

National Book Week Observed This Week

Error Reported In Last Week's Issue of Herald

Inadvertently, The Herald stated in last week's issue that the Shepard Pruden Memorial Library was observing National Book Week last week. The correct date of the observance is this week, November 14-20. It was also stated in the last issue that during the week all overdue books could be returned without paying fines. This was also incorrect in that this policy will be in force only Wednesday and Thursday of this week. It is hoped all overdue books will be returned not later than today (Thursday).

Regular library hours each day except Saturday afternoon and Sunday are as follows: 10 to 12 A. M., 3 to 5 P. M., and 7:30 to 8 P. M., on Monday and Thursday.

No Comment

By Walter Chamblin, Jr.

"How's business?" That's a common question these days, one that has been on everyone's lips in the readjustment year of 1954. Folks in the industrially-expanding Southeastern area have been particularly interested in the business trends. It is reassuring, therefore, to learn of the predictions for the Fall quarter by 11 different business leaders, all of whom have home offices in the Southeast.

Their companies produce 11 different types of products, most of which the average consumer would use sometime during the year. Some are cautiously optimistic, some are firmly confident.

Here, then, are what 11 leading Southeastern business leaders think of the prospects for the current Fall quarter:

HOSIERY—H. T. Bryan, president, Beautiful Bryans, Inc., Chattanooga, Tenn.: "We feel business will be as good as last Fall or better. . . I have traveled a good deal the last two or three months in many parts of the United States, and I found a feeling of optimism about the Fall."

SHOES—Charles G. Craddock, pres., Craddock-Terry Shoe Corp., Lynchburg, Va.: "Prices of hides and leathers, our raw materials, are low and shoe prices are favorable. We, therefore, look for a better business for the last quarter of this year than for the same period a year ago."

FURNITURE—R. O. Huffman, pres.,

Drexel Furniture Co., Drexel, N. C.: "We expect sales volume to be for the last quarter of 1954 just about in line with the last quarter of 1953. In other words, we feel that the furniture business is leveling off somewhat at the current volume."

FREIGHT PRODUCTS—Christopher Hammond, Jr., pres., The Steel Products Co., Savannah, Ga.: "Frankly, we felt that 1954 would be a rather bad year in comparison to 1952 or 1953. However, business during the third quarter has shown a marked increase. . . and (we) believe that the last six months of 1954 will be about on a par with the last six months of 1953, or considerably better than it was during the first six months of 1954."

DO-IT-YOURSELF PRODUCTS—Dillard Munford, pres., Munford Stores, Atlanta, Ga.: "Our sales so far this year are running 45 per cent ahead of last year. . . but we think that the last quarter of this year presents an opportunity the likes of which we haven't seen in a long, long time."

HARDWOOD FLOORING—C. Arthur Bruce, exec. vice pres., E. L. Bruce Co., Memphis, Tenn.: "The relatively high rate of new home construction throughout the country, has resulted in a heavy demand for hardwood flooring. There is no indication that this situation will change in the immediate future. . . The momentum of home building should continue certainly through the balance of this year and throughout at least most, if not all, of 1955."

PAINT—J. F. Kurfees, Jr., pres., Kurfees Paints, Louisville, Ky.: "The

1955 Pontiac Star Chief Custom Catalina



"Vogue" two-toning and new panoramic body styling enhance the long sleek look of the all new 1955 Pontiac Star Chief Custom Catalina. Powered with Pontiac's new 180 h.p. Strato-Streak V-8 overhead valve engine, the very popular Catalina is offered in Star Chief Custom and Chieftain 870 models.

paint business in the Southeast for the first seven months of 1954 has exceeded the same period of 1953 and this improvement occurred in the face of the restricting conditions which existed in some Southeastern states as outlined in the August release of the Federal Reserve Board of Atlanta. . . Unless general calamity arises, the Southeast with its steady addition of industry and greatly enlarged payrolls is going to move fast for the remainder of the year."

WORK CLOTHES—E. W. Weart, vice pres., Blue Bell, Inc., Greensboro, N. C.: "Our company suffered a serious decline in business, starting July, 1953, and extending through February of 1954. . . We expect our last quarter volume, which will include the months of September, October and November, to be substantially better than last year. . . There appears to be much greater confidence in present markets and there are definite indications of strength at the mill levels."

