

# 4-H Club Week Is To Be Observed In March



North Carolina 4-H Club members observe National 4-H Club Week, March 2-9, a period set aside to bring to the attention of the public the significance in its program to improve family and community living, which is its theme.

According to L. R. Harrill, state 4-H club leader, North Carolina's 153,206 4-H members, their parents, leaders and friends, will join with more than two million other members throughout the nation in observance of National Club Week.

The aims of National 4-H Club Week are to provide members a special occasion for evaluating past achievements and making plans for future activities on their farms, in their homes, and in their communities; to inform the public, including parents, of the value of 4-H training; to interest other young people in enrolling in local clubs; and to recognize the important part played by local leaders, and to enlist more public-spirited, youth-minded citizens in volunteering for this service.

Particular emphasis this year, says Harrill, will be placed upon salutes to local leaders, whose manpower and womanpower contributions are tremendous. Plans in local areas include special events where 4-H'ers, leaders, and parents will be guests and speakers. Civic and service clubs, schools and churches, farm organizations, and other groups will arrange for talks

by 4-H'ers, and programs participated in by leaders, extension agents, and others who help with club work.

Newspapers and radio and television stations will carry news and features about 4-H in their areas. Exhibits illustrating typical and outstanding activities will be prepared and displayed in store windows and other prominent places.

One of the highlights of the week involves North Carolina's Earl Davis, Wayne County 4-H member, who is the National Leadership winner. Davis is one of six national leadership, achievement and citizenship winners who will spend part of National 4-H Week in Washington, D. C., giving "A Report to the Nation." They will visit the White House, meet in person with members of Congress, Government officials and other national leaders; and appear on radio and television programs to tell about 4-H accomplishments in the past year and about plans for the current year.

After arriving in Washington on Friday, March 1, and remaining through Monday, March 4, the group will go to New York for two days to meet other "Friends of 4-H."

The entire week's program is planned by the Federal Extension Service in cooperation with the National Committee on Boys and Girls Club Work, Inc., Chicago.

## Letters To The Editor

I should like to take this opportunity to thank you for the wonderful cooperation in helping us to publicize the concert which we had last Saturday night.

The concert was in honor of Mr. Gordon Nash and in order to keep it a secret we had publicized the program as a regular concert. However, we had more than 400 people to attend the affair and we are certain that the wonderful publicity afforded by your paper was of major importance in attracting that size crowd.

Please express our thanks to your staff and we wish you every continued success.

J. PERRY WATSON, Director  
The Appalachian High School Band,  
Boone, N. C.

Dear Mr. Rivers:

You were very generous with space on the front page of your splendid newspaper and civic minded in giving under the title of \$300,000 School Building Project Near Completion a better than ample news account and pictures of the three new school buildings. School people throughout Watauga County are grateful to you for your help in obtaining better schools for their children. I thank you also for your editorial endorsing the action of the Board of Education for the construction of a school garage.

Sincerely yours,  
D. J. WHITENER, Member  
Watauga County Board of Education,  
Boone, N. C.

## Advertisers Bet On Boom

New York—The nation's advertisers will spend a record-breaking 10½ billion dollars plugging their products and services in 1957, according to Printers' Ink Magazine.

The magazine said "an expected higher level of prosperity and increasingly heavy competition for the consumer dollar" will boost the outlay for national and local advertising around 6 per cent over the 1956 total of \$9,982,000,000.

"Newspapers still get the lion's share of all advertising in the U. S., with 33.1 per cent of the total or \$3,305,000,000 in 1956," said Printers' Ink.

"Television again shows the greatest increase of all media, bringing it to more than \$1,200,000,000 in 1956. All other major media increased in volume, except network radio."

The breakdown listed network radio down 15.6 per cent in 1956 and local radio up 7.1 per cent.

Among all media, national advertising in 1956 totalled \$5,900,000,000, up 9.2 per cent and local advertising amounted to \$4,100,000,000, up 7.7 per cent.

Marketing specialists with the U. S. Department of Agriculture say exports of farm products from July through October were valued at 36 per cent above a year earlier, and for the year ending next June 30, they may set a new record.



### washable! acetate-cotton prints \$1.79 and \$1.98 yd.

Neat paisleys! Gay vibrant-toned florals! Two-tone polka-dots! Big choice of neutral and pastel background that make you turn your sewing plans to softly-tailored blouses, full-skirted dresses to wear beneath textured duster coats! Easy to stitch, easy to care for! They're hand-washable! 44/45" wide.

