WEATHER

Fair and a little warmer tonight. Wednesday partly cloudy and somewhat warmer.

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TRUTH IN PREFERENCE TO FICTION

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Eisenhower Calls On Kremlin To Restrain Red China's Ambitions

NEWPORT, R.I. (AP) — President Eisenhower wants the Soviet Union to restrain Red China's territorial expansion ambitions in the dangerous Far East crisis.

A proposal that the Chinese Communists be cautioned strongly by their Moscow allies was the summer White House reaction late yesterday to Soviet Premier Nikita Khrushchev's demand that American forces be hauled out of the trouble-paced Formosa Strait area.

Khrushchev, in a letter Eisenhower received at his vacation headquarters, also asserted the Soviet Union would regard an attack on Red China as an attack on the Soviet Union.

The United States came back with an accusation that the Peiping government has taken unprovoked military action against the Chinese Nationalists in heavy bombardment of the offshore island of Quemoy.

Moscow made Khrushchev's message public just four hours after Red China's Mao Tze-tung had expressed hope in Peiping that talks with the United States at the ambassadorial level would begin as soon as possible in Warsaw.

The White House last Saturday proposed Poland's capital as the site after the Chinese Communists suggested negotiations looking toward Far East peace.

The general reaction at both the President's headquarters and in Washington seemed to be that the Soviet Union and Red China alike are much more anxious to talk than fight.

U.S. officials let it be known swiftly but privately that compliance with Khrushchev's demand for withdrawal of the 7th Fleet and other American forces from the Formosa area just isn't in the picture at all under circumstances now existing there.

The officials said the United States won't be cowed or browbeaten.

The withdrawal demand was coupled with a fresh call by Khrushchev for U.S. diplomatic recognition of Red China.

Administration officials are sizing up the recognition call and the withdrawal demand as a Soviet-Red China power gambit aimed at throwing the Formosa area crisis into the United Nations with a view to winning a U.N. seat for the Peiping regime.

Success in that maneuver would oust Nationalist China as a U.N. member. The United States is committed to defense of the Nationalist government and already is convoying Chiang Kai-shek supplies to heavily bombarded Quemoy, offshore island bastion of the Formosa Chinese.

The summer White House said Eisenhower will reply to Khrushchev's 4,000-word letter when he has had a chance to study it.

Eisenhower—after twice talking by telephone with Secretary of State Dulles in Washington — authorized press secretary James C. Hagerty to issue a statement saying: "The President earnestly hopes the Chinese Communist regime will not again, as in the case of Korea, use armed force to achieve territorial ambitions. That would be to defy the basic principles upon which world order depends."

Then there was this prod that the Soviet Union exert its influence in an effort to dissuade the Peiping government from any rash move that might touch off a general war: "The United States would welcome the Soviet Union's concerning itself with this aspect of the matter."

In his letter to Eisenhower, Khrushchev accused the United States of attempting to set itself up as "some sort of world gendarme" or police force in the Far East.

The U.S. statement said regarding the Formosa picture: "Mr. Khrushchev's communication calls this 'a dangerous situation.'

"The United States has already recognized the danger and hopes that it will be mitigated by resumption of the ambassadorial talks between the United States and the Chinese Communist regime.

"The evident cause of the danger is the unprovoked military action taken by the Chinese Communists who, beginning Aug. 23, have been subjecting Quemoy to heavy artillery bombardment and harassing the regular supply of Quemoy with its population of some 125,000 persons. This military activity is proclaimed by the official Peiping radio as being in order to take by armed force Taiwan (Formosa), as well as Quemoy and Matsu."

Miss North Carolina Comes Home



CHEERY WAVE FROM MISS NORTH CAROLINA . . . homefolks turn out in droves for homecoming.

Dulles Hints Concessions If Red China Keeps Peace

WASHINGTON (AP) — Secretary of State Dulles hinted today the United States is ready to offer concessions if Red China will renounce the use of force in Formosa Strait.

Dulles told a news conference he could not go into details in advance of expected diplomatic talks with Red China at Warsaw.

At the same time, Dulles emphasized again that the United States believes it is essential to the free world's defense posture in the Far East to maintain a firm stand against Red Chinese threats to conquer Nationalist-held islands in Formosa Strait.

Dulles indicated that if Red China were to attack today the United States would help the Nationalist defenders, at first logistically and later with American fighting men if the Nationalists were unable to beat back the Communist invaders.

But Dulles refused to spell out precisely what the United States would do in any given circumstance.

And he stressed that despite the tension he expected no war.

He acknowledged, however, that the situation could be compared with Korea and the blockade of Berlin.

Dulles told reporters U.S. Ambassador Jacob Beam in Warsaw got in touch today with Red China's Ambassador Wang Ping-nan. He said Beam told Wang the United States was ready any time to start talking. No precise date was suggested.

Dulles said he hopes to work out in these talks a method for getting along.

Dulles said the United States would seek agreement along detailed, specific lines instead of along general lines as in past fruitless talks with Red China.

Dulles said that if the Chinese Reds agreed to a meaningful renunciation of force, that would alter the situation. Consequences would flow from this, he said, but he could not spell them out in advance because they involved relations with the rights of an ally—Nationalist China.

Dulles was asked whether the United States would recommend evacuation of Quemoy, Matsu and other offshore islands held by Nationalist China if the Peiping regime agreed to renounce force.

He replied the United States could not itself negotiate the future of the offshore islands since they belong to Nationalist China. But he said a Red Chinese renunciation of force, if effective and dependable, would certainly be a new element.

Concedes Big Setback In Maine

NEWPORT, R.I. (AP) — President Eisenhower today sized up the Democratic sweep in the Maine elections as a Republican party beating there is no use trying to disguise.

Eisenhower's reaction of disappointment was reported to newsmen at the summer White House by press secretary James C. Hagerty.

Hagerty spoke out shortly after the Republican National Committee in Washington had supplied Eisenhower with final returns on the Maine contests.

Democrats in the state won a U.S. Senate seat for the first time in 47 years. They also retained the governorship and scored other major triumphs.

The outcome dealt a great blow to Republican hopes for recapturing control of Congress.

At a news conference, Hagerty brought up the results in Maine.

"I haven't anything to say except that the Republicans took a beating," Hagerty commented, adding wryly: "That's all you can say on it."

Asked about Eisenhower's reaction, Hagerty said the President regrets the defeat of GOP candidates.

"He also feels the same way I do—that the Republican party did take a beating and there is no use disguising it," he added.

Hagerty said Eisenhower also hopes "it may help a little in making everybody work a little harder for the November elections."

That was a reference to contests to be held in the rest of the country in November.

Admiral Says Quemoy Can Be Supplied If U.S. Aids

TAIPEI, Formosa (AP) — With U.S. help the Chinese Nationalists can keep the Quemoy islands supplied despite "a relatively determined effort by the Chinese Communists" to blockade the besieged outposts, Vice Adm. Wallace M. Beakley said today.

The commander of the U.S. 7th Fleet in the Formosa Strait indicated however, that U.S. help at present consists in escorting Nationalist supply convoys no closer than within three miles of Quemoy. The United States recognizes only a three-mile limit to Chinese coastal waters despite a Communist claim last week of a 12-mile limit.

The first American escort Sunday "was to show that the United States is not going to stand by idly and see these islands starve," Beakley said on his flagship, the cruiser Helena.

"The mission was to see that the Chinese Nationalist supply ships and their escorts had a safe passage through international waters and this mission was accomplished," he said in an interview for broadcast by the armed forces' Far East network.

On Sunday Communist artillery on the mainland withheld fire but yesterday it blasted away at the Nationalist ships as they beached on Quemoy. The Nationalist Defense Ministry said an ammunition ship was blown up and a food ship was forced to retreat without unloading.

Beakley said "none of our (American) ships has been shot at yet," but the resumption of heavy Red shelling changes the picture completely.

"The Chinese Communists' great interdiction capability lies in their shore batteries," he said. "If these must be silenced, it will be a tough job for the Chinese Nationalists to take on."

The Nationalists on Formosa continued to indicate they might bomb the mainland batteries. Radio broadcasts renewed appeals to civilians to move away from Communist artillery emplacements.

The Nationalist Defense Ministry said the Reds fired a record 53,000 shells at Quemoy in 10 hours 47 minutes up to 12:20 a.m. today.

Education Board Ready To Ask Larger Budget

RALEIGH (AP) — The State Board of Education was expected to outline requests today for an increased budget to operate the state's public schools during the 1959-61 biennium.

The board and the State Department of Public Instruction, which operate the schools, headed a list of state agencies slated to appear before the Advisory Budget Commission.

Other agencies included the State Art Society, State Library, Medical Care Commission, State Hospitals Board of Control, State Board of Health, Orthopedic Hospital, North Carolina Assn. for Retarded Children, and Board of Water Commissioners.

Dr. Charles F. Carroll, state superintendent of public instruction, has said more money will be needed to operate the schools the next two fiscal years because of increased enrollment.

The public schools get the biggest slice out of the state's general fund each year. The budget for the current biennium is 296 million dollars.

Gov. Hodges sat in yesterday as the commission began hearings on budget requests. In all, nine state agencies outlined what they call their "B" budgets. The total amount was $4,800,000. After the hearings are completed, the commission will begin its job of preparing budget recommendations it will present to the 1959 Legislature.

Hodges said state department heads who request additional personnel should be sure they are getting a full eight-hour day out of the workers they already have.

He made his remarks after Revenue Commissioner James S. Currie requested funds to employ 57 extra workers, many of them ta auditors, for the Revenue Department.

The governor said the department heads "ought to be able to say to the taxpayers, "I'm satisfied we're getting a full eight-hour day, less coffee breaks,' out of present staffs."

Hodges, in making his remarks emphasized he was not questioning the needs of the Revenue Department. He said he wanted to bring up before every agency the question of whether full production was being maintained.

Currie's expansion requests for the Revenue Department called for a total of $229,915 for the first year of the biennium and $276,72 the second year.

SBI Director Walter F. Anderson requested funds to employ six additional agents. He said costs of the extra men and necessary equipment would amount to $53,-021 the first year.

Anderson asked for $72,399 the first year and $50,946 the second. The money would be used to expand SBI operations.

Other agencies putting in requests included:

State Civil Defense, $112,329 the first year and $94,264 the second.

State auditor: $24,132 the first year and $23,524 the second to increase the staff and operations.

Attorney general: $2,481 and $260 over the two-year period to buy new furniture and furnishings for his office.

Gaston Technical School: The institution had no "B" budget, but it requested $48,000 with which to build and equip a new wing to the school.

The N.C. State Blind Commission: $66,367 the first year and $66,777 the second. It also requested a multi-purpose building, costing $139,500, at the North Carolina Rehabilitation Center for the Blind at Butner, and two dormitory wings costing $11,500.

Claim Try To Bribe In Giveaway

NEW YORK (AP) — A Brooklyn man, wounded by a detective in a chase, is accused of offering a $3,000 bribe to two mail sorters in attempt to win a $30,000 house on an audience participation TV giveaway show.

Gerard Mignone, 38, shot in the cheek, was reported in fair condition today at Kings County Hospital.

Mignone was arrested late yesterday on complaint of the producers of The Price Is Right show televised by NBC.

Asst. Dist. Atty. Bernard Patten of Queens said Mignone offered the bribe to two 16-year-old boys employed by the Radioland Mail Service Inc., of Queens. The firm handles mail for The Price Is Right, which offers prizes both to contestants in the studio and to the audience.

The boys reported the alleged bribe offer.

Two district attorney's detectives went to Brooklyn to arrest Mignone. They said Mignone ran into an alley, one of the detectives fired a warning shot, the bullet struck the side of a building and ricoheted into Mgnone's cheek.

The Queens district attorney's office said Mig one tried to rig the giveaway this way:

Last month the show displayed several articles of merchandise plus a photograph of a home and invited viewers to send in postcards up to Aug. 29 estimating the total value of all of them. They were to be awarded the person coming closest without going above the exact figure.

Mignone mailed a number of postcards to himself Aug. 24 in order to get pre-deadline postmarks on them.

Early this month the show announced the price for the various items totaled $31,051.90. Mignone erased his own address on two cards, substituted that of the TV Quiz program and listed his "guesses" as $31,251.90 and $31,-251.80.

Mignone then approached Robert Griffin, who works for the Radioland firm, and asked him to slip the phonied cards in with the legitimate mail. Griffin and a fellow employe, Frank Killane, were to receive $3,000 between them if Mignone won the prizes.

Goodson, the show's producer, said today that Mignone apparently misunderstood the correct value of the items when the figure was announced on the program—causing the "guesses" which were $200 too high. As a result, Goodson said, Mignone would not have won anyway.