FOOD PRODUCTS—J. P. Williams, exec. vice pres., Dixie-Home

Stores, Greenville, S. C.: " . . . Regarding the business outlook for the last quarter of 1954, I view it with a cautious optimism. . . Barring any change in the foreign situation the last quarter should be equal to or better than the last quarter of last year."

METAL GOODS—R. S. Logan, pres., Logan Co., Louisville, Ky.: "1953 was the best year in our history. . . From orders now on hand, the last quarter of 1954 looks as though it will run about 10 per cent above the same period of 1953. . . We are optimistic about 1955."

PAPER PRODUCTS—J. L. Coker, pres., Sonoco Products Co., Hartsville, S. C.: "I am forecasting that the fourth quarter of this year will be the best quarter of the year in the field of paper products and that it will be better than the same quarter of last year."

PIPE PRODUCTS—Warren Whitney, vice pres., James B. Clow and Sons, Birmingham, Ala.: "The Fall quarter looks very good to us. Industrial expansion, home building and

need for extension of water works facilities makes the picture bright. After a slow start in 1954, we look for the year to equal or exceed 1953. We look for the Fall quarter, specifically, to equal or exceed the corresponding quarter of 1953."

KITCHEN KOMMENT

Brighten up your kitchen with gay cafe curtains. They are simple to make, but they can add a great deal of charm to a kitchen. Colorfully printed cotton chintz is ideal for these attractive curtains.

Home economists report that fabrics treated with crease-resistant finishes retain their qualities best when washed in warm—not hot—water. Excessively hot water may remove some of the finish after a number of washings, they warn. Indelible ink stains from a ball-

point pen can be removed by sponging off the spot with cotton which has been soaked in rubbing alcohol.

Any Spare Ribs?

"He was kicked out of school for cheating."
"How come?"
"He was caught counting his ribs in a physiology exam."

Rushing around smartly is no proof of accomplishing much.

Mary Baker Eddy.

"King of Swine"

Big-Meat Type OIC for quickest toppers . . . use OIC Boars. Minton's OIC Farm MERRY HILL, N. C.

NOTICE TO ADMINISTRATORS, EXECUTORS AND GUARDIANS

The law requires an ANNUAL ACCOUNT to be made each year and an Inventory to be filed within 90 days after qualifying. If your Annual Account, Inventory or Final Account are past due, we respectfully urge that you file same at once, as we are required to report all such cases to the Grand Jury, which will be convened at the December Term of Chowan County Superior Court November 29.

YOUR COOPERATION WILL BE VERY MUCH APPRECIATED!

