

### Symphony To Be At Fayetteville

The North Carolina Full Symphony Orchestra will perform in the Junior High School Auditorium at Fayetteville, Wednesday, May 11, at 8:30 p. m.

The Full Symphony orchestra, under direction of Dr. Benjamin Swalin, will open the evening adult concert at 8:30 o'clock with Schubert's "Symphony No. VII, in C Major."

Members of the N. C. Symphony Society from Fayetteville and surrounding towns may attend the concert at no extra charge.

### Caution Advised In Signing Mine Leases

North Carolinians are urged to "proceed with caution" before they sign leases granting others the right to search for minerals or explore for oil on their lands.

The advice came from Governor Luther H. Hodges after he had been advised by J. L. Stuckey, State geologist, "that there is considerable interest at the present time in a number of minerals in North Carolina."

Dr. Stuckey, head of the Department of Conservation and Development's Division of Mineral Resources, said a number of companies are actively engaged in investigating mines in North Carolina or else inquiring about prospective mine sites.

Per capita consumption of chickens, turkeys, and eggs has risen to new heights. A record high was set last year, with an average 410 eggs, 23.7 pounds of chicken, and 4.6 pounds of turkey being consumed per person.

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### A NEW REVOLUTION IN THE INDUSTRY

## Product Diversification, Flexibility Of Technique Recommended By Huffines In Talk To State Alumni

### Amerotron President Urges Textile Firms Enter Other Fields

Need for diversification in the textile industry was stressed in an address delivered by Robert L. Huffines Jr., in New York recently. Mr. Huffines was speaking at an alumni dinner of N. C. State College graduates.

The head of Amerotron, who lives in Pinehurst and has his office at the Aberdeen plant, described the growth of the textile industry and went on to give his version of changes which must come, he said, if the industry is to avoid the "boom and bust" cycle which has often dogged its footsteps.

The remedy, said Amerotron's president, lies in diversification of product and flexibility of technique.

Mr. Huffines also recommended that textile industries spread their operations, acquiring totally unrelated industrial properties — as Amerotron has done in purchasing companies manufacturing precision instruments, radar antennae, etc. In other words: avoid having all the eggs in one basket.

We print below extracts from the Huffines address.

From an address by R. L. HUFFINES, JR.

What is happening today is in a sense a new revolution in the textile industry, and I may say the third in the last 150 years. The first is generally conceded to be when Eli Whitney invented the Cotton Gin at the close of the 18th Century. Before that, Wool was the acknowledged cornerstone of the textile economy and England dominated the scene, and, with that, England enjoyed world leadership.

The second revolution was about 1884 when Count De Char-

donnet managed to squirt a spray of mulberry pyroxolin through a spinnerette. By the early 1920's with the perfection of commercial manufacture of rayon and other early man-made fibres, such as acetate and cuprammonium, this little squirt was on its way to becoming a torrential Niagara that enveloped the mass markets and flooded some of our oldest natural fibres.

#### Nylon Appears

The third textile revolution, or fibre diversification move, occurred about 1938, when the scientists brought nylon out of the test tube for the first time. Just around that period, fibres from casein, soybean, peanuts, and corn, also appeared experimentally, and more recently the mass production of the polyester and acrylic fibres occurred.

However, all this change, all this progress, all this new development, all this reaction from standardization, yes, all this diversification, means only one thing—man's readiness to accept the challenge—the challenge that results in better living and in better life.

It is an interesting phenomenon that the early weaving industry was dominated by the philosophy of specialization. Those looms that followed the woolen and worsted industry tried to run their entire production on a flannel, or a serge, or a plush. In the cotton goods industry, it was a broadcloth, or a percale, or a duck, or a denim. In the Silk industry, it was a crepe, or a taffeta, or a satin, etc. It was very rare that an organization contained the equipment or flexibility to weave more than one type of fabric within the framework of the fibres that were used.

However, with major economic changes in our economic system, it became increasingly evident that variety and diversification were essential to progress. When styles became obsolete or if new trends developed, those particular industries that were highly specialized suddenly found their business dying on the vine.

#### Flexibility Essential

There are operators in the textile industry who run on one cloth day in and day out, year in and year out, and aim to become specialists. . . However, these are the exceptions, and the mill today that lacks flexibility and a potential of diversification may find itself in an unenviable position. Moreover, this type of specialized operation inevitably leads into the most competitive markets. Obviously, a stable operation can exist, but in order to succeed, it must become virtually an engineering, time-load, slide-rule, robot-run business.

Even on the subject of so-called staples, I am hard pressed to think of a pure staple. For years denim was one type but today denim is merchandised in combinations of cotton and other fibres and is available in the whole spectrum of colors. Another traditional cotton staple, such as duck, is manufactured in a variety of single and plied yarns, where cotton is sometimes mingled with other fibres.

Within the last ten years or more, we have seen the more progressive textile companies go into diversification—diversification within the textile industry. The companies who have progressive positions in cotton branched into man-made fibres and are still in a position of challenging leadership. Manufacturers of man-made fibre fabrics went into the hosiery business, automotive fabrics, into woolens and worsteds; and conversely, those in the woolen and worsted business, who latched on aggressively to the challenge and advantages of man-made fibres, have also achieved stability and prosperity, and developed a resiliency against cyclical changes which have been inevitable in our textile economy.