Goodson said nine million entries were received in the guessing contest, and that 29 persons named the correct and exact total value of the items shown.

Open Drawbridge To Cars Today

BEAUFORT, N.C. (AP) — An $851,000 drawbridge spanning Gallant's Channel and linking Beaufort and Morehead City was open to traffic today.

The 673-foot span, which replaces a bridge damaged by Hurricane Hazel in 1954, was dedicated yesterday.

U.S. Rep. Graham A. Barden was the dedication speaker.

General LeMay Visits Manila

MANILA (AP) — Gen. Curtis LeMay arrived today from Taipei for a day of talks at Clark Field air base, command post for American air operations in the Formosa area.

LeMay, the Air Force vice chief of staff, is on a rapid tour of U.S. positions in the Far East. An Air Force spokesman said he would leave for Japan tomorrow.

'Fifi' Edging Nearer Bermuda

MIAMI, Fla. (AP)—Storm Fifi, maintaining 60 mile-an-hour winds edged closer to Bermuda today on a course the Weather Bureau said would take it well to the east of the U.S. mainland.

Fifi stretched gale force winds 150 miles to the northeast, 100 miles to the northest and 65 miles to the south.

Little information was received during the night on the season's sixth storm. Forecasters estimated its center at about 560 statute miles south southwest of Bermuda and 875 miles east of Miami.

No important change in size or intensity was expected during the next 12 hours.

Thousands Join 'Welcome Home' To Greenville Girl

Miss North Carolina returned to the loving arms of her community yesterday and there was a celebration complete with red carpet, brass band and a talk by the mayor.

More touched by the big turnout than by anything that happened to her at Atlantic City, Betty Lane told the crowd which welcomed her at the courthouse, "I didn't expect all this.

"It was a thrilling experience to be sent by North Carolina to Atlantic City. I wish I could have brought home the high honor, but I'm glad I could do a little bit."

Near tears, she expressed her appreciation for all the telegrams, letters, and flowers which she received as she competed for the Miss America title.

A motorcade, including fire truck, police cars and other vehicles, had met Miss North Carolina near the city limits. The motorcade ushered her along streets lined with spectators to the court house.

At the courthouse a couple of Jaycees unrolled a red carpet from the curb and up the steps to a platform where the speaking was to be done.

Betty Lane was the first to step on the plush carpet. She was followed by her mother, who was with her throughout the Miss America Pageant, and other dignataries.

There was a warm greeting from Mayor S. Eugene West who told Betty Lane, "You may not have won the Miss America title, but you're our Miss America.

"I followed the pageant closely and at all times you were poised, gracious and charming. You were indeed a credit to all of us, so it is my happy privilege and with a great deal of pride that I greet and salute you Miss North Carolina."

There was a word from Jaycee President John Ray Hardy who told beautiful Betty Lane, "We are proud of you. As you can see we all love you."

Mrs. Evans was called on and she told the crowd, "I think this here this afternoon has made Betty happier than anything that could have happened in Atlantic City. A lot of nice things have come to her but this is the nicest."



THE LONG WAIT . . . for returning beauty queen.

Also heard from were Dr. Sam White, Betty Lane's business manager and Bill Taylor, former Jaycee president.

Dr. M. W. Aldridge, master of ceremonies for the occasion, recognized various dignitaries.

An estimated 5,000 persons turned out to greet the 18-year-old beauty, who finished fifth in the Miss America Pageant Saturday night.

Betty Lane was ushered into the city by a motorcade of 50 cars. At a given signal, sirens, car horns and whistles cut loose a noisy salute.

A high school band played as she was escorted up the steps of the courthouse to a speaking platform.

Last night she was entertained at the Greenville Country Club by some 300 Jaycees and their ladies.

Upon arrival yesterday at Raleigh-Durham Airport, a newsman asked if she was surprised to find herself in front of Atlantic City spotlights and holding the fourth runnerup trophy.

"Surprised," she replied. "Why, I was surprised to be among the top 10 contestants. When they called my name among the final five, the surprises kept getting bigger and bigger."

Betty Lane later visited the executive mansion and was given a certificate by Gov. Hodges designating her a good will ambassador for North Carolina.

Larger Crowds At State Parks

RALEIGH (AP) — Checked attendance at the 11 state parks in North Carolina showed an increase of 68,819 during the first eight months of this year in comparison with the same period last year.

The Department of Conservation and Development reported yesterday that attendance this year totaled 1,292,206. The attendance last month was 317,896 compared to 243,441 for August last year.

Blount-Harvey Sets Grand Re-Opening

Blount-Harvey Company today announced plans for the grand re-opening of its completely renovated department store which will take place Thursday morning at 9 o'clock.

The store, completely renovated inside and out, will be one of the most modern department stores in Eastern North Carolina. Throughout the 20,000 square feet of floor space in the store new fixtures, lighting and new modern appointments have been installed.

Opening ceremonies at 9 Thursday morning will be highlighted by a formal ribbon-cutting by Greenville's Mayor S. Eugene West who will be accompanied by Miss North Carolina, Betty Lane Evans of Greenville.

Blount-Harvey announced its grand re-opening today with a special 32-page advertising section in The Daily Reflector, the largest advertising section ever carried in one issue of the newspaper for one firm.

J. H. Blount, Jr., president of Blount-Harvey Company said this morning, "We have endeavored through this major renovation program to give the people of Greenville and surrounding area one of the most beautiful and most modern department stores in North Carolina. It is our hope that the people of this area will be pleased with the finished product of our modernization program.

"Since its entry into the department store field in Greenville in 1920, Blount-Harvey Company has enjoyed the patronage of people throughout Pitt County and surrounding area. We are grateful for this support over the years and it is our sincere hope that through our expanded and modern facilities we will be better able to serve the peopple of this area."

Construction work on the Blount-Harvey store began 13 months ago after more than a year of careful planning by officials of the company.

The modern exterior of the Blount-Harvey building at Evans and Fourth Streets features cream colored brick on the upper stories with full-length show windows the entire length of the first floor on both the Evans Street and Fourth Street sides of the building. A broad marquee extends the entire length of the building on both streets.

The interior of the store features the most modern lighting plus fixtures and display units finished in limed walnut and trimmed in wormy chesnut. Modern color schemes are used throughout the store's various departments.

Approximately 150 door prizes will be given away by the store to persons who attend the grand opening on Thursday.

REAL COLLECTOR

DENVER (AP)—Monty R. Sinner of Grand Junction, Colo., has received 27 parking tickets in Denver over a four-month period. He is awaiting trial.

Paris Rediscovers Female Figure



ACCENT ON YOUTH——Roland Karl, 25-year-old designer for Jean Patou, is one of the newcomers to the French couture injecting a spirit of youth into fall fashions. Typical is this ensemble in bright red kempy wool, featuring a short bolero with wide fitted belt at natural waistline, worn over a flared dress.



FEMININE TREND——Pierre Cardin, sensation of the Paris fall collections, designs a flattering coat in light blue wool, with cartridge pleating to accent the bosom, and dramatic ruff collar.



RENAISSANCE LOOK——Yves Saint-Laurent, successor to the late Christian Dior, lengths the hemline and lifts the belt in this dress of brown wool tweed with arched shoulder line and panel.

By DOROTHY ROE
AP Women's Editor

The new Paris fashions for fall prope once and for all that men have the final word as to what women wear.

Masculine howls heard 'round the world have effected the swift demise of the gunnysack dress, and this season women can look like women once more without the fear of looking hold-hat.

French designers, quick to scent global revolt, go back to feminine curves, flattering drapery and even acknowledge a few normal waistlines this fall. Late day and evening dresses have frivolous full skirts and revealing tops when short, soft, figure-flattering, slender lines when long.

A group of newcomers in the Paris haute couture add the fillip of youth to the new collections and provide enough variety of silhouette to please every woman—and her husband.

The danger of a return of the flat-chested, rolled-stockinged era of the 1920s seems averted by fast cloak-and-scissors work on the part of the Paris couture, egged on by angry men on both sides of the Atlantic.

When the new French fashions are toned down and adapted by American manufacturers, it's safe to predict that women will covet and men will admire the new fall clothes.

CLOSED

Wednesday Afternoon

Our Store will be closed from noon Wednesday, preparatory to the formal opening of our newly remodeled and expanded store at 9 A.M. Thursday.

Blount-Harvey

Extension Service Plays Part

The Northwest Trading Post sounds as though it might be located in the wilds of Canada or Alaska, but instead it can be found right here in North Carolina on the scenic Blue Ridge Parkway near Glendale Springs. This has been the first summer of its existence and has proved a good one for a beginning enterprise.

It was in 1953 when the idea was first conceived by the citizens of Glendale Springs in Ashe County. The original idea began as a request for help from the N. C. Agricultural Extension Service for setting up a curb market similar to the other home demonstration curb markets in the state.

Since that time the idea has grown until it has become a reality through the cooperative efforts of the Northwest Development Association, the N. C. Agricultural Extension Service, the Blue Ridge Parkway officials, and a committee of local sponsors in Glendale Springs and Ashe County.

It has been said that home demonstration club women, farmers and Extension workers in the 11-county Northwest Development area have played a major part in making the Trading Post Possible. Not only do they help supply the Post with various products, but they have done a great deal of work toward getting it into smooth operation.

The 11 counties which make up the Northwest Development Association are Ashe, Alleghany, Alexander, Forsyth, Davie, Stokes, Surry, Caldwell, Watauga, Wilkes and Yadkin.

More than 100 persons from these counties, many of them home demonstration club women and their families, supply products to the Trading Post. From June 28, when the Post opened, up until the dedication in August, sales totaled $2,278.

In getting the enterprise under way, a marketing specialist, Mrs. Howard Murry, of Valle Crucis, was hired by the Extension Service to assist in the educational and organizational work. She says of of the Post, "It interprets the people of this area to people all over the United States who pass on the Parkway each season. We want to do our best to make our products representative of the area."

How does such a market work with so many producers from an area of 11 counties? According to Mrs. Murry, in each of these counties there is a Trading Post committee who has the responsibility of seeking out the people who would like to market some of their home-produced and handmade products. Each committee also helps get only high quality products by approving the type of product, the workmanship, design, etc.

Right from the homes, the kitchens, and the farms of these communities come such products as good country hams from Ashe County, a sturdy homemade basket from Wilkes County, or a perky sunbonnet from the Pine Hill community of Stokes County. All these and many, many more products help interpret the area to the many tourists from all over the country who travel the Blue Ridge Parkway each year.

The North Carolina Agricultural Extension Service has led the way in the educational work of the Trading Post. They have established standards, taught native crafts, studied trends, and helped to establish fair prices to both producer and consumer.

The Trading Post was set up as a non-profit organization and except for a small amount reserved for expansion, the only people who make any profit from the venture are those who bring in the items for sale. It is meant to be a hospitable place for tourists to rest without any obligation to buy—a point of welcome for tourists who pass.

According to Mrs. Murry, the best sellers have been the baked goods, canned goods, country hams, fresh fruits in season, and handicraft articles. She attributes much of the success of the Post to the County Extension workers who, as she says, "have been tireless in their efforts in getting a variety of good quality products."

+ + Social Calendar + +

TUESDAY

8:00 p.m.—The League of Women Voters Executive Board will meet at the home of Mrs. R. C. Forney, 104 Lakewood Drive.

8:00 p.m.—Mrs. Harry Douglass will be hostess to the Semi-Centi Book Club.

8:00 p.m.—The Patient Circle of The King's Daughters will meet in the Ladies Parlor of Eighth St. Christian Church.

8:00 p.m.—Withla Council Degree of Pocahontas meets.

8:00 p.m.—A. A. meets in their building on Farmville Highway.

30 Years Ago Today

September 9, 1928

Among a number of young ladies about the state who will be presented at the debutantes ball to be given by the Terpsichorean Club in Raleigh the following young ladies will represent Greenville: Misses Elizabeth Bost, Mamie Ruth Fleming, Elizabeth Phelps, Elizabeth Skinner and Virginia Perkins.

The estimate of the school authorities that the school enrollment will reach 3,000 this year is going to prove itself correct. The schools for white children yesterday showed a total enrollment of 1,627; the colored school enrolled more than 600. There will be 500 more children to enroll this year in the colored school and 200 more white children to be enrolled during the year.

Mrs. Little Guest Speaker

"Making Use of What You Have" was the subject of Mrs. Lillie Little's demonstration when she spoke to the Red Banks Home Demonstration Club members at their September meeting.

She stressed the fact that it is not always the most expensive things that are most attractive but we can use what we have and make them attractive. Arrangements of dried flowers were shown to stress her point.

Mrs. Karl Hardee presided over the meeting, which was opened with the group singing "America The Beautiful." A devotional period was led by Mrs. E. H. Boyd and Mrs. O. T. Howard.

