



TIME TO REMODEL—Demolition would seem to be the only answer for this lopsided building in Felixstowe, England, a true householder's nightmare. Actually, it's designed for laughs. The "structure" adorns the outside wall of a fun fair and is meant to attract curious visitors to the scenes behind it.

Guideposts Listed For Success In Food Production, Marketing

North Carolina's future in the production, processing and marketing of food products depends upon how capable we are in following 10 rules, or guide posts, for success in this area.

This is the opinion of four men who have spent many years working in one or more phases of the food production, processing or retailing industries. They are: George Travis, vice-president in charge of merchandising, National Association of Food Chains; D. W. Colvard, dean of agriculture at N. C. State College; L. Y. Ballentine, North Carolina commissioner of agriculture; and W. P. Saunders, director, N. C. Department of Conservation and Development.

Speaking to a group of Southeastern Chain Store Council officials, the four men listed these rules for success:

1. North Carolina food growers and processors must take advantage of this state's location near the nation's population centers. One-half of the nation's population, approximately eighty million persons, live within 500 miles

of North Carolina's borders.

2. Food sales are expected to rise 50 per cent in this country during the next 10 years and the efficient food producers and processors will be those who can take advantage of this expanding market.

3. For success in this area, it is important to study population trends. For instance, there are in this country at present 16,000,000 teenagers between 12 and 20 years of age. By 1964, there will be 24,000,000 persons in this age group, and it is expected that the number will double by 1970, while the total population is climbing only 24 per cent. Of present-day teenagers, nearly 5,000,000 have regular part-time jobs and some 9,000,000 work part-time during the summer months. This group possibly will influence food marketing successes and failures in the future.

4. North Carolina's prime commodity for sale in the food producing and processing business is labor. This labor must be used wisely if standards of living are to reach the levels we wish for

in this present era of prosperity.

5. Present changes in North Carolina's agriculture may offer new opportunities for food producers and processors if approached properly. For instance, North Carolina farmers were forced to reduce tobacco plantings by 137,000 acres in 1957 to comply with control programs; and the 1957 tobacco crop in this state will be worth \$150,000,000 less than the crop was in 1956. Also in 1957, North Carolina producers planted fewer acres of corn and fewer acres of cotton than in any year since 1900.

6. In undertaking any food growing programs on a larger scale, this state will have to compete successfully with other food producing areas of the country in acreage yields. For instance, North Carolina's present snap-bean production averages only 90 bushels per acre as compared with a 270 bushel per acre yield for California.

7. There may be possibilities of industry-agriculture cooperation in some food production areas, just as such cooperation has made it possible for this state to develop a huge broiler growing and processing business. In less than 20 years, North Carolina's broiler production has expanded from fewer than 4,000,000 broilers an-

nually to approximately 125,000 and this state processes as many broilers as it produces.

8. Research in many areas of food production, processing and retailing will be a key to future success. Many new techniques must be studied and put into practice.

9. In retailing foods, there are opportunities for both independent merchants and the food chains do 60 per cent of the retail stores do 60 per cent of the retail food business in this country.

10. Production in volume, processing and assembling in large quantities, and selling large volumes for a small margin of profit are needed for success in the present-day competitive market. To make these practices possible, food producers, processors and retailers must all efficiently carry out their phases of the work.

Record Soybean Crop Indicated

A record 8,980,000-bushel soybean crop is forecast for North Carolina, based on reports from growers as of November 1, the North Carolina Crop Reporting Service has announced. A crop of this size exceeds 1956 production, the previous high, by 36,000 bushels.

Indicated yield per acre based on condition reports is the second highest of record and is estimated at 20 bushels. This is in comparison with a yield of 21.5 bushels in 1956 and a 10-year average yield of 15.6 bushels.

Most growers have good stands and growth of the crop is normal or above. Rainfall and

temperatures during October were almost ideal for soybeans. Frost covered the State on October 28 and 29 and made conditions favorable for the defoliation of bean plants. With open weather during this month, harvesting operations should proceed rapidly.

