apply side-dressing according to needs. (6) Follow complete insect control program. (7) Sell cotton by grade and staple value.

QUESTION: Should I treat my home garden (100 x 200 feet) for root knot control?

ANSWER: Do not consider treating your garden unless there is real trouble and you are sure of the cause. If root nematodes are the primary problem, select an inexpensive fumigant. If a soil-borne fungus or bacterial disease is the main problem, soil treatment may not be practical or it may pay you to treat with a more expensive material such as chloropicrin. These materials are toxic to humans and animals and care must be exercised in their use. Observe all precautions given by manufacturers.

Marketing Costs Gets Big Bite Of Food Dollar

A growing share of the consumer's food dollar is going into marketing, charges with the result that less is being spent for food and more for packaging and other services.

Howard Clapp, Cleveland County farm agent for the State College Extension Service, says more and better packaging, washing, selection, mixing, precooking, and preparing of products for the American table are a continuing trend which partially explains the widening spread between farm prices and retail costs of food. Mr. Clapp bases his statement on recent marketing and transportation reports of the U. S. Department of Agriculture.

Several reasons are given for the increases in marketing services. One of the most significant is the mounting proportion of women, especially married women, now working outside the home. The families of working women tend to buy more partially prepared and wholly prepared foods, and eat more meals in restaurants. Both these practices increase marketing charges in relating to farm value of the foods consumed.

Other long-term trends that effect the spread between farm prices and retail prices, according to Mr. Clapp are geographic specialization in farm production and greater concentration of our population in urban centers. Transportation costs are increased as more of our people live farther away from the areas in which their food is produced.

Improvement in consumer incomes is another factor described as responsible for increasing demand for marketing services. As incomes improve, consumers do not buy a significantly larger quantity of goods, but are willing to pay for the kind of services that improve the quality and attractiveness of the food they buy or save their time in preparing it.

Farmers probably will receive about the same share of the consumer's food dollar next year as in 1953, according to the county agent. The share for this year is tentatively estimated at 45 cents.



YOU can have fun figuring out your message from the Orient by use of this pleasant little letter puzzle. If the number of letters in your first name is 5 or less, subtract from 7. If more than 5 letters in your first name, subtract from 13. Now take this result and find your key letter in the word ORIENT at the top of this puzzle. When, starting at the upper left corner, check each one of your large key letters as it appears from left to right. Below the key letters is a code message for you.

I	O	R	I	E	N	T	E	I
E	T	M	I	A	A	H	R	T
R	O	N	E	T	I	R	N	O
I	N	J	P	A	R	N	O	E
T	O	R	N	E	E	I	O	T
O	R	I	T	E	N	N	R	O
L	I	A	O	G	N	O	I	A
N	E	R	I	O	N	E	T	I
E	T	O	R	I	O	R	I	E
R	O	N	E	T	I	R	O	R
A	I	A	E	T	S	N	O	S

Yule Decorative Aids Are Listed

Give your home a festive appearance by using evergreens, berries, seed pods and pine cones that you have on hand, suggests Pauline Gordon, State College extension specialist in housing and house furnishings.

These simple decorations which you have in abundance and cost no money will add greatly to the charm of your home. "However," cautions Miss Gordon, "do not injure a tree by cutting it for decoration — prune carefully small sprays of evergreens."

Miss Gordon says that the Christmas tree — whether large or small — should be the center of the decorations. Place your tree in front of a window, so that its bright, cheerful glow can be seen from within and without. Decorate your tree with balls of red, silver, blue and green, strands of popcorn and various

decorations that are saved from year to year.

And be sure to hang a rope of evergreens, a spray or wreath on your front door — it will signify to many who pass your home that you are celebrating this joyous season.

A rope of evergreens requires four or five yards of rope. The place you plan to use it will determine the length. Other materials needed are: Short lengths of wire (about 15 to 18 inches); short sprays of evergreen; balls, bows, red berries or bells. Place a bunch of evergreen against the rope and fasten in place with wire. Repeat until the rope has been completely covered. Drape the rope over your door frame, mantel or along the stair rail. Locate spots where an additional decoration like berries, balls or bells would be effective and then wire into the decoration.

In North Carolina the average of all beef cattle prices dropped from \$24.20 per hundred pounds in April, 1952 to \$12.20 in September, 1953.

Girl Scout News

Brownie Troop No. 1 of Central Methodist church met at the church Thursday. The meeting was called to order by the vice-president, Sara Del Hendricks, who has mumps.

Roll was called and dues collected.

We looked over some Brownie catalogs and then the refreshment committee served refreshments. We worked on Christmas tree ornaments.