Mrs. R. B. Starling reported the progress that has been made on cleaning the Red Banks cemetery. Plans were made to continue work on this project.

The resignation of Mrs. Preston Harrington Jr., president, was accepted by the members.

Members voted to permit 4-H club members to use the community building when they become organized. This will be a new club in the community.

ORDER MEETS TONIGHT

Alumni of the Kappa Alpha order are urged to attend a meeting of the Greenville chapter at 8 o'clock tonight.

The meeting will be held at the parish house of St. Paul's Episcopal Church.

WEDNESDAY

9:00-12:00 N—Junior Sewing Class meets at Elm St. Park.

10:00 a.m.—A study course on the book "Isaiah" will be held in the chapel at Jarvis Memorial Methodist Church.

10:00 a.m.—The Brookgreen Garden Club will meet at the home of Mrs. Howard Hodges Jr.

5:00 p.m.-6:00 p.m.—Social hour, Greenville Country Club.

6:30 p.m.—Greenville White Shrine No. 7 covered dish supper at Masonic Hall.

7:00 p.m.—Jay-C-Ettes meet at Woman's Club.

8:00 p. m. — Meeting of Greenville White Shrine No. 7 at Masonic Hall.

THURSDAY

9:00-12:00 N—Adult Sewing Class, Elm St. Park.

3:30 p.m.—U. D. C. meets at the home of Mrs. T. T. Hollingsworth.

7:00 p. m. — Civitan Club meets at Silo Restaurant.

8:00 p.m.—The first meeting and reception for teachers and parent members of the Elmhurst PTA will be held in the school auditorium.

8:00 p.m.—Chapter 1308 of the Women of the Moose will meet.

8:00 p.m.—Coochee Council No. 60, Degree of Pocahontas, meets at Red Men's Hall.

FRIDAY

6:30 p.m.—Kiwanis Club

6:30 p.m.—Exchange Club

7:30 p.m.—Red Men meet.

7:30 p.m.—Troop 33 meets at Scout Hut, Eighth Street Christian Church.

8:00 p.m.-10:30 p.m.—Junior High Teenage Club meets at Elm St. Park.

SATURDAY

7:30 a.m.—Credit Women's Breakfast Club meets at Olde Towne Inn.

4:00 p.m.-8:00 p.m.—Social hour, Greenville Country Club.

8:00 p.m.-11:00 p.m.—Senior High Teenage Club, Elm St. Park.

Tucker Family Has Reunion

WINTERVILLE — Around 87 members of the late Wyatt Benjamin and Henrietta Brooks Tucker families met in the Community Building for their annual reunion.

At noon, dinner was spread consisting of fried chicken, barbecue, country ham, pies, cakes and many other foods. After the meal a short business session was held.

In the absence of the president, Bill Worthington of Kinston, Cecil Worthington of Winterville presided.

After the reading of the minutes of the last meeting and the usual order of business the following officers were elected for the coming year: president, Wyatt M. Tucker, Greenville; vice president, Jarvis Worthington, Greenville, and secretary-treasurer, Mrs. Helen Tucker Sermons, Greenville.

Card of Thanks

I want to express my gratitude to my loved ones and friends for the many kindnesses shown me during my recent illness. I appreciate the flowers, gifts, cards and visits, but most of all your prayers.

ARCHIE COBURN
Bethel, N. C.

NOTICE!

Have you tried Merle Norman cosmetics? If not, stop by today and have our trained personnel to show you the complete line now on display. Merle Norman Cosmetic Studio, 216 East 5th St. Phone 3895.

Dinner Party Given Family

BETHEL—Wednesday night Mr. and Mrs. L. G. Manning entertained at dinner honoring Mr. and Mrs. Robert Burton and family of Garden City, Long Island, N. Y.

The hall and living room were decorated with late summer flowers. In the dining room where the table was covered with a white linen cloth and centered with a small arrangement of mixed flowers, the dinner was served buffet style.

Those present for the occasion were the honorees, Mr. and Mrs. C. M. Burton Sr., Miss Marion Burton, Mr. and Mrs. C. M. Burton Jr. and children, Julie and Roger and Miss Mary Burton.

Bethel Girls Enter Horse Show

BETHEL—The Enfield Horse Show was attended by Misses Dwan Thomas, Linda Martin, Gale Foss and Carrie Lyn Gurganus. These girls took part in the activities.

Ribbons were won by three of these girls.

Miss Gayle Foss won three ribbons. One ribbon was in the Equitation Division and two were in the pleasure class division.

Miss Linda Martin won fourth place in the Equitation Championship Division and also won two ribbons in the pleasure class division.

Miss Carrie Lin Gurganus won a ribbon in the Walking Horse Division and won two ribbons in the pleasure class division.

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Couple Wed In Baptist Church



Mrs. Curley Ray McLawhorn

AYDEN—The chancel of the First Baptist Church, flanked with palms, floor baskets of white mums and lighted blue tapers, was the scene Saturday afternoon at the marriage of Miss Barbara Jean Anderson and Curley Ray McLawhorn. Rev. W. H. Hollowell, a former minister of the bride, officated at the double ring ceremony.

The bride is the daughter of Mrs. William Anderson and the late Mr. Anderson of Ayden and the bridegroom is the son of Mr. and Mrs. Raymond McLawhorn of Greenville, Route 2.

A program of nuptial music was presented by Mrs. Berkeley S. Rutledge, organist, and Miss Bonnie Rutledge, soloist. Miss Rutledge sang "Because," "O Promise Me" and "The Lord's Prayer" as the benediction.

The bride, given in marriage by her brother, David Anderson, wore a dress of white taffeta designed with a sabrina neckline formed of scalloped alencon lace. The bouffant skirt swept into a circular train. Her veil of French illusion was attached to a crown of taffeta leaves, and she carried a white prayer book topped with a purple throated white orchid.

Mrs. Ashley Carraway of Ayden was matron of honor. She wore a street length dress of ice blue taffeta, fashioned with a round neckline to which a flat bow was attached in the back with streamers extending to the waist line. The fitted bodice was completed with a bouffant skirt. She wore white shoes and a matching headband of taffeta bow and carried a bouquet of white roses outlined with blue ribbon and streamers.

Bridesmaids were Mrs. Darrell Anderson, sister-in-law of the bride, Mrs. Lou Petty of Ayden and Miss Edith Williams of Kinston. They wore dresses identical to that of the honor attendant and carried bouquets of white carnations.

The junior bridesmaids were Miss Jewelle Dean Patrick, cousin of the bride, and Miss Bonnie Ormond Turnage. They were dressed identical to that of the bridesmaids.

Little Miss Debbie Harris, dressed in blue, was the flower girl, and Ronnie Carraway was ring bearer.

The bridegroom had as his best man Charles Elks of Greenville, and ushers were Darrell and Thomas Anderson, brothers of the bride, Jessie Glenn McGlohon and Leo Buck, all of Ayden.

For her daughter's wedding, Mrs. Anderson chose a gray lace dress over pink taffeta with white accessories and an orchid corsage, and the bridegroom's mother wore a dress of navy with matching accessories and an orchid corsage.

Mrs. McLawhorn is employed at DuPont, near Kinston, and Mr. McLawhorn is employed by Royal Crown in Greenville.

Following the ceremony the couple received the wedding guests in the vestibule of the church.

For traveling the bride changed to an olive green sheath dress with which she wore beige accessories and orchid corsage.

After a wedding trip to unannounced points the couple will be at home in Greenville.

After-Rehearsal Party

Following the McLawhorn-Anderson rehearsal Friday evening, Mrs William Anderson entertained the wedding party and other guests at a cake cutting in the Fellowship Hall of the First Baptist Church.

A color scheme of blue and white was used. The bride's table was covered with a white linen cloth and centered with the three tiered wedding cake. At one end of the table a floral arrangement of white mums and gladiola and blue tapers were used to complete the decorations.

Mrs. Ashley Carraway poured punch and Mrs. Lloyd Patrick served the wedding cake, with Mrs. Percy Glenn McGlohon assisting in serving. Salted nuts and mints were served buffet style.

Series of Parties

Wednesday evening, Mrs. Ashley Carraway entertained the families of the bridal couple at a dinner party.

Mesdames P. G. McGlohon, J. A. Carraway and Darrell Anderson complimented the bride with a miscellaneous shower.

Friday evening, Miss Anderson entertained her bridesmaids at a dinner party.

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Mrs. Griffin Shower Honoree

ROBERSONVILLE—Miss Barbara Taylor of Raleigh, Mrs. Ernest McGlowhorn, Mrs. Tommy Taylor were hostesses at a floating miscellaneous shower Friday evning honoring Mrs. Marion Carroll Griffin the former Miss Sonja Taylor

For this occasion the home of Mrs. Parker was decorated with zinnias and asters.

Mrs. W. E. Vick welcomed the guests at the door and presented them to the receiving line composed of Mrs. M. C. Griffin, her mother, Mrs. Robert Eli Taylor, the bridegroom's mother Mrs. J. Marion Griffin and the bride's grandparent. Mrs. J. A. Powell.

Miss Edith Warren presided at the register in the gift room where the callers were greeted by Mrs. Taylor.

A pink color note was used throughout the dining room. The pink table cloth trimmed with matching ribbon was centered with carnations and gladiola flanked by silver candelabra holding lighted tapers.

Mrs. Hassell Warren poured punch while Mrs. McGlowhorn served decorated party cakes. Other refreshments were mints and salted nuts, which Mrs. Parker assisted in serving.

Miss Taylor said goodbyes to the 50 friends.

Jr. High Begins Work

By BARBARA MINGES
Jr. High Reporter

Summer is over and so are the carefree days of all play and no work for students.

With the opening of school come many other interests—meeting new friends, renewing old acquaintances, joining clubs, and for eighth graders the prospect of changing classes.

The new term opened at Greenville Junior High with an assembly. Rev. John Drake, Rector of the Episcopal Church, led in a devotional period. Welcoming speeches were made by Junius H. Rose, Superintendent of the Greenville Schools, Robert Youngblood, principal, and Miss Carolyn Jo Harris, Student Council president.

Youngblood introduced the following new faculty members: Mrs. Keith Holmes, Mrs. John Cartner, Mrs. John Brookshire, Mrs. Loring Franklin, Mrs. Thomas Casey, Mrs. Rosser Gwynn and Mrs. Robert Ormsby.

The students then went to their respective classrooms, and so began the school year '58-'59.

Social Notes

Mr. and Mrs. T. C. Manning of West Palm Beach, Florida, and Mr. and Mrs. Thomas Barnes of Clearwater, Fla. spent the weekend with their aunts, Miss Molly Manning, Tink Manning and Mrs. Betsy Manning Dennis.

Youth Film

Wednesday, September 10, 7:30 p.m. there will be the showing of the film "Seventeen" at the Greenville Free Will Baptist Church. "Seventeen," a film produced by young people for young people, is 70 minutes long. It gives a bold, clear look at today's young people, and portrays a faith they can believe in for a secure future. All young people and their families are invited to see this film.

Births

Hardison

Born to Mr. and Mrs. John Hardison, Route 3 Williamston, a son, August 29 in the Ward Clinic, Robersonville.

Keel

Born to Mr. and Mrs. Samuel G. Keel of Bethel, a son, Howard Gray, August 19 at the Bethel Clinic.

Marriage Announced

Mr. and Mrs. Royce C. Pierce announce the marriage of their daughter, Dora Elizabeth, to Robert Franklin Jackson, Ensign, U. S. Navy, son of Mr. and Mrs. J. S. Jackson of Washington. The marriage took place on Tuesday, the second day of September, nineteen hundred and fifty-eight, in St. John's Methodist Church in Anderson, S. C. The couple is making their home at 130 Grady Ave., Athens, Ga.

Miss Matthews Has Birthday

ROBERSONVILLE — Two hundred friends met at the Robersonville High School lunchroom Monday evening to celebrate Miss Donna Kay Matthews' 16th birthday.

The room was decorated with pink, green and white crepe streamers to carry out the color scheme. Summer flowers completed the decorations.

Throughout the evening, the young people participated in dancing.

The appointed table was covered with pink linen centered by a large white cake with pink and green trimming encircling the inscription "Happy Birthday, Donna." Other refreshments were lime punch, mints and salted nuts.

Miss Sharp Is Party Honoree

ROBERSONVILLE—Miss Selina Sharp, daughter of Mr. and Mrs. Jack Sharp, was the guest of honor recently when the Woman's Christian Fellowship of the First Christian Church entertained her and the members of her Sunday School class at a "Going Away" party in the Fellowship Hall of the Educational Building.

Early in the afternoon games were played under the direction of Misses Martha Sue Langley, Judy Taylor, Glenda Lee Roberson and Martha Woolard.