#### Diversification The Goal

So, today, you have an active cross-pollination of diversification. Cotton, rayon, and wool organizations have acquired the techniques and productive capacity of other fields, and, in addition, have branched out into rugs, towelings, as well as hosiery, narrow fabrics, decorative fabrics, and knit goods.

If I may be permitted a liberty, I would very modestly like to talk about our own organization, Amerotron, a Textron American Company.

We have not only achieved a comprehensive diversification within textiles, but we have gone outside of the textile industry and have acquired companies that manufacture precision instruments for airplanes, radar antennae, heavy equipment for indus-

try, upholstery, mattresses, and a miscellanea of electronic instruments and equipment.

We feel that this is economically sound, and administratively desirable; it provides an inspiration, a challenge, and a constant stimulation to our personnel. The problems of development and marketing keep their energies harnessed to the chariot of opportunity for their own betterment and for the company's success.

It is a truism that man cannot live by bread alone and that true happiness consists not only of gainful employment, as it must be linked with the opportunity for the individual to achieve a deep happiness and contentment in the feeling of accepting the challenge and realizing accomplishment.

#### Creative Challenge

Without attempting to sound too idealistic and as a practical observer of human nature, I believe that something inevitably dies in a man or a company that follows day in and day out the same routine, the same staple chores, the same duties and responsibilities. Every man has within him something of the creator, and inasmuch as we can't all paint, write music, or create poetry, this instinctive desire to create, to achieve originality, can be found in the problems, the research, the promotion, that are attendant upon a program of diversification.

From it springs the challenge for special, flexible techniques to withstand the changes in the textile industry, changes that have been extremely cyclical. It has been boom or bust, as the charts for the last thirty years indicate.

In essence, one of the major reasons for diversification in the textile industry is the possibility of regaining a proper proportion of the consumer dollar which we have gradually lost since 1930. In 1930, textiles enjoyed 9.2 of the consumer dollar and by 1952, it had fallen to 7.5—a drop of approximately 18 per cent.

Combinations of facilities and

talents that give a diversified and balanced operation, including cotton, woolen and worsted, and man-made fibre blends, could obviously tend to minimize the adverse effects of such cyclical changes. Moreover, if in addition to such a pure textile balance,

management effectively acquires related items, such as hosiery, towels, rugs, etc., the structure of such a business is inestimably strengthened.

Finally, the latest development that enlightened management is pursuing consists of diversifica-

tion outside one's industry. This type of diversification will provide more stable working conditions, a more consistent level of employment, and will reflect itself favorably in dividends and profits to stockholders and investors.

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Head room, front (in.)	35.1	35.6	35.6	35.6	35.5
rear (in.)	34.2	35.9	34.0	34.6	34.9
Shoulder room, front (in.)	57.0	56.6	58.2	58.2	58.0
rear (in.)	56.8	56.4	56.7	56.7	57.8
Maximum trunk depth (in.)	48.9	48.4	46.0	46.0	55.0
Floor covering, front	Carpet	Rubber	Rubber	Rubber	Rubber
rear	Carpet	Carpet	Rubber	Rubber	Rubber
Foam-rubber seat cushions	YES	NO	NO	NO	Front Only
Two-stage front door checks	YES	NO	NO	NO	NO
Center-Fill Fueling	YES	NO	NO	NO	NO
Suspended brake and clutch pedals	YES	NO	NO	NO	YES
Horsepower, maximum (V-8)	182	180	188	185	175
Torque, maximum (lbs.-ft.)	268	264	256	320	240
Compression ratio (to 1)	8.5	8.0	8.4	8.5	7.6
18-mm. spark plugs	YES	NO	NO	NO	NO
Dual exhaust	YES	NO	NO	NO	NO
4-barrel carburetor	YES	NO	NO	NO	NO
Ball-joint front suspension	YES	NO	NO	NO	NO
Brake lining area (sq. in.)	192	178	185	192	174

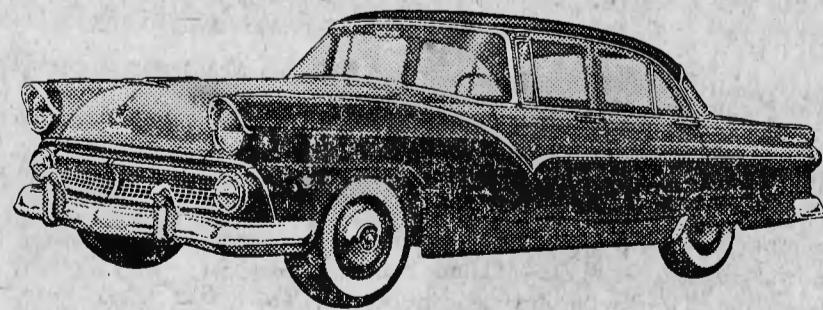
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