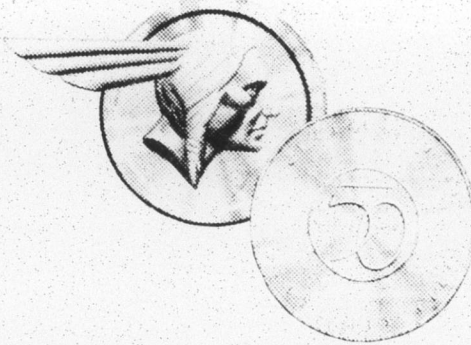
Sincerely yours,

E. W. SPIRES

Clerk of Superior Court

From know-how gained in building

50 MILLION CARS



comes an all-new General Motors masterpiece

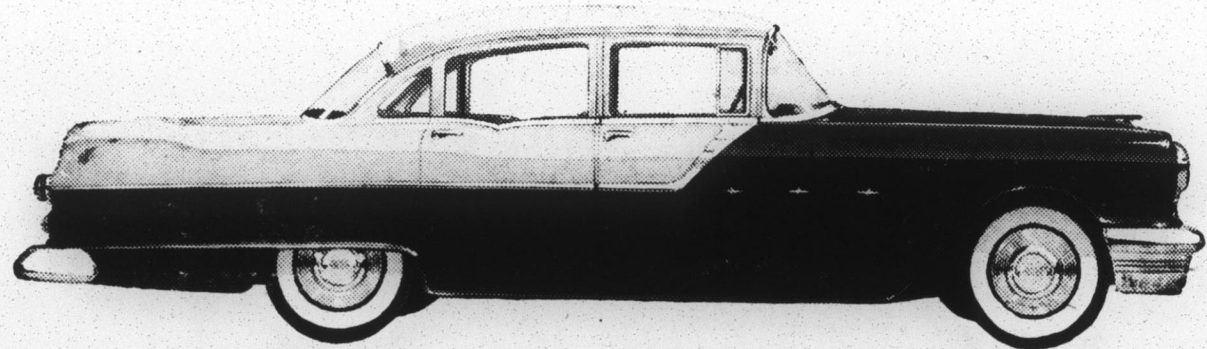
PONTIAC FOR '55

The 1955 Pontiac is getting a royal welcome. "It's hot," they're saying, "the hot car of the year." And no wonder! With its Vogue Two-Tone styling and Strato-Streak V-8 engine, Pontiac wraps up more beauty, luxury, size and power than a like amount of money ever bought before. The price is near the lowest, but the car is way out front in everything that makes an automobile great.

The reason lies in the achievement General Motors is now celebrating—the vast experience gained in building 50 million cars. Research experience that uncovers what you want and need. Design experience that creates new trends. Engineering experience producing more dollar-for-dollar quality year after year.

That's the background of this All-New General Motors Masterpiece. Come in, drive it, and find out what it means to you. Let your own eyes tell you that here is the smartest car on the highway. Let your own hands report the new handling perfection brought about by recirculating ball steering and other advancements in the all-new shock-proof chassis. And let the great new Strato-Streak V-8 whisper its tale of getaway, response and compelling power that make driving a brand-new experience.

Then let us tell you about Pontiac's new thrift and reliability—and how little it costs to buy this future-fashioned beauty. Come in soon and get the exciting facts!



SPECIAL GOLDEN CARNIVAL OPEN HOUSE THIS WEEK END. COME IN FOR A STRATO-STREAK RIDE!

CHAS. H. JENKINS MOTOR COMPANY, Inc.

105 to 109 E. Queen Street

PHONE 147

Edenton, N. C.

CHAS. H. JENKINS AND COMPANY

EDENTON

WINDSOR

WILLIAMSTON

AHOSKIE

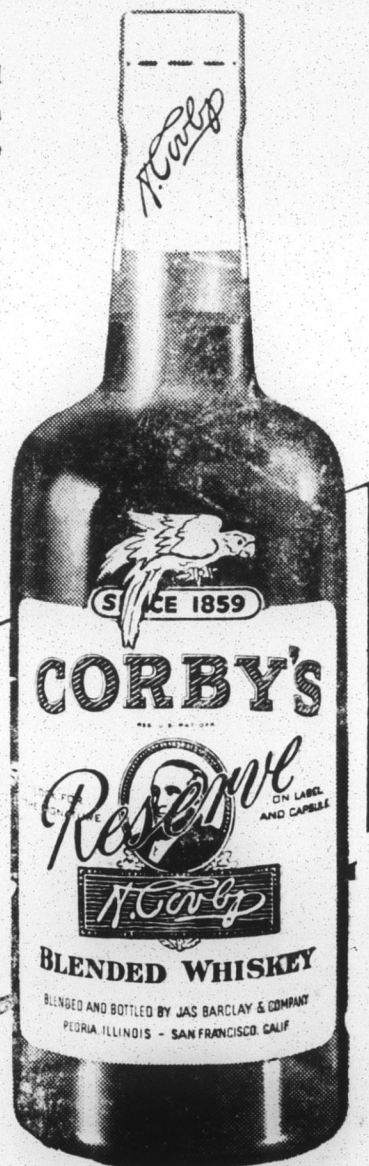
AULANDER

CORBYS

Corby's Reserve Blended Whiskey is distilled from carefully selected, choice grains only.

The base whiskey is brought to maturity in charred white-oak barrels, stored in temperature-controlled warehouses.

Before it is bottled and sold, it is rigidly and scientifically inspected to insure full quality.



\$ 3.50
4/5 QT.

\$ 2.20
PINT

CORBYS

RESERVE BLENDED WHISKEY—86 PROOF—31.6% STRAIGHT WHISKEY, FOUR YEARS OR MORE OLD—48.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LIMITED, PEORIA, ILLINOIS