Potato chips, cookies and iced drinks were served to the 25 guests including Selina's mother and grandmother, Mrs. Charlie G. Gray.

The 5-year-old honoree, accompanied by her parents, left Sunday for Morganton where she entered the North Carolina School for the Deaf.

Poultry Still Economical

RALEIGH — Poultry products continue to be one of the most economical food buys this week, according to reports on the food situation from John W. Hagen, Agricultural Extension Service consumer marketing specialist.

Hagen points out that producer culling of chicken flocks has resulted in a good supply of heavy hens available to the consumer at attractive prices. Large supplies of fryers and broilers on hand at reasonable prices make them a good "everyday" food.

The special School Milk program of the U. S. Department of Agriculture has been extended for three more years as a result of federal legislation enacted in early July.

Small size eggs remain the most economical egg buy. "This size is expected to be a good buy during September and October," Hagen advises.

Most fresh vegetables are available in adequate quantities to meet consumer demand. Local production is diminishing as supplies move from other producing areas, however. According to Hagen, the most plentiful vegetables on the market this week are cabbage, tomatoes, field peas, green beans, sweet corn and Irish potatoes. Supplies of sweet potatoes at local markets begin to increase as the local harvest season gets under way.

On the fruit counters, food shoppers will note that watermelons and cantaloupe remain at attractive prices. The quality is becoming more variable, though, as the season is just about over.

Some peaches of varying quality are available at economical prices. Delicious apples are moving to market from western North Carolina, while banana prices are more favorable after showing slight increases during the past few weeks. Both Tokay and seedless grapes are increasing in supply.

Little change has been noted in most meat prices from last week. Both choice beef and some pork prices show a slight decrease from last week, however. Hagen says that "featured specials continue to be one of the better ways of finding economy at the meat counter."

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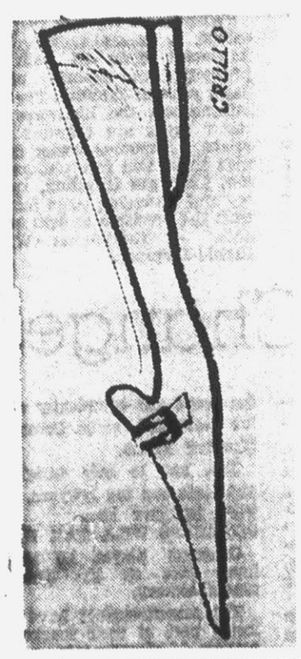
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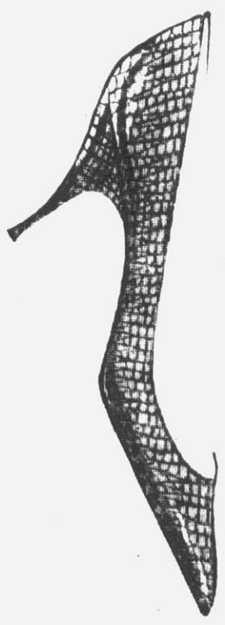
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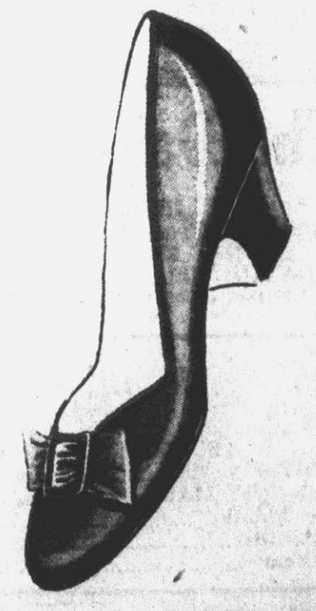
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Tuesday, September 9, 1958

Criticism Turned To An Advantage

Return of our children to their classrooms and speculative thoughts about the many things they will accomplish in the months ahead recalls rather sharply the harsh criticism aimed at all America less than a year ago.

The criticism was born with the first of the Soviet Union's Sputniks. It was primarily a criticism of American education — for letting the Russians get there first —but, more than that, it was a severe indictment of the intangible proposition we call The American Way.

Without question, there was, and is, a great and crying need for improvement. Such is always the case with an active and alert people who would not only seek to preserve their basic national hertiage but who would also seek a better and more meaningful life.

With such people, there must always be times of reappraisal and reawakening—and we believe that the past few months have been just such a time. We also believe the people of America have, in that time, reaffirmed their basic heritage and, further, progressed significantly.

We have seen a new interest in education, an interest in which public opinion and the ideas of professional educators have been molded into a re-examination of the basic principles of twentieth-century education to the extent that a reinforced value has been placed on what is actually accomplished in classrooms.

That re-examination has caused changes, already, in some curriculum offerings and expansions in others, particularly mathematics and science. Those changes and expansions have been so shaped, however, (and wisely so) that the essentials of other subjects—notably the humanities—will not be neglected to the extent that students will remain ignorant of the basic theories and practices which govern all men.

We have also seen our programs of theoretical and practical science progress even beyond the basic theory and action which put the Sputniks in outer space long before the Explorers and Vanguards joined them. We have had laid before us an unlimited future in the study of outer space and the very real belief that we can accomplish all of these things in due time and orderly fashion.

We have seen that same American science manifest itself in a deeper concern for the preservation and enrichment of human life. The continuing search for the conversion of nuclear energy to peaceful means, the growing wonder of new and better medicines, drugs and medical procedures, even the historic and near-unbelieveable polar voyages of the Nautilus and the Skate, are all evidences of that growing concern for doing better to make life better.

Perhaps the harsh criticism of the Sputnik Era was not justified—as some would insist. That is not the question now, nor is the point as we watch our children go back to their classrooms and laboratories.

The point is that we have made the criticism of the Sputnik Era work to an advantage, transforming it into actions and thoughts and speculations for making a better country and a getter life.

It has made us realize that to maintain The American Way and pass it intact—and even better—to succeeding generations is the responsibility of each of us.

Tuition Grants Prove Difficult

By LYNN NISBET

TUITION GRANTS — It is possible but very difficult to obtain tuition grants for use in private schools under the Pearsall Plan. The State Board of Education devoted major part of its monthly meeting to this problem. There were no new regulations or restrictions imposed on private schools but the board adopted without debate and without dissenting vote a concise compilation of statutes and previously adopted regulations as presented by Dr. Charles F. Carroll, State Superintendent of Public Instruction.

Not a word was said in public about the news story to the effect the Haliwa group in Halifax and Warren counties would make formal application for tuition grants. Dr. Carroll and other board members told newsmen later that the Haliwa situation was not responsible for the action. (The Haliwa group, claiming to be Indians, protested local board assignment to Negro schools, and local boards would not assign them to white schools.)

There is very little hope for them to get tuition grants and not much chance for anybody to get such relief because of statutory limitations. The grants cannot be used except in established nonsectarian private schools approve a school that does not have minimum facilities and curriculum standards adopted for the public schools. The same standards are required for teacher certification, for age limits on admittance of pupils and compliance with compulsory attendance laws. And before a grant can be made the applicant must show that the pupil has been enrolled, or assured of enrollment in such qualified private school. There are a number of high schools in North Carolina able to meet these requirements, very few elementary schools can meet them. Nearly all the "grammar grade" private schools are sectarian or are too loosely managed to qualify under the Pearsall Plan.

VOTING SOLDIERS — The U.S. Department of Defense has notified Secretary of State Thad Eure that there are 70,200 members and attaches of the armed forces eligible to vote in North Carolina. The total for all the State is 1,804,200. That means that North Carolina has 3.8 per cent of the total number of armed service voters, against 2.6 per cent of the total population of the country on basis of 1950 census.

Only six states have more voting soldiers than North Carolina — New York, California, Pennsylvania, Texas, Illinois and Ohio. In other words, North Carolina rates 7th among all the States in military voting potential, but 10th in total population. More significant comparison is number of eligible armed service voters to population above 21 years. That shows North Carolina has more than twice the percentage in the military service than the average of the states with larger number enlisted. World Alamanac figures are used for population (1950) above 21 years of age.

New York had 10,374,446 residents over 21 and 132,300 military service voters, for a percentage of slightly above 1.25 per cent.

California had 7,211,825 of voting age, 109,400 in armed services, for a percentage of about 1.5 per cent.

Pennsylvania had 6,997,219 with 105,400 in military, just above 1.5 per cent.

Texas with 4,737,225 over 21 and 101,900 in service showed a rate of just over 2 per cent.

Illinois counted 5,958,601 adults, 94,000 in service, for 1.5 per cent.

Ohio with 5,279,761 over 21 and 78,100 in service was just under 1.5 per cent.

North Carolina is credited with 2,311,071 persons over 21, and 70,200 eligible voters in the armed services, almost exactly 3 per cent.

EQUATED — It must be remembered that in figuring these percentage ratios 1958 voting strength was impinged upon 1950 population. That does not affect the position of any state in total number of voting soldiers. Probably it does not materially affect the percentage ratings of North Carolina, or the other eastern and central states. Because of phenomenal growth of population in California the percentage there probably would be lower.

The showing that North Carolina has double the percentage of its voting age citizenship in military service as any of the state's with more soldiers is a bit hard to reconcile with oft-publicized fact that we had a higher percentage of draft rejections than any of the other states.

PARADOX — This is just one of several paradoxical situations in which Federal government statistics place North Carolina. Another is the per capital income rating. This state ranks close to the bottom of the list in that table. Every resident of North Carolina and many short-time visitors know that the average Tarheel lives pretty well, far better than thousands of people in other states with higher overall rating in living standards.

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More Interest Seen, Still Isn't Enough

An increase in activity at Pitt County's 20 polling places on the past two registration Saturdays leads us to two conclusions about the proposed hospital bond issue to be voted on September 27.

There has been a noted increase in citizens' interest in the bond issue if the increase in registrations for the specal election is any indication. At the same tme, the number of people who have registered for the special election represent only a fraction of the total number of viters who are eligible to register for the special election.

Next Saturday will be the last day on which a person can register for the special election in which voters of the county will decide whether bonds will be issued to finance Pitt County's portion of the cost of expanding Pitt Memorial ospital. It is a matter which should be of interest to every person in this county.

The county needs to expand its hospital facilities to meet the needs of its citizens for medical care. But unless the bond issue is approved by voters, money will not be available for the expansion.

Only those people who register before the end of the special registration period will be eligible to vote in the special referendum on the bond issue.

Though interest in the bond issue has increased sharply in the past couple of weeks, it is still far below what it should be. A decision of utmost importance is to be made by the people of this county. It should be made by the vast majority of the citizens . . . not just a few of them.

Big Week For Supreme Court

By JAMES MARLOW

WASHINGTON (AP) — This is one of the important weeks in American history. The Supreme Court, meeting Thursday, must do two things:

1. Give a decision which will affect the whole course of public school integration.

2. Decide a critical principle in law enforcement: whether mob violence and community antagonism can block a court order.

Specifically, the court will only be hearing arguments on the Little Rock school board's request to delay integration in Central High 2½ years.

The reason: the opposition of Little Rock's white people to integration.

But the far-reaching effect of the Supreme Court's decision—whatever it is—can be seen from this:

Several federal district judges —faced with opposition to integration in their districts this year —indicate they'll be guided by the court's decision.

Integration in Central High began last September under order of a federal judge. Then came mob violence and growing hostility in Little Rock.

Arkansas Gov. Orval E. Faubus blocked the court order with National Guardsmen who kept Negroes out of the school. He said he did it to prevent violence.

Then, to back up the court order by seeing to it the Negroes got into school, President Eisenhower had to keep federalized National Guardsmen in Little Rock all year.

Some months ago the board asked, and got from, another federal district judge a 2½-year delay. This was overruled by the U.S. 8th Circuit Court of Appeals. Thus the case came to the Supreme Court for a final ruling.

The Circuit Court pointed out the broad implications of giving Little Rock a delay simply because of opposition to a court order by white people living there:

"An impossible situation could develop. Every school district in which integration is publicly opposed by overt acts would have 'justifiable excuse' to petition the courts for delay and supension of integration programs."

The court said a delay for Little Rock "would amount to an open invitation to elements in other districts to overtly act out public opposition through violent and unlawful means."

It so happens Little Rock's Central High provides a classic test of how long community opposition can delay a court order and hence law enforcement.

The reason: Integration didn't begin there haphazardly but carefully and according to prescribed conditions laid down by the Supreme Court.

The court, instead of saying integration had to begin everywhere at once, took into account the fact that getting it started one place might be more difficult than in another because of differences in public attitudes.

So it said integration must begin with "all deliberate speed"—a carefully vague phrase—and left it up to the various federal district judges to decide when integration in their districts should begin.

