

### Advocate Farm Use Of Cottonseed Oil

College Station, Texas—Farm families faced with the problem of storing quantities of home-cured meats will find that refined cottonseed oil provides an ideal solution, the National Cotton Council has announced.

Tests conducted by the Texas Agricultural Experiment Station have shown that meat stored in cottonseed oil will not mould or become hard and dry. The process also has the advantage of preventing meats from becoming rancid or salty. Meats stored in the oil can be used in any quantities desired, remaining portions being replaced in the oil until ready for use.

### Fashion Experts Forecast A Banner Year For Cotton

#### Paris Openings Feature Sensational Cotton Evening Dresses

Paris—Extension of its conquests of last season in the high style field was predicted for cotton by American fashion experts here attending the annual spring openings which have featured cotton dresses to a greater extent than ever before.

In a cable to the National Cotton Council, Editor Carmel Snow, of Harper's Bazaar said, "It was sensational to find cotton in the most elegant evening dresses in Paris. Those shown by Paquin and Balenciaga are shyly printed cottons cut with genius."

"Think of a brown cotton printed with pink moss roses made into Balenciaga's outstanding evening dress, and Paquin has two printed cottons that are among the best dresses going to America."

"You begin in the morning with a crisp cotton blouse; you go to the country in one of Alix' lovely printed cotton dresses. These skirts are very full, very short, with a stitched yoke. The smartest waterproof in Paris is in striped cotton at Schiaparelli's."

Although American mills were unable to supply the sudden demands for cotton fine goods last season, they have been working at full speed this year in preparation for the spring and summer.

### Bowl Teams Wear Jerseys Of Cotton

Atlanta, Ga.—Handing a tip to Cotton Belt football coaches, the National Cotton Council recently revealed that all four winners of bowl games in 1940 wore mercerized cotton yarn jerseys. Southern California, Georgia Tech, Texas A. and M., and Clemson teams all entered the playing field last New Year's Day wearing the improved cotton jerseys.

Placing the stamp of approval on mercerized cotton jerseys and athletic garments, Coach W. A. Alexander of Georgia Tech, said, "Here in the South where the climate during our football season induces heavy perspiration on the part of the players, we feel the need of football equipment that will do the best job of absorbing and evaporating this perspiration. We have found that jerseys made of mercerized cotton yarn are the best for they keep the body cooler and more comfortable, and reduce the danger of chills, colds, muscular stiffness and chafing. For several years our teams have worn only jerseys made of mercerized cotton yarn."

### Sure Signs Of Spring



Spring is here when motorists dig out the road maps and lay their plans for seeking the "open road," and sailors the country over begin their annual "fitting-out" activities, preparing sleek water craft for the first jaunt of the season. Here Skipper Ted Skinner begins operations under the watchful eye of Miss Tossy Clark, who motored down to the boatyard in her new 1940 Chevrolet.

### Hanes Company Launches Big Spring Advertising Campaign

The P. H. Hanes Knitting Company of Winston-Salem, manufacturer of underwear for men and boys, is advertising Hanes Under in 863 leading newspapers this spring, including the Williamston Enterprise.

For year, Hanes has used the largest newspaper advertising campaign in the underwear field. Hanes has always felt that newspaper advertising is the retailer's best medium. It reaches customers and prospects directly and quickly. It brings sales into the store on the same day that the advertisement appears.

The Hanes Crotch-Guard Sports and shorts which have proved so popular with men and boys everywhere are being particularly featured. These have the comfortable Hanesknit Crotch-Guard which gives gentle athletic support with the convenience of a buttonless vent. Smart new patterns in Hanes broadcloth Shorts as well as Hanes Samson-bak Unionsuits and Hanes Shoulder-button Unionsuits are also among the garments offered in the new line.

The advertisements, themselves, are breezy in tone. Such headlines as "Feel as perky as a Robin," and "Accurate Sizes End Surprises," supported by humorous illustrations, capture the attention and invite reading of the entire advertisement.

### Increase In Number Stockholders Noted

Around the turn of the century a stockholder was a rare personage. Not so today. It's estimated that one out of every six adults holds shares of partial ownership in business enterprises. Consequently, more and more, business men are endeavoring to issue annual reports that "make sense" to the growing number of stockholders, many of them women, who are not at all versed in the science of accounting.

### Maid Of Cotton Begins U. S. Tour With Miami Show

#### Memphis Deb Will Reign As Fashion Queen in 28 Major Cities

Miami, Fla. — Representing the raw cotton industry, Mary Nell Porter, of Memphis, 1940 Maid of Cotton, is making a 12,000-mile air tour of the United States, ruling as queen of cotton fashion shows at leading department stores in 28 major cities from coast to coast.

The Memphis debutante, whose tour is sponsored by the National Cotton Council, made her first scheduled appearance at Miami on March 17th.

