

Producers Referendum on December 11th

On December 11, Tar Heel farmers who planted cotton in 1956 will vote in a referendum to determine whether marketing quotas will be in operation for their 1957 crop. H. D. Godfrey, Administrative Officer for the Agricultural Stabilization and Conservation State Committee explained that if two-thirds or more of the producers voting in the referendum on the 11th approve quotas they will continue in effect. If more than one-third disapprove quotas they will not be in effect. However, acreage allotments will remain in effect as a condition of eligibility for price support.

Acreage allotments and marketing quotas for 1957 will be based on North Carolina's 1957 State allotment of 479,093 acres. An additional apportionment has been made to North Carolina from the National Reserve of 13,784 acres. Godfrey explained that this apportionment may be used only to provide minimum farm allotments of the smaller of four acres or the highest number of acres planted to cotton in any one of the years 1954, 1955 or 1956.

The requirement that minimum allotments be established for 1957 will materially affect many individual farm allotments in North Carolina. During the past two years, individual farm cotton allotments have been based on the averages of the past 3 years' plantings of cotton with all farms receiving the same per cent reduction from past plantings except for adjustments by local committees. The establishment of minimum allotments for 1957 will mean that many small farms will receive allotments equal to, and in some instances in excess of their average plantings, while larger farms will receive a proportionate acreage cut to effect non-reduction on small farms. The 1957 state allotment for North Carolina, Godfrey explained, including the additional apportionment for small farm allotments is 2,377 acres.

The National allotment was apportioned to states on the basis of the acreage planted to cotton during the years 1951-1955 with adjustments in such acreage as required by law. In addition to that, all state allotments were required by the Agricultural Act of 1956 to equal a minimum of 99 per cent of the 1956 state allotment.

The original allotment to North Carolina of 479,093 acres will be apportioned to counties on the basis of cotton planted during the same period 1951-1955. Godfrey further explained that county allotments will be apportioned to farms on which cotton has been planted or regarded as having been planted in any one of the three years—1954-1955-1956.

CIRCLES TO MEET
The Circles of the Hertford Baptist Church will meet next week as follows: The Vera Payne Circle will meet at 3 o'clock Monday afternoon at the church. The Lillie Johnson Circle will meet Monday night at 7:45 o'clock with Mrs. J. W. Hampton. The Inabelle Coleman Circle will meet Monday night at 8 o'clock with Mrs. Trim Wilson. The Mary-Ellen Dozier Circle will meet Monday night at 7:30 o'clock with Mrs. Mark Gregory. The Marie Macon Circle will meet

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BOY SCOUTS at La Grange, Ill., got more than they bargained for when they staged a civil defense mass feeding demonstration in connection with a pet parade to show how the homeless could be fed in the event of an enemy attack.

Monday night at 8 o'clock with Mrs. Howard Mathews. The Beasie Pritchard Circle will meet Monday night at 8 o'clock with Mrs. Jim Bass. The Rosa Powell Circle will meet Tuesday night at 8 o'clock with Mrs. Jarvis Ward and Mrs. Charles White as co-hostesses at the home of Mrs. Ward.

Colonial Stores To Stage Special Penny Day Event

Shoppers throughout the country who visit their Colonial Store on Thursday, November 8th will receive with their change a single penny in a small envelope bearing a printed message explaining that the penny approximates the chain's net profit on each dollar of sales. It was announced this week by W. L. Ramsey, Vice President of Colonial Stores Incorporated.