Leaders are Mrs. Madge Rhea and Mrs. Paul Hendricks. Reporter, Carey Shore

Using good seed often means boosting crop yields 15 to 20 per cent.

AT EASE, MEN!

Lounge around all you like. Don't cramp your style to pamper your clothes. Let US do the pampering. We'll bring back that "like new" look in a flash for small cash. Give us a ring!

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Notice To Our Patrons

We Will Be Closed 3 Days

During Christmas Week

DECEMBER 24, 25, 26

For The Convenience Of Our Employees

Laundry in our Plant by Monday, December 21, will be delivered prior to the Christmas holidays.

FINGER LAUNDRY

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PRESCRIPTION SERVICE

We Fill any Doctors' Prescriptions promptly and accurately at reasonable prices with the confidence of your physician.

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THE REXALL STORE
Phones 41-81
We Call For and Deliver

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Drink Sunrise

- It's Pasteurized
- It's Homogenized
- It's Rich In Healthy, Wholesome Goodness

CHILDREN LIKE SUNRISE

Just give the Children sunrise Milk and you'll find they truly like it. It's the best way to prove how good it really is.

And, too, when you Buy Sunrise you are building the dairy industry in your own county.

Sunrise Dairy
GASTONIA, N. C.

Beef Prices Firm On U. S. Buying

The federal government's purchases of beef for domestic uses and export, started last April, are designed to strengthen the nation's cattle market, according to Howard Clapp, Cleveland County farm agent for the State College Extension Service.

Mr. Clapp says recent reports show that the U. S. Department of Agriculture will have purchased between 220 and 225 million pounds of beef by the year's end. This is the equivalent of more than 750,000 head of cattle, according to the county agent.

Sharp drops in cattle prices, which started their downward trend two years ago, are largely the result of increased marketings from a record national cattle herd of 94 million head. Drought has complicated the situation by stepping up marketings, particularly of lower-grade cattle, and reducing the normal demand for animals for high-finish feeding and herd replacements.

The bulk of the government's beef purchases are being distributed through the school lunch program and non-profit institutions. About 18 million pounds were purchased by the Foreign Operations Administration for overseas distribution.

Because producer price problems are greatest this year in the cheaper grades of cattle, owing to prolonged drought conditions, the government contracts have called for commercial and utility grade carcasses, with greatest emphasis on cutter and canner grades.



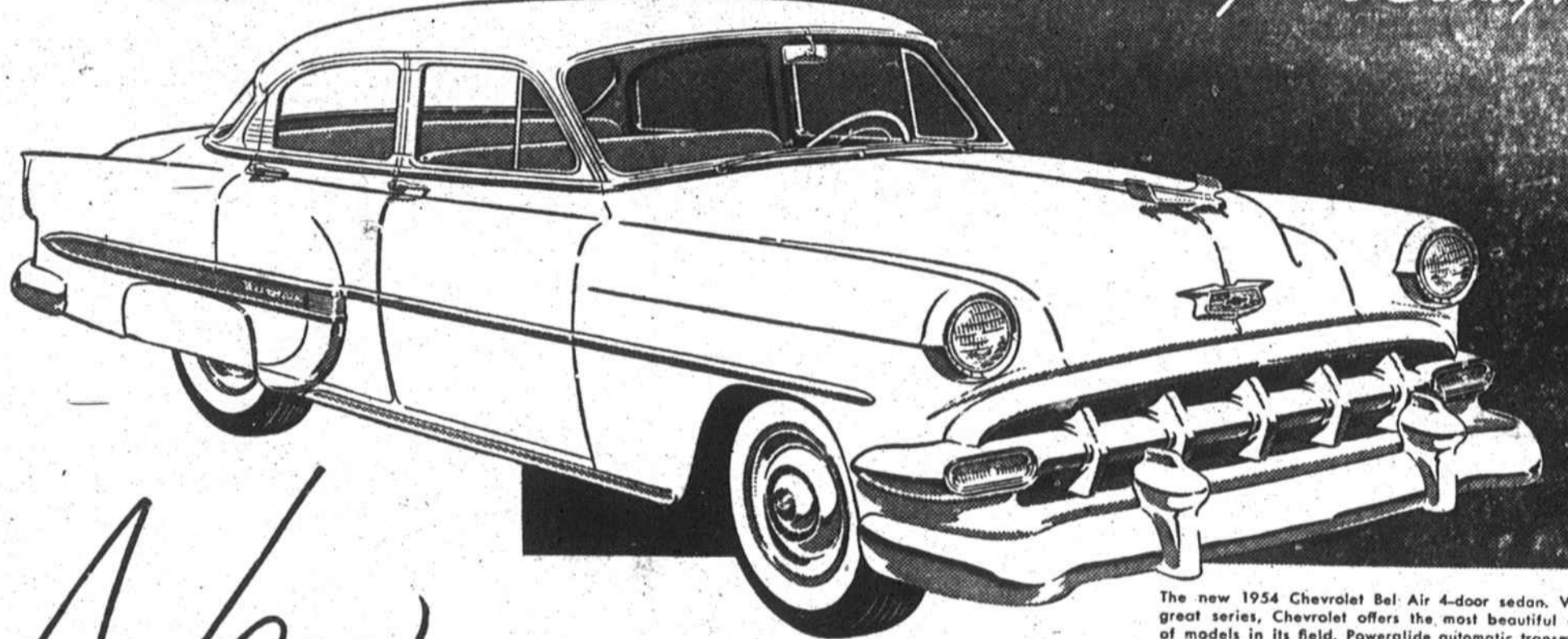
Expensive Slip-up!

