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Early FRIDAY and take advantage
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Coat at REAL SAVINGS!

\$17 Coats now \$14.88

\$20 Coats now \$16.88

\$25 Coats now \$19.88

\$30 Coats now \$22.88

\$35 Coats now \$26.88



Tweeds -- Suedes -- Coverts -- Shellands

BELK-TYLER CO.

"FARMVILLE'S SHOPPING CENTER"

State Needs To Promote Development Of Industry, Factories

If it is said of us that we have been slaves of the soil, let it be said of us henceforth that we are also farmers of manufacture," Elias F. Campbell, director of the Bureau of Research and Statistics, states in a study made on the increase in manufacturing in North Carolina in recent years and released by Henry E. Kendall, chairman of the State Employment Security Commission.

Of the raw materials produced in the State's mines, forests and fields, only in textiles, tobacco and furniture has it taken a position in manufacture that is commensurate with the importance of its natural resources, the report points out. The claim is made that if the State had institutions which devote as much talent and research to manufacture as its agricultural school does to improvement of its farm program, North Carolina could soon outstrip nearly all of the states in the per capita monetary value of its output.

While North Carolina had 2.58 per cent of the nation's estimated population in July, 1947, this State had 2.97 per cent of the nation's estimated workers employed in manufacture, or more than average. While this is by no means bad, this State stands below its rightful position in manufacture, when its climate, quality and abundance of workers and the abundance of its natural resources and raw materials are considered.

North Carolina stood ninth in total value of manufactured products at the time of the last census of manufacture by virtue of the State's processing of three basic raw materials into manufactured products, textiles, tobacco and furniture, which represented 90.5 per cent of the State's total value of manufactured products.

Only a few other possibilities that should be exploited as far as possible are listed as follows: processing hides into leather and increased production in leather goods; refining oils from peanuts, soybeans and menhaden into such products as shortenings, paints, varnishes and soaps; further processing of wood pulp into finished paper products; manganese, mica, kaolin, and other important minerals should be processed further, adding many times their crude condition value in the refinements.

These and many other raw materials could be processed in small plants which require small capital and which would increase on their own earnings, thus adding many millions to the income of the people of the State, the report shows.

Church Council Seeks Assistance For Stricken Nations

Churches throughout North Carolina are joining the nation-wide plea for food and clothing which will be shipped overseas by Church World Service, cooperative relief and reconstruction agency of the Protestant churches.

The appeal of the Protestant churches for gifts in kind comes as winter closes in for a third time since the peace on millions left helpless by the ravages of war. Food is the first need. Church World Service, through CROP, which it sponsors jointly with Lutheran World Relief, appeals to farmers throughout the nation for gifts of food for relief. Already hundreds of thousands of pounds of wheat have been contributed in western states for CROP. One North Carolina town is at present collecting a carload of canned and dried milk. Dried peas and beans, wheat, soy beans and peanuts are among the food products most needed. Cotton is also being given for relief through CROP. Information on CROP may be had from the N. C. Council of Churches, College Station, Durham.

Clothing and shoes are equally vital. Without food, people must starve, but unless they have clothing to keep them from the cold, they will just as surely freeze. Good used clothing, coats, suits, dresses, sweaters, warm underwear, nightclothing and socks are especially needed at this time. Shoes are necessary to continued work on the farms, factories, and mines of countries struggling toward rehabilitation. Bedding, including blankets, sheets and pillow cases, all of which are obtainable in scores of lands abroad, are also sought. These may be shipped to the Church World Service Center, New Windsor, Maryland, for distribution overseas.

All goods given through Church World Service are re-packed in special overseas shipping cases at the Center. They are distributed overseas to those in most need and without discrimination against any. The governments of the more than 30 lands to which church aid has gone have retained the churches and church organizations absolute freedom in handling and distributing their relief supplies.

Jones: Why do you keep jumping off the train at every station?
Smith: My doctor told me I had a very bad heart, and I'm buying tickets station-to-station.

Please let our advertisers know you saw their ads in the Enterprise.

PITT CITIZENS BUY \$35,000 SAVINGS BONDS IN OCTOBER

J. H. Waldrop of Greenville, chairman of the U. S. Savings Bonds committee for Pitt county, announces that sales of U. S. Savings Bonds in this county during the month of October totaled \$35,204.75 and were broken down as follows: E bonds, \$24,204.75; G bonds, \$12,000. No F bonds were sold.