Mr. Ramsey said the "Penny

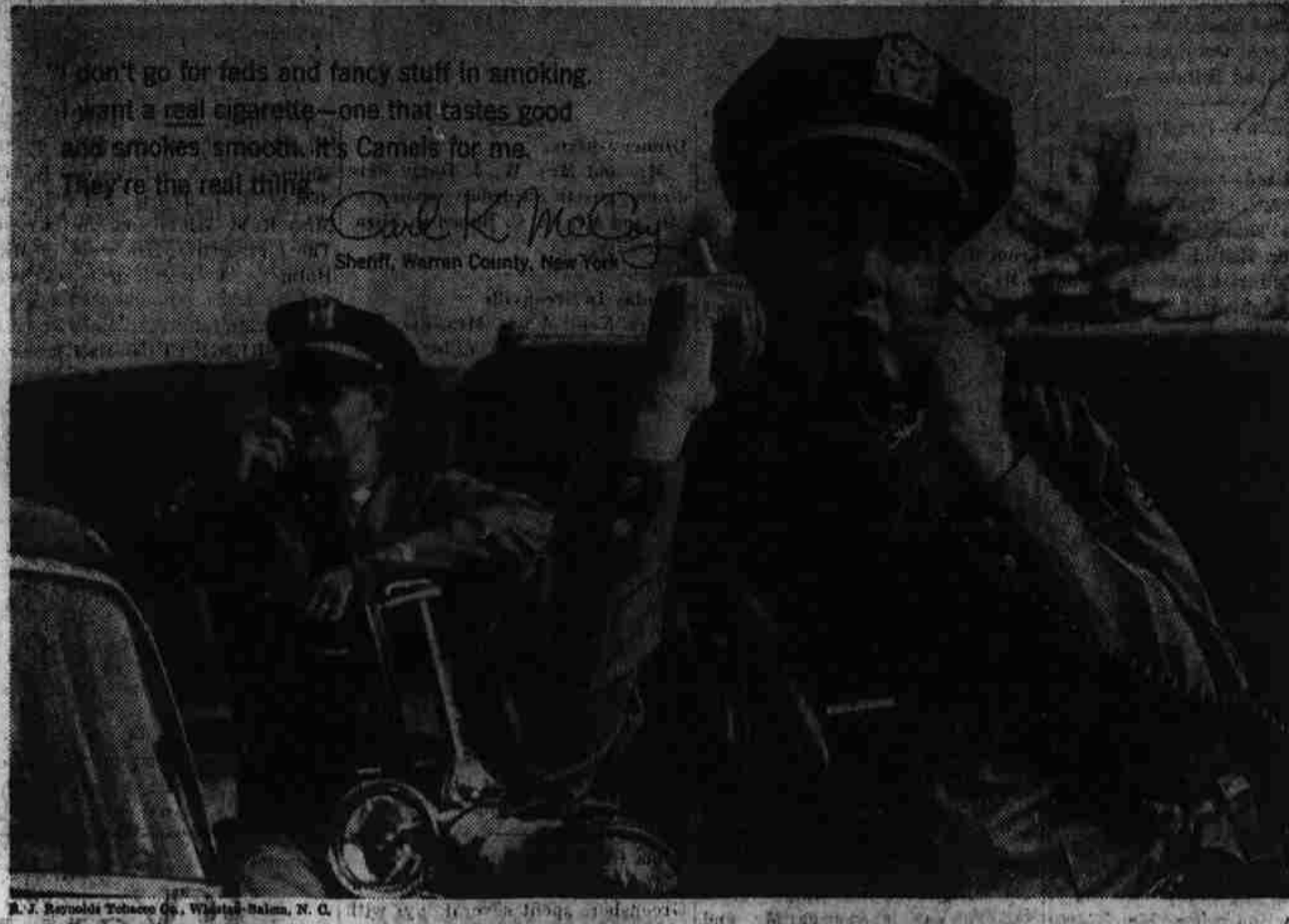
With limited equipment, they served 5,000 meals at a cost of only 21 cents each. The horse got a handout, but fortunately for the Scouts, 4,999 of the meals were for humans, who got along on hot dogs, beans, rolls, soups and coffee.

Food Chains in cooperation with Harvard Business School. Newspaper, store display material, radio and television advertising also will be used by the food-chain managements to carry the "Penny-Profit" message in this all-out, grass-roots effort to reach the nation's consumers.

He said the penny change envelope stresses the fact that food chains use more than 98 cents of each sales dollar to buy merchandise, and to pay salaries, rent, utilities, equipment, taxes, etc., and that their 1.2 per cent profit margin is possible only because of self-service, cash-and-carry, large volume, fast turnover, constant vigilance over costs and ever-greater efficiency. Figures were collected by the National Association of

Mina Lane was then showered with gifts which she opened and gratefully acknowledged. The dining table was covered with a white linen cloth and centered with a crystal bowl of white

Nothing sets a person so much as of the devil's punch as humblity. Self-knowledge, humility and love are divine attributes. —Mary Baker Eddy.



HAVE A REAL CIGARETTE

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Discover the difference between "just smoking" and Camels!

Taste the difference! Camels are full-flavored and deeply satisfying — pack after pack. You can count on Camels for the finest taste in smoking.

Feel the difference! The exclusive Camel blend of quality tobaccos has never been equalled for smooth smoking. Camels are easy to get along with.

Enjoy the difference! It's good to know that year after year more people smoke Camels than any other brand. Try Camels — they've really got it!



It's a new kind of Ford

(and that goes double!)

The low-priced '57 Fords come in 2 big sizes. Here are two new ways to go BIG! Choose one of Ford's distinguished Custom or Custom 300 models—over 15 feet long. Or maybe you want an even bigger! Well, the elegant Fairlane and Fairlane 500 models are over 17 lovely feet long! They're the biggest cars Ford has ever built!

There's a big power choice, too! Silver Anniversary V-8 engines* and a new Mileage Maker Six.



to sit within its silhouette... and every one is a surprising takes the beauty out of the roughest roads. For you see, the new Ford body is built for longer and better vision. There are 3 all-new Station Wagons, too! 8-passengers, 6-passengers, two-doors. And they're yours at low Ford prices!



TIME To Get Rolling

NORTH CAROLINA has everything industry needs for profitable and successful operation.

But, says Governor Hodges, "We've rocked along too long without paying enough attention to the basic needs of our economy, and the basic needs of our people."

What are we doing about it?

The Governor's Plan for Industrial Development is a formula for building a Greater North Carolina—for action now in improving our economic position; for long-range action to maintain our position when we are a State of 6,000,000 people only 20 years hence.

Why is industrial development the key to Building a Greater North Carolina? How does it benefit every man, woman and child in the State, not just those in industrial communities?

New and expanded industry anywhere in the State offers better opportunities to our young people, especially our young people technically trained in our colleges and high schools. It offers greater inducements for them to take jobs and remain in North Carolina after graduation.

- It helps raise per capita income.
- It creates more taxpayers to share the expense of public services.
- It provides revenues for more and better schools, roads, hospitals and parks.
- It speeds development of electric and telephone services.
- It increases markets for farm products.

We ought to get together and get more industry.

Let's Get Rolling!

STATE OF NORTH CAROLINA
DEPARTMENT OF CONSERVATION AND DEVELOPMENT

This is another in the series of advertisements published by this newspaper, a member of the North Carolina Press Association, as a public service in the interest of the State's industrial development program.

Big is a low-priced word in the '57 FORD

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