Carrying out the theme of cotton, Miss Porter will wear only cotton garments during her three-months' tour. Her wardrobe has been designed by some of the nation's leading stylists, including Mary Lewis, who popularized cotton in the high style field and introduced cotton slacks to the nation.

At each of the fashion shows in which she appears, Miss Porter and 20 local models will wear cotton dresses which will be in stock and on sale immediately following the close of the show.

Cities included on the Maid of Cotton tour are Miami, Jacksonville, Atlanta, Richmond, Washington, Baltimore, Philadelphia, Cleveland, Pittsburgh, Cincinnati, Detroit, Rochester, Boston, New York, Buffalo, Chicago, Louisville, Memphis, St. Louis, Indianapolis, Dayton, Columbus, New Orleans, Dallas, Phoenix, Los Angeles, San Francisco and Portland.

During her visit to Los Angeles, Miss Porter will be presented in an elaborate program directed by Cecil B. DeMille. Extensive plans are being made for the promotion of her visit in each of the cities where fashion shows are to be staged.

Co-sponsoring the event with the National Cotton Council are the Memphis Cotton Carnival Association, and the Cotton Exchanges of Memphis, New Orleans and New York.

### Miniature Licenses Bring On New Fad

When sales of those miniature auto license plates used on key chains spurted last month from 65,000 to 135,000 the manufacturer was pleased, but puzzled. Now the secret is out—collegians have abandoned their goldfish-eating fad and are now making a hobby of wearing the tiny replicas in many ways. Miss Donna Lewis appeared on the University of Southern California campus one day wearing a necklace and bracelet of these tabs bearing the car-license numbers of her boy friends. The fad

caught on in a hurry, and the plates began appearing as hat ornaments, shoe buckles, lapel clips and even as "handles" on hookless fasteners on sports wear. Now it has leaped cross-country to campuses of West Virginia, Rochester, Miami and Stephens College in Missouri. New York designers are now planning lines of merchandise featuring the little plates.

**WHY suffer from Colds? For quick relief from cold symptoms take 666.**  
Liquid - Tablets - Salve - Nose Drops

**THIS WHISKEY IS 4 YEARS OLD**



85¢ FULL PINT  
90 PROOF  
COPY, 1940, THE OLD QUAKER COMPANY, LAWRENCEBURG, INDIANA



That's good advice from Uncle Natchel Milk is Nature's food for growing boys. And Natural Chilean Nitrate of Soda is Nature's food for growing crops. Into Chilean Nitrate, Nature has put practically the same elements that milk contains. These protective elements are in Nature's own balance. They combine with Chilean's quick-acting nitrate to nourish your crops and improve your soil. Whenever, wherever you use Nitrate, be sure it is Chilean Nitrate of Soda, the only natural nitrate in the world. No price increase; plenty for everybody's needs.

**NATURAL CHILEAN NITRATE OF SODA**

PROTECTIVE ELEMENTS  
Boron  
Iodine  
Manganese  
Potash  
Magnesium  
Calcium  
and many more

ON YOUR RADIO — Enjoy the Uncle Natchel program every Saturday night on WSB, WRVA, and WSM, and every Sunday afternoon on WIS, WOLS, WPTF, WBT, KWKH, WJDX, WMC, WWL, WAGF, WDBO, WWSA, WJRD, WJBY.

# Condensed Statement of Condition of Branch Banking & Trust Co.

WILLIAMSTON, NORTH CAROLINA

At the Close of Business March 26, 1940

## Resources

Cash and Due from Banks	\$7,755,234.71
Obligations of the United States—Notes	4,718,000.00
Obligations of the United States—Bonds	3,079,463.00
Fed. Intermediate Credit Bank Debentures	930,000.00
Federal Land Bank Bonds	1,121,098.42
North Carolina Bonds	534,656.70
Municipal and Other Marketable Bonds	1,506,137.20
	19,644,590.03
Loans and Discounts	2,469,880.66
Accrued Interest and Accounts Receivable	68,231.82
Banking Houses, Furniture and Fixtures, and Real Estate, Less Depreciation Reserve (Tax Value \$345,490.00)	233,528.66
	\$22,416,231.17

## Liabilities

Capital Stock—Common	\$ 400,000.00
Capital Stock—Preferred	100,000.00
Surplus	750,000.00
Undivided Profits	388,158.52
Reserves	306,250.00
Unearned disc. & other liabilities	90,615.15
Deposit a-c Bonds Loaned	379,500.00
Deposits	20,001,707.50
	\$22,416,231.17

(Estimated value of assets charged off not included above—\$121,675.49)

Upon the Strength of the Above Statement and the Backing of Our Directors, We Solicit your Business, Promising Every Accommodation Consistent With Sound Banking.

Sound Banking and Trust Service for Eastern Carolina