MOLDY FEEDS POTENTIALLY DANGEROUS TO LIVESTOCK

All moldy feeds are not poisonous, veterinary medical authorities say, but until the moldy product has been tested, the wise farmer will avoid using it for livestock.

Testing thirteen strains of fungi from moldy corn fed to pigs, veterinary research scientists found that eleven produced no effect and two were poisonous. One of the poisonous molds was from *Aspergillus flavus* or Link, and the other was from *Penicillium*

Rubrum or Stoll. Nine of the thirteen molds were of the Link variety, but only one was toxic. Three of the four Stoll varieties caused no reaction in the pigs to which it was fed, according to the report of the tests.

If a shortage of good feed forces the use of moldy products for livestock forage, the American Veterinary Medical Association suggests it be fed to one or two animals only and that these animals be watched for signs of poisoning. The tests should be continued for a few days before giving the moldy feed to other livestock.

TRY A HERALD CLASSIFIED

CHOIR REHEARSAL

The Children's Choir of the Methodist Church will practice at the church Friday afternoon, November 22, at 3:30 o'clock. The

Rev. Earl Richardson, director, urges every member to be present on time.

TRY A HERALD CLASSIFIED

LISTEN EACH SUNDAY AT 8:45 A. M.

The Melody Five

Edenton's Own Spiritual Group
OVER RADIO STATION WCDJ

LINFIELD



straight
BOURBON
whiskey
6
years old

\$ 2.10
pint

3 35 4/5 qt.

86 PROOF • KINSEY DISTILLERS COMPANY • PHILADELPHIA, PA.

Reliable Party Male or Female PART OR FULL TIME

Large console type cigarette machine route to be established for reliable party either male or female in this area. Applications now being accepted from qualified persons. To qualify you must have from \$997.50 to \$1,995 cash available to invest in this business which should net a substantial income per month. Age no handicap. Part time if you wish. Please do not waste our time unless you have the necessary capital to invest and are sincerely interested to eventually operate a \$20,000 net annual business. For personal interview write — PLEASE INCLUDE PHONE NUMBER.

AUTOMATIC CIGARETTE COMPANY
6625 Delmar Boulevard
University City 5, Mo.

INVITATION FOR BIDS

The air-condition committee of the Edenton Baptist Church is inviting air-condition contractors who are interested to submit bids for air-conditioning the church at Edenton, N. C.

All bids must be in by November 30, 1957. Specifications may be had at J. Clarence Leary's office.

THIS NEW LAW!

Affects EVERY North Carolina Car Owner

On and after January 1, 1958, every automobile owner must be prepared to meet the Requirements of the new North Carolina FINANCIAL Responsibility Law.

Enacted to protect the public from the careless and financially irresponsible driver, this law is designed to restrict the operation of automobiles to those drivers who are financially able to pay for bodily injuries, death or property damage which their automobiles may cause.

In brief, the new law provides that the State Department of Motor Vehicles shall revoke the registration of any vehicle unless proof of financial responsibility is maintained. This proof of financial responsibility may be furnished in any one of the following ways:

1. Automobile Liability coverage may be certified as in effect with minimum limits of \$5,000.00 each person, \$10,000.00 each Accident for Bodily Injuries, and \$5,000.00 because of injury to or destruction of property of others in any one accident, or
2. By furnishing a financial security deposit, up to a maximum of \$15,000.00, as required, to cover possible damages arising out of an accident, or
3. By furnishing a certificate of financial security bond, or
4. By qualifying under the North Carolina law as self insurer.

The simplest way to meet the requirements of this law is to have adequate and acceptable Automobile Liability Insurance. This will permit you to secure your License Plates and keep your driving privileges without having to deposit cash or other security.

R. C. HOLLAND AGENCY

114 E. KING STREET

Phone 2422

R. ELTON FOREHAND

GENERAL INSURANCE & REAL ESTATE
100 W. King St. — Phone 3314

W. J. BERRYMAN

GENERAL INSURANCE
Citizens Bank Bldg. — Phone 2318

EDENTON INSURANCE AGENCY

BANK OF EDENTON BUILDING

Telephone 3418