



GOVERNOR HODGES receives copy of the first of the series of advertisements in support of the State's industrial development program from E. B. Hunter of the Charlotte Observer, Chairman of the North Carolina Press Association Committee. Members of the Association, with circulation of nearly a million and a half, are publishing the advertisements as a public service—without cost to the State. An enlarged copy of one of the advertisements is seen in the background.

### Governor's Program For Luring New Industry To State Backed By Press

With circulation of nearly a million and a half, newspapers of the state are joining hands through the North Carolina Press Association to spread the word about the need for new industry and ways and means of getting it. The message will be carried in a series of public service advertisements, published without cost to the state. "This is a fine public service by the press," declared Governor Hodges, "and is in keeping with its leadership not only for industrial development but toward improving our economic in every respect." The public service project, largest of its kind ever undertaken by North Carolina newspapers, will be carried out in cooperation with the Conservation and Development Department. The Board of Conservation and Development, of which Governor Hodges is chairman, adopted a resolution commending the newspapers of the state for their public service both in publishing the

Ernest B. Hunter, assistant to the publisher of the Charlotte Observer, is chairman of the press association committee on industrial development. The project was originated during the presidency of Leslie W. Thompson, publisher of the Whiteville News-Reporter, and is being carried forward during the presidency of Thomas L. Robinson, publisher of the Charlotte News. General theme of the advertisements, prepared by the State Advertising Division of the Department of Conservation and Development, will be the benefits to every community and residents of the state of new and expanded industry, and things the state and its communities can do to get new industry—the establishment of more technical schools to train skilled labor required by modern science industries, for instance.

# Special FREE GIFTS!!

at COLONIAL STORES, 105 E. CONN. AVE. . . . THIS WEEK !

<b>5</b>	7-Piece Swedish Steel CUTLERY SETS	<b>1</b>	Fostoria Deluxe Electric POPCORN POPPER	<b>1</b>	Deluxe Large Size CANNON Blanket
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TO BE AWARDED SATURDAY, OCTOBER 6 . . . Register Often !

## 64,000 SAV-A-STAMPS

Redeemable for Valuable Free Premiums! Each Visit to the Store Gives You Another Opportunity to Win This Valuable Grand Award . . . Come in Often!

### COLONIAL'S BUDGET BEEF... Your Best Buy!



# STEAKS

Budget Beef  
SIRLOIN  
CLUB, RIB  
OR BONELESS  
ROUND

# 59¢

**CHUCK ROAST** BUDGET BEEF FIRST CUT LB. 35¢  
**STEW BEEF** BONELESS NO WASTE LB. 49¢  
**GROUND BEEF** 3 LBS. \$1.00  
**STEAKS** NATUR-TENDER BONELESS ROUND LB. 89¢  
**TURKEYS** YOUNG, TENDER 4 TO 8 LBS. LB. 49¢

JESSE JEWELL FROZEN FRYER 1 1/4-LB EA. 79¢  
CLIPPER BRAND FISH STICKS 10-OZ. 29¢  
SLICED BEEF LIVER LB. 29¢  
CHEF'S PRIDE COLE SLAW LB. 29¢



CS Instant  
**COFFEE**  
6-OZ. JAR \$1.29

CS Tiny  
**PEAS**  
NO. 303 CAN 29¢

### Interested in MUTUAL FUNDS?

We will be glad to send you a free prospectus-booklet describing Investors Mutual, Inc. This balanced fund has more than 500 diversified holdings of investment quality bonds, and both preferred and common stocks selected with the objectives of reasonable return, preservation of capital, and long-term appreciation possibilities on an investment basis. For your prospectus-booklet, just call!



John F. Hunnemann  
Zone Manager Ph. 2-8965  
Representing 555 Valley Rd. — Southern Pines

Investors Diversified Services, Inc.

### ONE STOP HERE

Keeps You Going Safely and Surely

Martin Williams Will Give You Speedy and Competent Service on Your Car

Esso, Quaker State and Atlantic Motor Oil U. S. Royal Tires

Our Grill Serves Real Home-cooked Meals

There's a delicious lunch every day for 85¢

## Leaverne's Service Station And Grill

Midland Road between Pinehurst and Southern Pines Telephone 4355

SAVE 10¢ SCOTT COUNTY TOMATO	<b>CATSUP</b> . . . . . 2	14-OZ. BOTTLES	<b>35¢</b>
SAVE 5¢ BUSH BRAND GOLDEN	<b>HOMINY</b> . . . . . 3	NO. 303 CANS	<b>25¢</b>
SAVE 8¢ OUR PRIDE FRESH-BAKED	<b>SPANISH BAR</b> . . . . .	22-OZ. BAR	<b>29¢</b>
SAVE 5¢ SEABROOK FARMS FROZEN SPEARS	<b>BROCCOLI</b> . . . . . 2	10-OZ. PKGS.	<b>49¢</b>
SAVE 10¢ SOMERDALE FROZEN	<b>GREEN PEAS</b> . . . . . 2	10-OZ. PKGS.	<b>29¢</b>
EVERY CUP A GOOD CUP! SILVER LABEL	<b>COFFEE</b> Regular or Drip Grind	1-LB. BAG	<b>89¢</b>
BIG STAR COLORED PATTIES	<b>MARGARINE</b>	1/2-LB. PATTY	<b>10¢</b>

Special Sale on Redgate Products!  
**CUT GREEN BEANS**  
**CREAM STYLE CORN**  
**EARLY JUNE PEAS**  
**Green & White Limas**

Your Choice  
**3** No. 303 CANS **35¢**



FOR FALL HOUSECLEANING—JOHNSON'S  
**GLO-COAT** 1/2-GAL CAN \$1.69  
**SARDINES** 3 NO. 1/4 CANS 29¢

Extra Fancy Puerto Rican  
**YAMS** 5 LBS. **35¢**  
**RYE GRASS SEED** 100-LB. BAG \$10.00 5-LB. BAG 65¢ 10-LB. BAG \$1.25

105 E. CONNECTICUT AVE. SOUTHERN PINES