

### Hertford Mill Joins In Celebration Of Golden Anniversary

(Continued from Page One)

...in tradition and character, in interest and economics, in means and management.

Today the Wesson Oil and Snowdrift Company, with head offices in New Orleans, operates over 89 ginneries and 65 crushing mills in North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Tennessee, Texas and Arkansas; 6 refineries and 7 shortening plants at Bayonne, N. J., Chicago, Savannah, Memphis, New Orleans, Houston and San Antonio, Texas; 7 peanut shelling plants and a number of fertilizer plants. Gross business exceeds \$170,000,000 annually. But Wesson and

Snowdrift is more than a corporate entity with goods to sell. It is a warm human organization with a stout sense of responsibility to the growers with whom it deals.

This great Southern agricultural utility is guided by a keen-minded, intense Danish gentleman known to most of New Orleans and the business world as "Mr. Pete." Aage Qvistgaard Peterson, raised in the Danish grain and oilcake business, came to the U. S. some 40 years ago to handle export trade from the South. In 1925 he stepped into Wesson and Snowdrift as vice-president and director. When A. D. Geoghegan, Wesson's first president, died in 1940, Mr. Peterson was elected to the post. First as Mr. Geoghegan's team-mate and later as head of the \$90,000,000 structure that is Wesson Oil and Snowdrift today, Mr. Peterson's endless energy has been devoted to the growth, expansion, and success of the company and its products.

"The Wesson Oil and Snowdrift People" has come to mean much in American life. It means taking a basic product and finding a multitude of uses for it. It means a tremendous buying power for the South. It means a prideful and painstaking care in making goods the best way—not the easiest way. It means reputation for leadership and fair dealing, jealousy guarded. And it means constant research and a firm determination to continue to serve the nation well.

As Mr. Morris, manager of the Hertford Mill, told his associates today: "As our company moves on to greater usefulness—so, too, will Hert-

ford reap the rewards of that service. The progress of one has been and will be reflected in the progress of the other."

**BIRTHDAY PARTY**  
Lois Violet Winslow celebrated her 13th birthday January 1, 1951 and had as her dinner guests Ann White, Judith and Avis Winslow, Mr. and Mrs. Claude Winslow and Preston, Mrs. T. D. Chappell, Carroll and John Edgar Chappell, Mr. and Mrs. S. G. Chappell, Mrs. Ida White. Other visitors were Mr. and Mrs. Oliver Winslow and sons, Johnnie and Wayne, Mrs. Edwin White and Glenn, Mr. and Mrs. Harry Chappell.

**NOTICE!**  
Beginning January 8, 1951, we will close daily at 5:30 o'clock P. M.  
**Hertford Locker & Packing Co.**  
Try The Weekly's Classified Ads

## FINAL SALE OF LADIES' WINTER HATS



<b>GROUP 1</b>	<b>GROUP 2</b>
All \$2.98 and \$3.98 Hats	All \$4.98 and \$5.98 Hats

**\$1.00 | \$2.00**  
**SIMON'S**

One of the earliest commercial cookbooks—and undoubtedly one of the smallest; it measures 3 inches by 4 inches—appeared in 1909. It was called simply "Snowdrift Cook Book" and contained about 30 recipes. The majority of the book told the housewife how to use Snowdrift and how "to measure level." It invited her to send her cooking problems to the company, where they would be gladly answered by experts in cookery.

This anniversary year, it's a cookbook that marks the Golden celebration for Snowdrift. A handsome book containing more than 225 recipes, the anniversary edition looks like the richest food pages of women's magazines. Full-color illustrations are scattered throughout the book and each section is fully indexed. The book, although it looks like it is worth far more, is offered by the Wesson Oil and Snowdrift Company for 25c plus the word "Snowdrift" from the key strip of the can. During the anniversary promotion, each cookbook will carry a 25c coupon redeemable on the purchase of a \$3-lb. can of Snowdrift.

Even in its advertising, Wesson Oil and Snowdrift spurns the word "Company" or "Inc." It prefers to be known as "The Wesson Oil and Snowdrift People." Probably no phrase describes so accurately the many thousands of persons who are banded together from coast to coast.

The crushing mills and the refinery plants are the heart of this Southern industry serving all America with quality foods. Here in Hertford, mill employees take home approximately \$80,000 yearly in wages and salaries.

This is the picture of the company in which the employees of the Hertford Mill fit so capably and closely.

No one knows when curious minds will discover the final valuable uses for the cottonseed. With their discoveries and research, the Wesson Oil and Snowdrift People have served the nation ably. And the phrase



## START THE YEAR RIGHT... CHOOSE WESTINGHOUSE APPLIANCES FOR YOUR HOME

Every housewife is "proud as punch" after learning the advantages of Westinghouse products. We suggest you start the year right by choosing your appliances from our large stock.

- WESTINGHOUSE REFRIGERATORS
- WESTINGHOUSE ELECTRIC RANGES
- WESTINGHOUSE WATER HEATERS
- WESTINGHOUSE WASHING MACHINES

WE ALSO HAVE OTHER MAKES OF

Refrigerators, Washing Machines, Radios and Small Appliances

Come In Today and See These Wonderful Buys

**Hertford Hdwe. & Supply Co.**  
PHONE 3461 HERTFORD, N. C.



### HOG KILLING SUPPLIES

It's hog killing time again, and we are well supplied with items you will need to preserve your meats. We suggest you check these items for your needs...

- |                       |                |              |
|-----------------------|----------------|--------------|
| .22 Cartridges        | Butcher Knives |              |
| Pig Scrapers          | Meat Cutters   |              |
| Tubs                  | Pails          | Iron Kettles |
| Lard Cans             | Lard Presses   |              |
| Sausage Seasoning     | Tender Quick   |              |
| Sugar Cure            | Meat Pumps     |              |
| Liquid Smoke          |                |              |
| Anti-Skipper Compound |                |              |

Use care in butchering to prevent loss of your meats. See us for the best supplies, and be ready to prepare your meat for safe keeping.

**Hertford Hardware & Supply Company**  
"Trade Here and Bank the Difference"  
PHONE 3461 HERTFORD, N. C.

### JANUARY DRESS SALE



**FINAL CLEARANCE**  
Of All Fall and Winter  
**COATS—**  
**SUITS—**  
**DRESSES**

Buy now for the season ahead. Come in and check our low prices.

**SIMON'S**

## BARGAIN FESTIVAL THIS WEEK - END ONLY

- 10 Men's Suits, all wool ..... \$15.95
- 6 Men's Rayon Suits ..... \$24.50
- Men's Coat Sweaters, 1 lot ..... 98c
- Boys' Leather Jackets ..... \$2.98

Original Values to \$14.95

### WOOL PIECE GOODS

Plaids - Hounds Tooth - Solids  
Per Yard ..... 98c

- Ladies' Fall - Winter Suits Reduced 1/2 Price
- Ladies' Fall Toppers, all colors ..... 1/2 Price
- Ladies' Fall and Winter Dresses ..... 1/3 off
- Our Entire Stock of Dresses Included
- Girls' Coats, entire stock ..... 1/2 Price
- Girls' Dresses, each ..... 98c
- Ladies' Hand Bags ..... 1/2 Price



**J. C. Blanchard & Co., Inc.**  
"BLANCHARD'S" SINCE 1832