State sales of Savings Bonds for North Carolina for the same period were: Series E, \$4,689,749.50; Series F, \$362,933; Series G, \$1,548,200. Total sales for the three series were \$6,599,882.50. This was a 10 per cent increase over total sales in September, reflecting not only a seasonal increase in bond buying in many farm counties, but in the industrial counties as well, the report stated.

County Chairman Waldrop said that although counties had not been assigned sales quotas in 1947, the state as a whole has a sales objective of 94 million dollars as its share in the plan for managing the national debt in 1947. Mr. Waldrop said that Series F and G Bonds are excellent investments for industrial and business concerns as well as for individuals and recommended that firms check to see whether they have as yet bought their limit of \$100,000 for the calendar year.

The county chairman urged every citizen and firm who possibly can to buy Savings Bonds now to help fight inflation, to save for the future, and to help the nation properly manage our national debt by spreading it among all our people.

Savings Bonds make an excellent Christmas gift.



THANK YOUR LUCKY STARS!

If you're on the point of buying a Home, or Refinancing an old home mortgage, you saw this ad just in time. Our Home Loan Plan is comprehensive. One monthly payment covers Taxes, Interest, Insurance and Amortization. Savings realized over a period of years are substantially worth while!

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DR. KENNETH L. QUIGGINS

OPTOMETRIST

Bank of Farmville Building

EACH WEDNESDAY—9:00 to 5:00

Eyes Examined — Glasses Fitted



DUFF'S HOT ROLL MIX, 14 1/2 oz. pkg. 27c

AUNT JEMIMA PANCAKE FLOUR, 20 oz. pkg. 18c

LOG CABIN SYRUP, 12 oz. bottle 24c

MONARCH pure COFFEE, 1 lb. jar 46c

ARABY GOLDEN CORN, cream style 3 cans 53c

SCHOOLDAYS SWEET PEAS, no. 2 can 16c

MONARCH SAUERKRAUT, no. 2 1/2 can 19c

ARMOUR'S STAR TREET, luncheon meat, 12 oz. can 43c

ARMOUR'S Corned Beef Hash, 1 lb. can 29c

HURF'S VEGETABLE SQUP, 20 oz. can 18c

SALTED CRACKERS, 1 lb. box 23c

PHILLIPS PORK & BEANS, 12 oz. can 3 for 29c

QUAKER QUICK OATS, 20 oz. pkg. 18c

MY-T-FINE or JELL-O ASSORTED

Pudding 3 pkgs. for 25c

— X-PERT —

READY TO BAKE MIXES

GINGER BREAD WHITE CAKE DEVIL FOOD 14 oz. pkg. 23c

WILSON'S HAM SALAD, 8 oz. jar 29c

MONARCH MINCE MEAT, 18 oz. jar 36c

IDEAL FOR SANDWICHES



SUNFILLED ORANGE JUICE SWEETENED 46 oz. can 29c



May 1st Taylor Holiday Fudge December 5, 1947

1/2 cup coconut 1/2 cup sugar 1/2 cup butter 1/2 cup milk 1/2 cup vanilla 1/2 cup nuts 1/2 cup raisins 1/2 cup chocolate 1/2 cup walnuts 1/2 cup whole almonds

Mix in saucepan, heat, stir, add milk and diluted water. Cook over low heat, stirring constantly, until sugar dissolves. Boil slowly to 234° F., stirring occasionally, or until fudge drops from soft ball when dropped into cold water. Cool at room temperature, without stirring, until fudge warms. Add salt and vanilla. Beat until candy holds its shape. Pour into greased 9-in. pan. Press nuts or raisins into top of fudge. Cut into squares when cool. Makes about 2 1/2 lbs. *1 1/2 cups equal 1 cup plus 2 tablespoons.

For F&B House

PET MILK 2 large cans 27c

Van Houten's pure Cocoa, 1 lb. pkg 34c

Staley's Corn Syrup, 24 oz 23c

DIAMOND Walnuts, lb. 42c

QUALITY MEATS

PORK CHOPS, lb. 59c

Pure Ground BEEF, lb. 40c

GRADE A STEAKS, lb. 69c

HOUSEHOLD NEEDS

Large Size DREFT 35c

Swipes Cleansing TISSUES 15c

125 ft. roll WAX PAPER 25c

OCTAGON laundry SOAP 3 for 35c

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