The federal judge in Little Rock didn't act arbitrarily. The school board worked on an integration plan which it felt could be carried peacefully, starting in ending in 1963.

The federal district judge then, after consultation with the board, approved the plan and ordered it to begin last September.

Strength For Today

By EARL L. DOUGLASS

GETTING PREPARED TO SEE

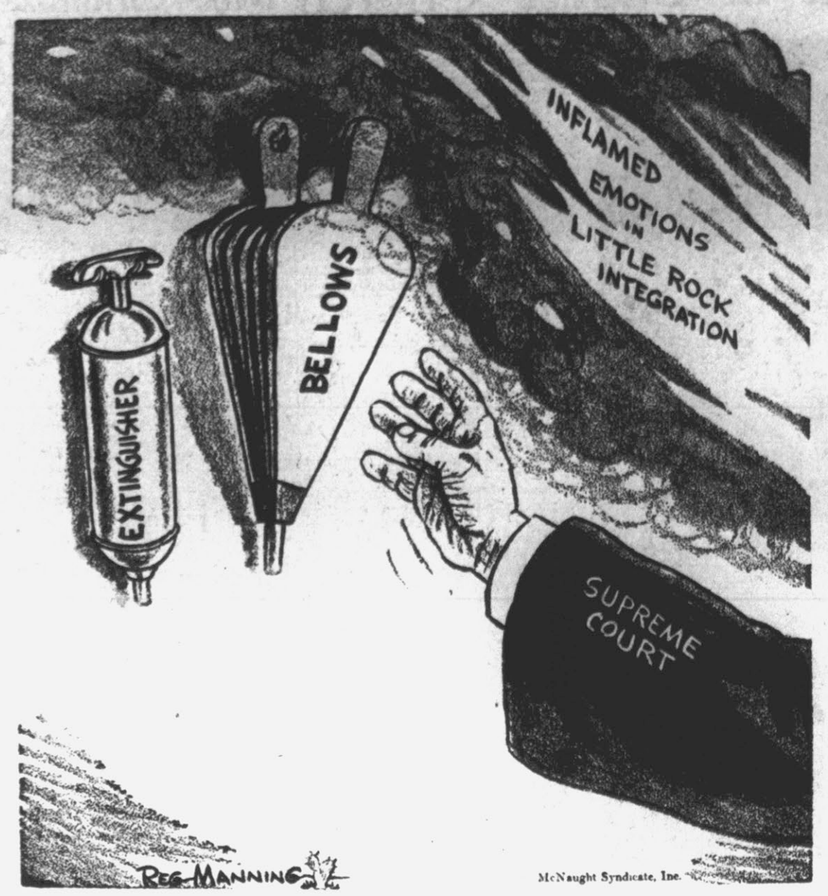
Fasting and other forms of religious discipline are characterized by an almost mysterious quality. One scarcely knows whether to refer to this quality as psychological or spiritual. But it is undoubtedly true that when certain religious leaders have subjected themselves to a rigid series of self denials, they ap-this experience with an astoundingly clear and improved perception of the nature of things spiritual.

There are millions of people the world over who at this present time are subjecting themselves to such discipline, and who claim — apparently with justification — that the result is spiritual insight of a remarkable nature. Looking back over the past one could single out, for instance, Francis of Assisi, that medieval religious character who not only greatly impressed his generation but the generations which have followed.

All through the centuries there have been serious Christian believers whose minds and souls have, apparently, been made clear and of penetrating insight so that the veil was withdrawn from between them and the realm usually regarded as the unseen.

The modern American finds this hard to understand. It is hard to understand, but it is real. Deny the flesh and understand the spirit seems to be a well-established truth.

Which Shall He Hand Down?



By DON SCHLIENZ

Suspicions To The Fore

Well, our city editor was back on the job Monday morn . . . bright, alert, cheerful . . . just chockful of vitamins.

He bore no scars of the Atlantic City jaunt and accompanying girl-watching chore. No circles under his eyes, no lagging step, no overnight growth of beard. Methinks he must have fallen down on the job some way which hasn't immediately come to light. For I know from experience that a reporter's role when chasing beauty queens can be harrowing.

Take for instance the night Betty Lane Evans came home from winning the North Carolina title in Charlotte. It was a Sunday, and in the lining up of Reflector staffers to cover the momentous event there came a realization our reporters, and even the indomitable Mr. Taylor, were missing.

Even our managing editor would be tied up for the evening. "Schlienz", he said, "there just doesn't seem to be any way out of it. I've lined up Billy Arnold (our sports editor) to take pictures; but you'd better go out and see what help you can provide in the way of color."

Shucks. I'm no reporter. But this seemed like a breeze; fun, too.

So off to the Moose Lodge where a crowd was gathering.

Cars were parked on both sides of the road for a quarter mile on either side of the building. I parked on a shoulder of the highway, facing away from town, and dogtrotted back to the scene of the homecoming. Two pencils, a notebook and some clippings were part of the accessories. Nothing could go wrong.

While waiting, Moose officials volunteered their fullest cooperation; so I suggested a brief kidnapping of Betty Lane as soon as she finished her talk in the auditorium. The idea was to steer her into a waiting lounge where the press could get maybe three minutes of peace and quiet for pictures and questioning.

That was all arranged in a hurry.

Then Taylor showed up, camera and all; and minutes later came word that the big greeting would be at City Hall . . . no wasted moments at the Lodge, it was getting too late.

So Arnold and I dispersed to our distant cars and scooted for the municipal building. Taylor stayed behind to get whatever pictures he could. My abduction plot was a dead pigeon.

At City Hall, we waited and waited and waited. The hour was getting later than I'm accustomed to seeing, and surrender was forming in my mind when horns and sirens heralded the coming of Miss North Carolina.

When the caravan drew up, Betty Lane was whisked to the improvised speaker's stand . . . some spokesmen spoke, she said her piece . . . and flashbulbs were flashing all over the place. Somehow, in the press of the crowd, Miss North Carolina got in a half dozen words for a tape-recording team before being whirled away to a waiting convertible. My list of carefully prepared questions were still unanswered and there was a sort of numb feeling over the swift arrival and hasty exist.

My sports-minded photographer wore a grim face when we got together again. Seems of the fifteen pictures he'd tried to take, fourteen flash bulbs didn't function. It wasn't our night.

Later I phoned the Associated Press to pass the word North Carolina's beauty queen was home, gave them some suitable adjectives to work in, and toddled off to bed. I wasn't at my best come morning.

Anyway, my question sheet went to a young lady to personally interviewed Betty Lane Monday morn and did a good job, if I do say it.

So, as I said, there's a lurking suspicion our girl-watching emissary at Atlantic City has been pulling the wool over somebody's eyes. Just too much bounce; too much happy affability; much too lively for anyone whose path must have been crossed up innumerable times by quirks of fate and fast timetables.

He's hiding something.

Other Editors Saying Cooperation Is Answer

(Wilson Times)

Wilson and Rocky Mount can turn the President's veto of funds for airport construction to their benefit, through cooperation. If the two cities will recognize that there is to be no federal money, and work together, using what is available, air service can be obtained.

Wilson already has combined its application with Greenville in an effort to get air service.

Wilson is working for air service for the area. We are leaving the choice of available airports to the CAB.

Rocky Mount, why don't you do likewise and join with Greenville and Wilson in our efforts to obtain the service this area so badly needs?

Rocky Mount will say that we are harping on the same old tune. And we are. But why not? If it has merit and there is nothing else to substitute.

Neither Rocky Mount, Greenville nor Wilson can get enough money to build an airport. If they could neither city can get adequate air service for the customers are not there. It is the old story of making the venture pay. This is not possible by going it alone.

So we are back to make the same proposition we have made before. This is that the three cities join hands and use and develop the best available airport, leaving the decision to the CAB.

A community airport can never be situated just right for all parties concerned. With the new highway the airport is closer to Rocky Mount than before and it is certainly a good distance from Wilson. It is situated to serve Nashville, thus giving a broader coverage.

Now we have settled that point. What next? We have a large and adequate airport, that belongs to us. We have heard it argued from Rocky Mount that it is not ours, that it is subject to call from the government at any time.

This is not correct. It belongs to the city of Wilson. But in an emergency the government can take it and everything else necessary to the defense of the country.

What are we waiting for? There is to be no government money for developing airports. We do not need it. We have an airport and so has Greenville. We are willing to do anything within reason to get air service. That is what is needed.

Rocky Mount, come join Wilson and Greenville. Let's work together. There is no greater service we can render our communities than just this. For air service is what is needed, not airports.

With Rocky Mount, Greenville and Wilson working together with Farmville, Tarboro and Nashville assistance we cannot fail.

You Can Be Taken In Tax Changes

By ELMER ROESSNER

Any businessman who does not discuss the new changes in tax laws with his accountant and or his lawyer in the next few weeks deserves to be taken by his competitors and the government—as he surely will be.

This is true of operators of big businesses as well as small ones.

The several tax bills passed in the closing days of Congress make more changes in laws than popularly suspected—hundreds of them, in fact. Failure to take advantage of them can be costly.

Here are some of the questions that many businessmen will have to get answers for:

Should we plan to borrow for expansion now, taking advantage of the benefits bestowed by new legislation?

WHERE TO SEEK FUNDS?

If so, are we qualified to ask the Small Business Administration for some of its fresh money?

Or should we seek out a small business financing company set up under the new laws?

Or should we try to track down private investors, who may now be more inclined to take a speculative chance since small business investment losses can be charged against ordinary income?

Or, perhaps, if we have funds available, should we form a financing company and gain the advantages offered lenders?

Should our business be reincorporated to take maximum advantage of the new laws?

Should we acquire other companies to broaden lines and expand markets now when the broader provisions for carrying back losses will sweeten such deals? Or should we sell out to others to whom a 1955 loss would be an advantage?

EXPAND NOW?

Should we invest in new machines and equipment now, to take advantage of faster depreciation rates given both small and large business?

What changes in operations and accounting should we adopt in view of legal changes affecting vacation pay, depletion, subdivided real estate, lease improvements, casualty losses, condemnations, net operating losses, dividends, bad debts and other affected matters?

What changes are necessary in view of the alterations in excise taxes?

Later on, toward the close of the calendar or fiscal year, there will be other questions:

Shall we elect to be taxed as a partnership? Can we take advantage of loss carry-backs?

What shall we do about the rise in Social Security taxes? Take it out of profits? Increase prices? Cut expenses? Or lay off workers?

"The general effect of the 1958 amendments is to add to the scope and complexity of the tax statutes," states Commerce Clearing House.

Yes, and to help enrich accountants and tax lawyers.

YOU INVENT IT—
CONGRESS WILL TAX IT!

Congress played an awfully funny joke on gas appliance manufacturers.

The manufacturers have been losing part of their market to makers of electric stoves. Sales of gas refrigerators dwindled. So they spent hundreds of thousands of dollars seeking new products, and came up with a smokeless, odorless, antismog incinerator. A dozen manufacturers tooled up to produce it; it has been hailed as the golden wonder product of the industry, a restorant of prosperity.

And Congress imposed a 10 per cent manufacturer's excise tax on it.

Life On Other Planets

By HAL BOYLE

NEW YORK (AP) — Sidewalk scrawls of a Pavement Plato:

Man, lord of the Earth, may turn out to be one of the bums of the universe.

He is boss of the circling mudball he dwells on. But it is a pretty small potato in the awesome garden of the sky, and man himself may rate only as a minor two-legged insect in the vaster scheme of things.

To most of us, the idea of life on other planets is a pleasant fiction of science writers. We laugh at cartoons showing little green-eyed bug-and-manlike creatures landing here in space ships and demanding, "Take me to your leader."

A more sobering picture is given by an eminent astronomer, Dr. Harlow Shapley, in the Saturday Review.

Dr. Shapley is no alarmist about any imminent invasion from Mars or Venus, where he doubts any advanced form of life exists. But in a way he is much more alarming than any science-fiction writer.

Does life exist on any other planet? In the huge theater of the heavens, Dr. Shapley believes it reasonable to assume there is life on at least 100 million planets — and, more likely, on perhaps 100 trillion planets.

What kind of life? Probably many forms we are familiar with here on Earth. But Dr. Shapley can visualize others. Trees that walk, for example, and animals which, weary of mobility, may from time to time put down roots into the soil and vegetate for a while.

There may even exist higher forms of life than man which have developed senses beyond his own five limited avenues to knowledge — taste, sight, scent, touch and hearing.

"We may be intellectual minims in the life of the universe," says Dr. Shapley, who seems overly cheerful at the prospect man is a planetary ignoramus.

His chilling assessment puts a new light on the whole situation. Many of us now, instead of putting out a hospitable welcome mat for visitors from outer space, may want to hang up a "Not at home" sign.