### crease-resistant "Americana" prints 79c yd.

Tiny florals on satiny-smooth cotton! Neat sprays of buds arranged in slimming stripes, others with a colonial girl Clear, bright colors! Needs little or no ironing, creases hang out, Pre-shrunk. 35/36".

### beautiful new cotton print 98c yd.

in Dan River, Signature, and Springs Dignity — Superb in quality — Beautiful patterns Sooth and easy to sew

#### Our Own "STATE PRIDE SHEETS"

No Better Muslin Sheets at Any Price!

81x108—\$2.29  
72x108—\$1.98  
81x 99—\$1.98

PILLOW CASES ..... \$1.18 pr.

#### WE ARE SHOWING THE MOST COMPLETE ASSORTMENT OF CURTAINS WE HAVE EVER SHOWN. NOW IS THE TIME TO FIX UP YOUR WINDOWS FOR SPRING

NYLON PANELS .... \$1.98 Pair RAYON PANELS .... \$1.00 each  
Priscilla Organdy Ruffle Curtains ..... \$2.98 to \$4.95 pair  
Priscilla Nylon Ruffle Curtains ..... \$3.98 to \$5.95 pair

### woven cotton chambrays 79c yard

Our own "Highland Park." Smooth, wonderfully soft under your needle! See fashion stripes, dyed-to-match solid tones! Sanforized\*, crease-resistant! 36". \*Max. shrink. 1%.

### linen-textured rayon 79c yard

Unconditionally washable! You can sew with confidence! Fadeproof! Wrinkle-resistant! Have it in a wide, wonderful range of new-for-Spring colors! Big value! 44/45".

### frosted nylon sheers 98c yard

Naturally crisp, never needs even the touch of your iron! Dainty flocked and printed patterns just right for curtains, spreads, even whirling dance frocks! 41/42" wide.

### embroidered cottons \$1.98 yard

Lavish all-over embroidery on smooth combed cotton! Takes our glamour-vote for date-time sheaths! White, plus a wide choice of soft pastels. 35/36".

### very new! nylon-silk chiffon \$1.98 yard

New—all over again! Now in a precious-fiber blend with super-sheerness! For evening wear, daytime costume accents! White, pastels, high shades. 48" wide.



### WE'RE NOTIONS HEADQUARTERS!

Zipper, binding, buttons, threads! Find all the newest sew-at-home aids that give your stitching a professional look! Best of all, find all notions together — in one easy-to-shop spot!



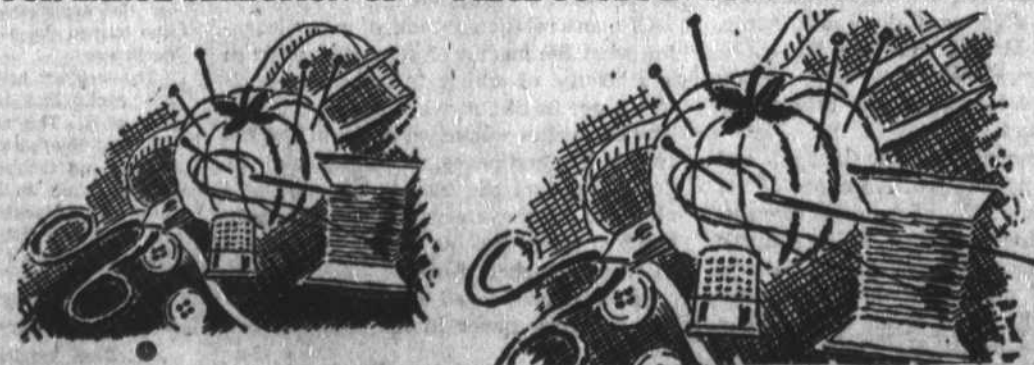
### SHOP BELK'S for better selections, better buys! BUY BELK'S for certified better values!

### textured cotton-cupioni \$1.48 yard

High on the fashion parade this Spring! Full crease-resistant, see it in a wide choice of smart solid colors. Hand washable, save on dry cleaning bills! 44/45" wide.

### SEE OUR LARGE SELECTION OF RUGS, PILLOWS, PLASTIC DRAPES, SHEETS, AN DMANY OTHER USEFUL HOUSEWARE ITEMS

### SEE OUR LARGE SELECTION OF PIECE GOODS IN OUR BASEMENT STORE



LL Sheeting . . 25c yd. COTTON Print . . . 39c to 59c yd. Rayon Blends, 69c yd.

# BELK'S DEPARTMENT STORE — Boone, N. C.

Shop at BELK'S Today and Every Day and Save

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**KEROSENE FUEL OIL**  
**Colvard, Inc.**  
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BILL BROWN CABELL GRAGG  
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