

JERRY BOUCHER

MANAGER

NORTHSIDE SHOPPING CENTER EDENTON, N.C.

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Letter To Editor

Dear Editor:

Here is some interesting material about our recent push on the Export Imperative.

If history repeats itself, the "export imperative" is as critical to North Carolina industry today as it was in the recession of 1974. That is to say, it's imperative to develop an overseas market for manufactured and agricultural products to help smooth out the peaks and valleys in the U.S.

economy. It may not economically perfect, but it works. It works something like the country fable about the ant and the grasshopper, one of whom sang and played all summer and then had no food in the winter, while the other stored up

food in advance. A manufacturer of textile machinery parts near Charlotte had his plant going full tilt in 1974 when all of his neighbors were laying people off as the U.S. economy turned downward. When some of the other manufacturers asked him how he managed to keep going in the face of the economic situation in the U.S., he said "while you all were spending 100 per cent of your time satisfying U.S. demands over the last two years, I've been developing an export business in Latin America. I now have a full order book that will keep me going for the next twenty four months."

In 1978 and 1979, the furniture industry (with no small amount of help from the Federal and several State Departments of Commerce) began to increase its attention to overseas markets. Foreign buyer programs were instituted at the major furniture marts, trade missions visited foreign countries to display products, amd meet distributors and retailers, and individual company representatives planned and carried out major sales trips

to Western Europe. The Export Imperative has two parts: first, treat the international market as a regular part of your total business, and spread your risk over a broader base; second, treat your overseas customers as well as you treat your domestic buyers, and keep them over the long

Help us deliver this message. It will help your readers, too.

> Sincerely, **David Thomas** President

Letter To Editor

Dear Editor:

In over looking the field of candidates, one of them stands heads and shoulders above the rest. You may say, or wonder why, I say this? I say it with no reservations. He has really made a name for himself and I am very proud of him. He is one that knows that crime must be reduced and education improved. He is a man who shows concern for the people. He is one who will speak out on sensitive issues, and will follow his own inclinations. That's not enough? What more do you want? We told you before that he promising to serve., he has proven reliable, prudent in judgement, positive in attitude, punctual in attendance, prayerful in actions.

With him it can. With your vote, he will. My most precious friends (by a huge majority), please cast your vote for Jerald I. Perry, Sr. Board of Education.

Dr. Elizabeth **Luton Barnes**