All along we have thought of our neighbors from way up there as freaks. And it may turn out we are the freaks.

If they arrive here before we go there, will they come as friends? Or will they, perhaps seize us for use as food for their pets, bait to go fishing, or live tdys to entertain their children?

The mundane fears do not disturb Dr. Shapley, who thinks the human ego could do with a little deflating.

"We cannot escape humility," he says. "And as groping philosophers and scientists we are thankful for the mysteries that still lie beyond our grasp."

Dr. Shapely can go on being as thankful as he wants to. Frankly, we aren't at all.

The man in the Moon now looks like a celestial spy to us — what's he doing wide-awake up there when everybody down here is asleep? and if a stranger alights from a flying saucer in our vicinity, he'll get no glad hand from us.

We plan to throw a rock at him, then rush to the nearest phone, and call John Foster Dulles — collect.

Quote

"Rain, that magic artist of nature, turns brown bluegrass into green and green is restful to the tired eyes of the office worker who has been looking at glaring white paper all day. But like the typical human, we are never satisfied. We wish that it would stop raining long enough for us to warm up the mowers so we could enjoy the fragrance of new-mown hay."—Lexington (Ky.) Leader.

Opinions In Brief

"Statistics show that the average American eats about 1,500 pounds of food a year. That's a lot. And, unfortunately for too many of us, too many of those pounds are the kind of food that contain too many calories." —Raleigh Times.

"With Recession talk still prevalent, a recent vacation trip impressed upon us both the prosperity and mobility of today's younger families. For your information, the highways and resort areas are crowded with bright, prosperous young people with three and four children in tow. They are traveling, spending and managing large families with the precision of drill sergeants." — Huntington (W.Va.) Herald-Dispatch.

Giant Bombers Collide, Crash; Few Survivors

SPOKANE, Wash. (AP) — A giant B52 jet bomber sliced into the side of another at sundown last night and both planes crashed in flames near a busy highway. Twelve of the 16 men aboard were killed.

A 200-pound chunk of landing gear sailed through the air, smashed through a service station sign and skidded to rest on the shoulder of Highway 2, a main link between Spokane and Seattle.

The roar of the crash, flying debris and the explosion as the planes hit the ground terrified two fleeing service station attendants and two customers, along with patrons of a nearby tavern. But no one on the ground was hurt.

The eight-million-dollar B52s, prime atom bomb carriers of the Strategic Air Command, were making routine landings at Fairchild Air Force Base when they collided about 1,500 feet over the highway.

Joe Martella, a service station attendant, said both planes were turning at the time.

"I looked up when I heard a tremendous roar from the engines of one plane," he said. "The pilot seemed to be trying to get out of the way. Then they hit. The wing of one hit the other right behind the cockpit and it looked like it was cut in two." Martella and the station owner, Mike Anderson, ran across the highway and dived into a ditch.

A big hunk of fuselage fell within 40 feet of the highway and burned. The other plane crashed about a mile away. There was a third pile of wreckage in a farmer's field, 10 miles west of here.

The planes were less than two miles from the Fairchild runway when they collided. Nine months ago, another eight-engine B52 crashed on takeoff from Fairchild, killing eight.

The B52s were carrying some classified materials but officials said these did not include nuclear weapons.

Marriage Licenses

Eight white couples and three Negro couples were issued marriage licenses last week by the Pitt County Register of Deeds office.

White couples to whom licenses were issued include Don Carroll Williams and Peggy Arlene Warren, both of Greenville; John R. Haddock, Route 1, Grimesland, and Bernice Bergen Warren, Grifton; Garland Skinner and Barbara Ross, both of Greenville; Leaky Lamur Dixon and Sandra Lee Fornes, both of Route 2, Greenville; Bobby McLawhorn, Route 1, Hookerton, and Lucille Crawford, Winterville; Carl Augustus Briley and Joyce Cherry, both of Stokes; Roger Gilbert Haddock, Route 3, Greenville, and Elsie Johnston, Greenville; and Curley Ray McLawhorn, Route 2, Greenville, and Barbara Anderson, Ayden.

Negro couples to whom licenses were issued include John Allen Cox and Bernice Small, both of Greenville; Leslie Moore, Route 2, Greenville, and Mamie Ruth Thigpen, Greenville; and James Earl Harris and Edna Hazel McCoy, both of Greenville.

'Senior' Author Of Textbooks

Dr. Austin D. Bond, professor of science at East Carolina College, is senior author of a series of textbooks in elementary science, the first four volumes of which have just been published by Lyons and Carnahan of Chicago.

Associated with Dr. Bond as authors of the series are Guy L. Bond, professor of education, and Theodore Clymer, associate professor of education, both of the University of Minnesota, and Kate Bell, elementary supervisor, Houston, Texas.

The textbooks, designed for teaching science to young children, include published books for grades one through three, a volume for grade four which is now being printed, and texts for grades five and six which have been written but not yet printed. In addition, the series includes a primer and manuals for teachers.

SHIRLEY INJURED

HOLLYWOOD (AP) — Shirley Temple is nursing a sprained ankle suffered while rehearsing a dance sequence for a program in her NBC-TV fairy tale series. The former child movie star, now 30, in private life is Mrs. Charles Black, mother of three children.



Mr. Herman Nobles

Announcement

We are pleased to announce that Mr. Herman Nobles of Greenville is now associated with us, and will be in charge of our Insurance Department. We are sure the public in general, in Pitt County and vicinity, know Mr. Nobles as a man of high integrity.

Clark's Greenville Funeral Home

1206 Dickinson Ave. Tel. 2506

ON THE HOUSE



LANDSCAPING CAN INCREASE the value of your property without adding to your tax bill. This home, tastefully and properly landscaped, is an example of how to increase the resale potential of residential property.

By JOHN O.B. WALLACE
AP Newsfeatures

Money really can grow on trees for the homeowner.

The value of your land in a span of 10 or 15 years may go up — or down.

The value of the house itself in a similar period, barring major improvements or additions, almost certainly will go down

But landscaping — the proper planting and care of trees and shrubbery — can be one of the surest ways of increasing the resale potential of your property.

Time, the experts say, works for the homeowner who adopts and intelligent program of planting on his property.

Bernald C. Bush, a nationally known landscaper and nurseryman, cites this example:

"Suppose you move into a new development in which the land looks as though it had been shelled and not even a dandelion has much of a chance.

"Suppose each family on the block plants along the street one or two suitable maples or some other variety of fast-growing tree. In a very few years, the barren street becomes a beautiful shady lane and property values climb accordingly."

Trees also give partial climate control. In the summer they shade the house, perhaps the whole house rather than a single room, and in the winter they serve as a windbreaker. Moreover, they don't depreciate in value.

Bush, who heads a firm with more than 100 years experience in gardening and landscaping, says that shrubs and perennials, such as roses, lilacs, forsythia, chrysantheums and others, all increase in value with the passing of time.

It is difficult to put a price tag on what proper planting will do to your home's value, he sayd, because there are a number of variables. These, he said, are the amount invested, the quality of the stock, selection of plants suitable to the climate, soil conditions, taste, and the care the garden receives over the years.

"I should say, however," he adds, "that by planting properly you could add from 5 to 20 per cent to the value of your property, depending on the circumstances.

"It will add nothing or very little in a few communities to the assessed valuation and, therefore, to the tax bill. Beautifying your home with plants is not only a joy in its own right. It is an investment."

Patios are more prominent than ever in homes throughout the country, and Bush says plants are of prime importance in a properly designed patio. He adds:

"The basic element in many of today's patios is a slab of concrete. Most of us will agree that concrete is not a thing of beauty. But by leaving a place for low plants in the center and by the tasteful arrangement of shrubbery on the margins of the patio, the eye is directed from the bare concrete — and the patio becomes much more attractive.

"You can also use trees to shade your patio and various plants to provide privacy. Because you are going to look at your patio during the winter, it is not a bad idea to include some broad-leaf evergreens in your plans, such as new eunonymous hybrids, winter king and winter glory.

"All this not only beautifies what in many cases amounts to an extra room in your house, but it enhances your property's value."

Would Give His Arm For Flight

NORFOLK, Va., (AP) — Navy Lt. Richard H. Tabor, who lived for 72 hours under conditions almost identical to those on the moon, has a yen to get to the earth's distant satellite.

Shortly after he emerged yesterday from his three-day stint in an altitude chamber that simulated space conditions, Tabor said he would "give my right arm for a chance at the 15." This is the missile-aircraft in which an attempt will be made next year to send a man into space.

Tabor, 36, of Charleston, W.Va., is a physician-pilot. His three days in the space chamber, at simulated altitudes up to 139,000 feet, bettered the previous mark of 44 hours. He was testing a new, lightweight full-pressure suit.

"Boredom was the big problem," Tabor said. "I gave myself a methodical schedule to beat the boredom. Toward the end I experienced a little mental disorder, that is, having trouble thinking methodically. The boredome started catching up, and I got a little off this schedule."

Cmdr. A. L. Hall, who supervised the test, said Tabor's space suit proved its worth and will need only minor modifications.

Atmospheric pressure on the moon is zero. In the altitude chamber pressure was as low as .15 of a pound. At sea level, the pressure is 14.72 pounds per square inch.

Machines Speed Library Service

Through the use of newly acquired Gaylord Book Charging Machines the East Carolina College Library is speeding up service at the circulation desk and making records of books in circulation more accurate, according to Librarian Wendell W. Smiley.

The machines are installed at the circulation desk in the main lobby of the library. They are operated by a staff headed by L. G. Williams, circulation librarian.

Students, faculty members, administrative officers, and others who are privileged to use the library have received numbered identification cards which serve to authorize the withdrawal of books from the library. Each borrower will present this card when he wishes to take a book from the library. In a matter of seconds the machines record the number of the borrower and the date when the book is due.

Cozy Copperhead Likes TV, Too

JACKSONVILLE, Tenn. (AP)—Andrew Lindstrom was stretched on the floor of his home watching television when he felt something touch his arm. The Lindstroms had been having some trouble with roaches and he brushed his arm thinking one of the insect pests had crawled on him.

Then he turned his head and was horrified to find a 4-foot copperhead snake staring at him. He and his wife shooed the poisonous reptile to the door and killed it with a shovel.

Landslide Victory For Democrats Of Maine, Capture Seat In Senate

PORTLAND, Maine (AP) — Maine Democrats won a U.S. Senate seat for the first time in 47 years and rejoiced today over other major triumphs in the state's final first-in-the-nation election.

The Maine outcome often is regarded as a weathervane as to how the wind may blow in the general November elections.

Gov. Edmund S. Muskie ousted Republican Sen. Frederick G. Payne by a 3-2 margin in a contest bearing undertones of the Bernard Goldfine case. Payne, like presidential assistant Sherman Adams, has acknowledged receiving favors from the Boston industrialist.

Emphasizing their triumph, the Democrats picked up a seat in the House of Representatives and retained the governor's office being vacated by Muskie. That gave them four of the five major offices at stake. One Democrat and one Republican won re-election to the House.

The election—the last to be held ahead of the rest of the nation—was watched by politicians of both parties for trends and possible campaign issues in the other states.

Muskie was the first Democrat ever sent to the Senate by the normally Republican electorate of the Pine Tree State. The Legislatu. chose the last Democratic senator in 1911 — before senators were elected by popular ballot.

Clinton A. Clauson, former mayor of Waterville, took the governorship by a close margin over Horace A. Hildreth, a GOP former governor.

James C. Oliver, a Cape Elizabeth real estate man, beat out Republican Rep. Robert Hale, who wa seeking a ninth term in the House.

Democrat Frank M. Coffin, a Lewiston lawyer, won re-election over Neil S. Bishop, Stockton Springs farmer, Coffin, when first elected two years ago, was the first Maine Democrat to serve in the House in 22 years.

Rep. Clifford G. McIntire, a Perham potato farmer, was the only Republican in major office to survive the Democratic wave. He won re-election over Gerald J. Grady, a professor of government at the University of Maine.

Complete, unofficial returns from the state's 632 voting precincts gave:

For senator: Muskie 171,942; Payne 112,178.

For governor: Clauson 145,619; Hildreth 134,998.

For Congress, 1st Dist.: Oliver 54,630; Hale 51,702.

Congress, 2nd Dist.: Coffin 59,698; Bishop 37,014.

Congress, 3rd Dist.: McInitre 38,826; Grady 31,354.

The total vote—284,120 for senator—fell far short of forecasts that it would exceed the state election record of 311,488 cast in 1936.

Payne carried President Eisenhower's endorsement into the campaign.

But in running against Muskie, a Polish immigrant tailor's son who worked his way through law school, Payne faced the most popular candidates ever put up by the Democrats.