If someone is injured while on your premises, will you be financially able to pay for any damages awarded against you? Will you be able to afford legal defense?

The answer is "Yes!" if you have Residence Liability Insurance. Ask this agency about it!

C. E. WARLICK
Insurance Agency
Phone 9
203 W. Mountain St.

ON DISPLAY FRIDAY



It's Brimming with Beauty!

The new 1954 Chevrolet Bel Air 4-door sedan. With 3 great series, Chevrolet offers the most beautiful choice of models in its field. Powerglide automatic transmission now available on all models, optional at extra cost.

New 1954 Chevrolet

Powered for Performance!
Engineered for Economy!

Come see the most beautiful, most powerful Chevrolet ever built... the new car that combines great new performance with money-saving gas mileage!

In every way, Chevrolet now brings you even more of the things you want.

More beauty with brilliant new styling in Body by Fisher and bright new color harmonies outside and inside the car.

More power and finer performance with new high-compression engine power in all models.

More comforts and conveniences including the richest new interiors in Chevrolet history and such new features as Power Brakes and

Automatic, Electric Window and Seat Controls. And, thanks to advanced Chevrolet engineering, all this with new economy, too.

The fact is, you'll find that no other car offers so many things you want at such low cost. That means the low first cost of the lowest-priced line in its field. And it means money-saving economy of operation and upkeep, as well.

Stop in and take a good look at the best-looking Chevrolet you ever saw!

First in the Low-Price Field

with POWER BRAKES, AUTOMATIC WINDOW and SEAT CONTROLS



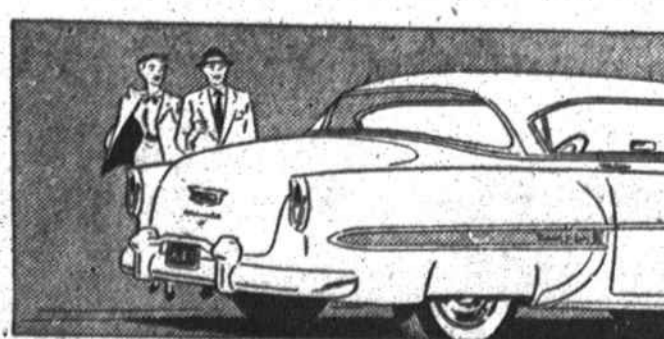
Power brakes for easier stops.

Now Chevrolet brings you Power Brakes to make stopping wonderfully easy and convenient. Optional on Powerglide models at extra cost.



New, automatic window and seat controls

The touch of a button adjusts front seat and windows. Optional on Bel Air and "Two-Ten" models at extra cost.



New styling that will stay new

There's a new, lower, smarter look about this new Chevrolet. All around the car, you'll see new styling that brings you Fisher Body at its beautiful best.

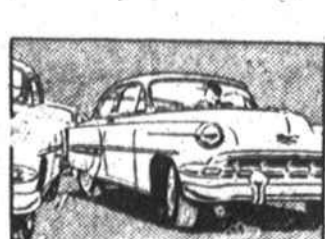
New interior richness

Fine new upholstery fabrics with a more liberal use of beautiful, durable vinyl trim. New color treatments in harmony with the brilliant new exterior colors.



Thrifty new power in all models

Now, in Powerglide models, is the more powerful "Blue-Flame 125" engine. Gearshift models offer the more powerful "Blue-Flame 115."



New, lower price on power steering

Chevrolet Power Steering now reduced in price! It does 80% of the work to give you easy, sure control. Optional at extra cost on all models.

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