And while Muskie did not stress it, the man in the street commented frequently that Goldfine lent $3,500 to Payne toward purchase of a house, gave a vicuna coat to him and paid some of his hotel bills.

Economic conditions in Maine apparently were a factor. The state has been hard hit by the nationwide recession.

There were few sharp issues in the campaign speeches. Muskie criticized and Payne defended the record of the Eisenhower administration on foreign policy and economic conditions.

Plan Atomic Tests For Nevada Desert

WASHINGTON (AP) — The United States, with its 1958 nuclear tests in the Pacific completed, starts next week an abbreviated series of atomic tests in the Nevada desert.

The Atomic Energy Commission announced the end of the test firing of nuclear weapons at the Eniwetok Proving Ground in the Pacific. It gave few details beyond calling the tests successful.

A few hours later the commission gave out a few details of the forthcoming Nevada test series which the AEC said Aug. 29 calls for only 10 test shots, all of them relatively small.

The first test, expected about Sept. 15, will be fired from a balloon. The second, set tentatively for about Sept. 25, is to be detonated atop a 50-foot tower. This would be the lowest firing platform ever used on the Nevada grounds, 90 miles northwest of Las Vegas.

The AEC said about half the shots will be in deep underground tunnels but that none of these is scheduled before Oct. 8.

All the shots are to be concluded by Oct. 31, the date proposed by President Eisenhower for a one-year suspension of nuclear tests. Oct. 31 also is the date tentatively set for the beginning of East-West talks in Geneva, Switzerland, on the banning of tests. Both the United States and Britain have offered to end testing for a year from the commencement of the talks if the Soviet Union continuous its own test ban.

In announcing completion of the Pacific tests, the AEC said in a joint statement with the Defense Department: "The tests were successful and contributed to further development of improved weapons for the defense of the United States and the free world."

The statement didn't say how many test shots were conducted but 14 nuclear blasts from the Eniwetok-Bikini area were reported between April 28 and July 26.

Statue Is Again Traffic Victim

OLCOTT, N.Y. (AP) — Civil War Veterans' Monument has again become victim of the automobile. It's being moved from the main intersection of this resort town to a public park, to make room for a parking lot.

It had to be moved before because of cars. In 1923, it was found that the increase of automobiles—and new drivers —was making the statue, then an another intersection, accidentprone.



BRONZED BRAVE — It's a new look for young Sal Mineo who is made up as an Indian for role in "Tonka." That's a prop arrow protruding from his midsection.



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BLOUNT-HARVEY'S MODERN STORE—With its store completely modernized inside and out during a year-long renovation program, Blount-Harvey's of Greenville will have the grand opening of its new store Thursday morning at 9 o'clock. The store features modern design and completely new fixtures and lighting throughout.

Find Body Of Young Girl Who Was Kidnaped, Slain

FORT COLLINS, Colo. (AP) — The body of a pretty blonde stenographer, who was kidnaped, raped and later died of three bullet wounds in her head, was found yesterday in a shallow grave atop a mountain.

Sheriff Ray Scheerer said Floyd J. Robertson, a husky 25-year-old cement worker, orally admitted the crime.

Robertson told officers he warned the woman, Marjorie Schneider, 18, that "I'm a crack shot," and then pumped three bullets into her head Sunday morning as she ran from his car.

Robertson then carried the body to the top of a high mountain and dumped it into a shallow hole.

"My God, why did I do it?" Robertson sobbed to officers last night.

No charges have been filed.

The girl's ravished body was uncovered late yesterday—about 36 hours after a gunman had surprised her and three other young people as they sat in a parked car at a lonely lovers' lane four miles southwest of Fort Collins. He shot up the car, robbed the couples and kidnaped the Schneider girl.

Robertson, a father of three children, was quoted by Sheriff Ray Scheerer as saying he forced the girl to drive for some distance and that he himself drove a while until a tire blew out.

When Robertson tried to repair the tire on a county road about 30 miles from the kidnap scene, the girl broke and ran.

"I shouted to her: 'I'm sorry I'm such a crack shot but I'm gonna have to do this.'" Robertson was quoted as saying. "Then I shot her."

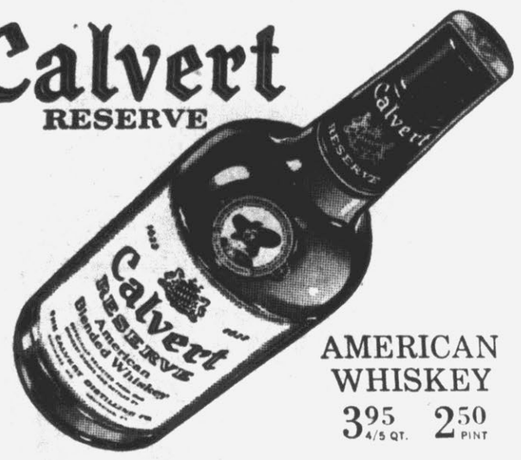
Scheerer said the terrified girl was shot twice in the back of the head from 40 or 50 feet distance, the .22-caliber slugs striking her about an inch apart. Then she was shot behind the right ear at close range, leaving powder burns.

After carrying the girl back to the car, Robertson said, he drove six miles to the foot of a mountain and, wrapping the body in his raincoat, packed it to the top. He said he tossed rocks and brush over the makeshift grave.

Robertson's 24-year-old wife said he came home Sunday night When he left for work in the morning, officers who had traced his automobile from a description furnished after the kidnaping were outside the front door.

For hours Robertson refused to comment on the girl's disappearance.

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Moose Initiate 42 Into Lodge

Forty-two new members were initiated into the Loyal Order of the Moose during ceremonies staged at the local Lodge last night.

The new members are: E. W. Harvey, C. L. Cannon, E. P. Blanchart, H. S. Barwick, W. Riley Cox, Hilliard Woolard, Lee M. Nance, Raymond L. Smith Jr., J. E. Keziah, Norman H. Cameron, Glenn E. Tyson Jr., William H. Durham Jr., James C. Noble, Kenneth E Wilson, Roy Briley, W. R. Guice, F. A. Scott, J. T. Sutton, Lee Roy Morris, C. E. Noe,

R. P. Shoe, L. S. Worthington Jr., C. G. Stancill, J. M. Cayton, Palvin Russel Gurganus, D. G. Gore, J. T. Smith Jr., Bob Wash, R. H. Barns, R. C. Blanton, Howard Allen, W. E. Wheeler, Dean Roebuck, Steve Johnson, I. Y. Gordon, C. H. Mayo Jr., R. S. Masten, Mayo E. Allen, W. Alvan Dunn, Lewis H. Churchill, Dr. S. H. Justa,. Capt. Vance M. Lockamy Jr

Edgecombe Man Is Injured In Head-On Crash

STOKES—An Edgecombe County man was injured in a headon collision about two miles east of here yesterday afternoon.

Henderson Dewey Craddock, 53, of Tarboro Route 1 suffered severe laceration of the face and head when the pickup truck he was operating collided headon with another truck.

Craddock's truck, according to Highway Patrolman J. B. Surles of Greenville, was involved in the near-serious accident with a two-ton truck owned by Munn-Griffin of Rocky Mount and operated by James Lewis McGill, 38-year-old Negro also of Rocky Mount.

Surles said that the left front tire on the larger truck blew out causing the vehicle to vire across the highway directly into the path of Craddock's truck. McGill was charged with reckless driving.

Going To Court Over Assignment

WINSTON-SALEM (AP) — A Negro minister says he will go to court over the city school board's refusal to assign his daughter to Reynolds High School.

The Rev. Alexander Smith said a suit will be filed in Middle District Court in Greensboro "just as soon as we have worked out some more legal arrangements."

Smith said he had asked the school board to assign his daughter, Doris Ann, to Reynolds because it is nearer their home than the Negro school she now attends.

Reynolds was segregated until last year when the board assigned another Negro girl. She returned this year.

Charlottesburg Is Looking To Judge

HARRISONBURG, Va. (AP) — Charlottesville residents looked to a federal judge today for a decision on whether their school officials were justified in rejecting the applications of 30 Negro pupils for admission to white schools.

A ruling of "no" by U.S. Dist. Judge John Paul could mean integration of the city's schools—and their immediate closing under state law.

Paul was to resume a hearing today on the merits of the school board's reasons for turning down all 30 Negro applications. School officials defended their action yesterday and attorneys for the Negro students argued that the rejections were not justified.

In previous court sessions in this desegregation case, Paul has cautioned that if he feels Charlottesville school officials engaged in racial discrimination in turning down Negro applications for white schools, he will take over the job of assigning pupils himself. Charlottesville schools are due to open Monday.

The Charlottesville case has consumed more than three years. Paul told City School Supt. Foudall R. Ellis the guidepost of deliberate speed erected by the Supreme Court for desegregation cases "means nothing in Charlottesville. This litigation has been going on for years. You haven't done anything."

The 74-year-old judge directed the school board of Warren County to admit 22 Negroes to the county's only high school—a white school.

He would not stay the injunction himself, but he did give the county one week in which to seek a formal stay pending appeal from one of the three justices of the U.S. 4th Circuit Court.

Virginia's attorney general, Albertis S. Harrison Jr., said he this week from Chief Judge Simon would request a formal stay later Sobeloff in Baltimore.

Warren County has no Negro high school. It has been transporting its Negro high school students to nearby counties. The lack of high school facilities for Negroes was the prime reason for Paul's ruling.

All told, eight localities in Virginia are involved in desegregation suits.

Rulings by two federal judges yesterday to all intents and purposes removed the possibility of integration of schools this year in Alexandria and Newport News.

Judge Albert V. Bryan refused to grant 14 Negro students a temporary injunction paving the way for their admission to white Alexandria schools. He said the plaintiffs could attend Negro schools without prejudicing their case while the desegregation suit "matures in the regular way."

In Norfolk, Judge Walter E. Hoffman refused to grant a preliminary injunction restraining the Newport News school board from barring 10 Negroes from a white elementary school. Hoffman said it would be unfair to order desegregation during a school year. Schools in Newport News opened Sept. 4.

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Sports

THE DAILY REFLECTOR

Classified

TUESDAY AFTERNOON, SEPTEMBER 9, 1958

Phants Readying For 1st Game With Cards, Friday

With almost a month of practice behind them, the Rose High School footballers are winding up their pre-season drills this week. They open their 1958 campaign this Friday night at Jacksonville in a Northeastern Conference contest.

Coach Bud Phillips has had 12 returning lettermen to work with during the drills, along with 43 others who have turned out to apply for positions on the Phantom varsity. Phillips and his assistants Odel Welborn and Charlie Bland have made the most of the long month's drills. Phillips says, "We've got 22 boys battling for the first team. All of them are good boys and have worked hard. I'm not sure yet whether we'll have a first unit and a second unit or whether we'll just use them all alternately."

It seems probable that Phillips will not release his starting lineup for the Jacksonville game until game time. The former Wake Forest gridder, in his second season as head coach here, has named the leading candidates for the starting positions but has declined to say which boys will be starters.

Candidates

At ends, Billy Cox and Steve Noble return from regular posts on the 1957 team. Ralph Sullivan will be back at a tackle position. Working with him have been Louis Dail, David Wade, Norfleet Felton, and Lawrence Davenport. Two regular guards have returned from last year's squad. They are Billy Brown and Wilbur Owens. Owens has been hurt during most of the early practice and Reggie Johnson has been shifted to a guard slot.

Several former Junior Varsity boys have made the jump to the varsity and are in the thick of the fight for positions. Jeff Fountain and Bill Wade, both sophomore, are working at center. Burt Aycock, another former JV, has joined workouts as an end.

In the backfield, Phillips has Robin Wilfong at fullback along with Wayne Sumrell; Charles Ross and Erky Duff and Billy Neal James at the quarterback post; Charles Roberts, Alan McArthur, John Boyd, Randy Bass, Don Speight, and Tom Henderson at halfbacks.

"We think our club will be a little heavier this season than it was in 1957," Phillips has said. He plans to use the same T formation which he employed during the past year. In 1957, plagued by flu and bad weather, the Phants were unable to complete their campaign. They finished with a 2-6 mark.

Tough Schedule

The Phantoms have a rugged schedule facing them once they jump into the 1958 season, and their opener may be one of their toughest games. Jacksonville, usually regarded as a legular cellar-dwelling club, surprised everyone with a stunning 14-6 victory over AAA Goldsboro last week in their opener.

Goldsboro, ranked No. 4 in the Eastern AAA pre-season polls this year, outgained the Cardinals but couldn't overcome Jacksonville persistence and penalties.

Other clubs on the Phantom schedule this season had opening game victories last week. Among them, Wilson dumped Washington 13-6, Tarboro toppled Cary 26-6, Kinston smashed Jones Central 26-0, Elizabeth City trampled Camden 27-7. Scotland Neck, whom the Phantoms battle on Oct. 24, lost, 35-0, to Ahoskie.

Heavy Drills

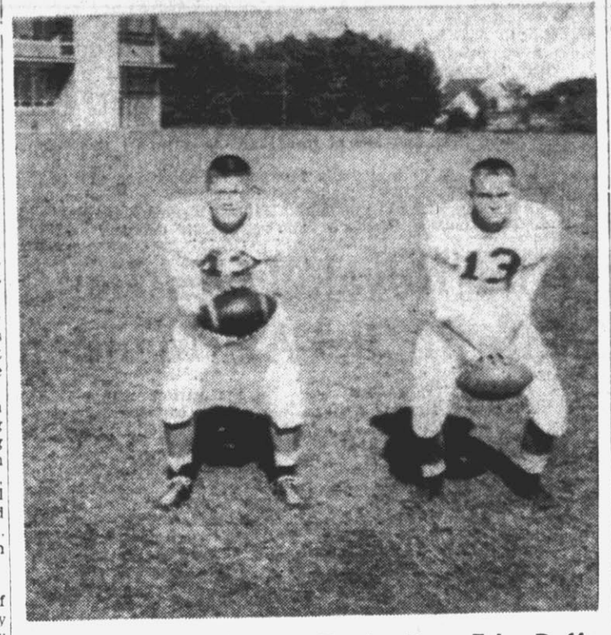
Phillips started his crew off with light work on the first day of drill and quickly added heavy equipment. From that point on, he has had them going through heavy blocking, tackling, and scrimmage. His drill has been less and less on fundamentals and more and more on coditioning and play patterns recently.

The Phantoms will present foes with a running and passing attack this season. Speculation is that quarterbacks Ross and Duff will be able to run and pass well. Fullbacks Wilfong and Sumrell will handle the heavy work.

The main running assignments will be handled by the fine array of halfbacks. Charlie Roberts, whom Phillips referred to as "one of the conference's better backs last year," will do both inside and outside running. John Boyd and Alan McArthur are also good bets to see heavy duty. Randy Bass will also play.

Phillips will probably put his club through their final heavy work today and tomorrow. Thursday will be a light-equipment day and the Phants will make the long trip to Jacksonville Friday.

Game time Friday night will be at 8:00 at the Cardinal High School Field.



QUARTERBACKS . . . Charles Ross, Erky Duff

STANDINGS

By THE ASSOCIATED PRESS

AMERICAN LEAGUE

YESTERDAY'S GAMES

No games scheduled

	W.	L.	Pct.	GB
New york	84	54	.609	—
Chicago	71	65	.522	12
Boston	70	65	.519	12½
Baltimore	66	69	.489	16½
Detroit	66	69	.489	16½
Cleveland	66	71	.482	17½
Kansas City	63	73	.463	20
Washington	58	78	.426	25

TODAY'S GAMES

New York at Cleveland, 7 p.m.
Boston at Chicago, 8 p.m.
Washington at Detroit, 8:15 p.m.
Baltimore at Kansas City, 9 p.m.

NATIONAL LEAGUE

YESTERDAY'S RESULT

Pittsburgh 4, Cincinnati 1

	W.	L.	Pct.	GB
Milwaukee	81	57	.587	—
Pittsburgh	74	64	.536	7
San Francisco	71	66	.518	9½
Cincinnati	70	70	.500	12
St. Louis	66	70	.485	14
Los Angeles	65	71	.478	15
Chicago	64	74	.464	17
Philadelphia	58	77	.430	21½

TODAY'S GAMES

Cincinnati at Milwaukee, 8 p.m.
Chicago at St. Louis, 8 p.m.
Los Angeles at Philadelphia, 6:30 p.m. (Includes suspended game of July 27)
San Francisco at Pittsburgh, 6:30 p.m. (Includes suspended game of July 27)

Well, American Loop Still Has Champions To Decide

By ED WILKS

The American League season has only two weeks to run, but the batting, home run, runs-batted-in and strikeout champions still are undecided.

Pete Runnels of the Boston Red Sox leads in the bat race with .323. Mickey Mantle of the New York Yankees leads in home runs with 39. Jackie Jensen of the Red Sox is tops in RBI with 113. Early Wynn of the Chicago White Sox leads in strikeouts with 155.

The batting race is a five-man battle. Runnels, 30, has a 5-point spread over Bob Cerv of Kansas City (.318) with Vic Power, Cleveland, and Harvey Kuenn, Detroit, tied for third at .317.

The fifth man is Ted Williams of the Red Sox, who took the 1957 title with .388. Williams, 40, figures to get back into the thick of it tonight, after a 15-day layoff because of sickness.

Neither Runnels, Cerv, Kuenn nor Power ever has won an AL batting title.

Mantle's only serious competition for the homer title appears to be Roy Sievers of Washington, the defending champ. Sievers has hit 36. He won in 1957 with 42. Mantle has 16 games to play, Sievers has 18.

Sievers also has a shot at retaining the RBI title. He won with 114 last season and has 100 at present. Jensen, the leader for the past two months, has driven in only three runs in his last 13 games. Sievers has brought home seven over the same span. Rocky Colavito of Cleveland is third with 96.

Wynn took the strikeout lead last Friday, breaking a tie with Yankee Bob Turley, who has 153. Jim Bunning of Detroit, who set the one-game high for the season by fanning 14 Yankees June 20, is third with 144.

The Yankees, incidentally, should wrap up their ninth pennant in 10 years sometime this weekend. Any combination of Yankee victories and-or White Sox defeats totaling six does it.

Only one game was scheduled in the majors yesterday, Pittsburgh won it, beating Cincinnati 4-1.

Pittsburgh Opens 3-Game Showdown For 2nd Place

By ED WILKS
Associated Press Sports Writer

The Pittsburgh Pirates, who haven't been this high in National League standings since 1944, open a three-game showdown for second place tonight with the slumping San Francisco Giants.

The Pirates took a 2½ game hold on the runnerup spot by beating Cincinnati 4-1 last night in the only game scheduled in the majors. That means the Giants, who have lost five of their last six, must sweep at Pittsburgh to regain second place in the standings.

They'll complete a suspended game of July 27 tonight before starting a regularly scheduled game. Play resumes with the score tied 3-all and the Bucs at bat in the eighth inning.

Right-hander Bob Porterfield (2-6) is Manager Danny Murtaugh's choice for the completion of the six-week old suspension for the Pirates, who have won six of their last nine. Righty Paul Giel (4-4) is the Giants' choice.

In the regularly scheduled game, the Pirates, who stand 9-10 against the Giants for the season, will go with rookie right-hander George Witt (8-2) against Stu Miller (5-7). Witt, who shut out Milwaukee 1-10 in 10 innings with a five-hitter in his last start, has won six straight. No one has won seven in a row this season in the NL.

It was Curt Raydon, another rookie right-hander, who beat the Redlegs. Although giving up only four hits, he needed Don Gross' hitless mop up after the Reds scored an unearned run in the seventh on a pair of errors by Dick Stuart.

Raydon (8-4) also singled for his first major league hit, in 36 at bats, during a three-run pirate fifth against loser Tom Acker (3-3).

Roberto Clemente hit three triples, tying the modern major league record for one game. He's the 31st major leaguer to do it.

The first place Milwaukee Braves, now seven games ahead, are at home tonight with Curt Willey (9-5) facing Cincinnati's Alex Kellner (5-3). Any combination of Milwaukee victories and-or Pirate defeats totaling 10 gives the Braves their second straight pennant.

The Chicago Cubs, who just swept three from San Francisco, are at St. Louis behind either Dave Hillman (4-7) or Taylor Phillips (7-8) tonight. Sam Jones, the first to strike out 200 in the NL since 1941, goes after his 13th victory for the Cards. He's lost 11.

Los Angeles and the last place Phillies also have a July 27 game to complete at Philadelphia. It's Johnny Klippstein (5-5) for the Dodgers in the suspended game. The Phils, leading 2-1 in the sixth inning, will go with Jim Hearn (4-3). Dodger Sandy Koufax (10-9) is the probable starter against Ray Semproch (13-9) in the regulation game as the Phils try to halt their losing string at seven.

Frick On Notice Major Leagues Unready Expand

By THE ASSOCIATED PRESS

CHICAGO (AP)—Baseball Commissioner Ford Frick was definitely on notice today that the National and American leagues have no immediate interest in expansion.

Frick had hoped to use today's joint session as a sounding board for his long nurtured idea of two 10-team leagues, which eventually would blossom into three eight-team circuits. However, he has been told in no uncertain terms that the time for expansion is not yet ripe. In fact, it may be a long time off.

The American League, in a special session yesterday, unanimously opposed spreading out beyond its eight clubs.

As Frank Lane of Cleveland put it, "There was absolutely no sentiment for expansion on the part of any club."

The National League, which Frick hoped, and still hopes, would reincorporate New York into its charter and add another large city, did not even bother to hold a meeting. There was a sort of get-together, but the business concerned only schedule making for 1959.

Only two clubs—Milwaukee and Chicago — strongly favor expansion. The others are either dead set against it or don't care one way or another.

National League President Warren Giles explained why he didn't even bother to call a meeting to discuss possible expansion.

"In the first place," he said, "Expansion will require unanimous consent of the members. I've never heard any sentiments expressed sufficiently for me to believe that we could get a unanimous vote. And even if we did get it, then there would have to be three-quarters assent to decide which two cities would be accepted as members."

On The Fly



Center Tom Catlin of the Cleveland Browns is picking a soft spot to land after being lifted from his feet moments after intercepting a John Brodie pass in third quarter of game at San Francisco, Calif., with the Forty Niners. The pre-season exhibition game was won by San Francisco, 21 to 16. (AP Wirephoto)

Coaches Welcome Stronger Coastal Conference Setup

Last weekend, the opening of the new Coastal Football Conference became a reality.

The re-vamped Coastal Conference, complete with new powers such as LaGrange, Beaufort, Havelock, and Vanceboro, opened its 1958 football season. The old powers, Ayden, Farmville, Contentnea, and Robersonville, are still included and the roster of teams now listed as the official Coastal Conference members makes an impressive lineup.

This past year, the powers in charge got together and worked on the shaping of a new and more effective league. The strong clubs from the East, Beaufort and Havelock, were named as interested parties. LaGrange was also named, as well as Vanceboro. And several of the clubs then included in the old conference wanted out. So the arrangements were made.

Last weekend, the new conference became a reality on the football field, locally. The week before, LaGrange made it official by stamping Contentnea into the sod, 52-0.

Farmville, the defending champion of the conference, stayed in its top position Friday night by opening with a 39-6 victory over Contentnea. Ayden dropped a non-conference match with Benvenue. Robersonville also lost a non-loop tilt to Williamston.

Speculation on how the new conference will affect the local schools, has been favorable. Most of the coaches—including Ayden's Stuart Tripp and Farmville's Elbert Moye—have been very enthusiastic about the addition of the four clubs and the re-vamping of the league.

"I think it will be a very good thing," Tripp said recently. "It will make our league stronger and it will help the conference teams with their scheduling difficulties."

Coach Moye was equally enthusiastic. "Of course, this won't be Farmville's year to lead the conference. Several of the new teams are strong and heavy. But, each year there will be some strong teams. I know that in the past, the Coastal Conference champions—some of them—have been weak champions, because the whole league was weak. That won't happen now. There will always be a strong club with a lineup like the Coastal Conference has now."

This weekend, Ayden and Robersonville will jump into the Coastal Conference struggle with away games. Ayden will be at Vanceboro and Robersonville will be at Contentnea. Farmville will take time out to travel to Nashville for a non-loop game.

Two Cleveland Players Likely Choice Of MVP

By LARRY FRIEDMAN

CLEVELAND (AP)—The Cleveland Indians—way down in sixth place and having trouble pulling fans through the home gate—have a pair of young players Manager Joe Gordon believes should be high in the running when the American League's most valuable player is chosen.

If you high-rate base hits, dash on the basepaths, and fancy-Dan infielding, your preference between the two would be Vic Power, who will be 27 next November.

If you're a long-ball lover and put a high premium on runs batted in, Rocky Colavito, the Tribe's strong-armed, 25-year-old outfielder would be your man.

Just three months ago, Colavito was on the trading block. Now he has 34 home runs, 96 runs batted in and a .297 batting mark.

Power's current .317 is the third best average in the league, and only six points behind the leader, Pete Runnels of Boston. He is tops in the junior circuit with nine triples, third in total hits with 167 and second in doubles with 34.

Gordon speaks in superlatives when discussing his two stars.

On Rocky: "The Indians won't have to worry about right field for the next 10 years. He could be a 50-home run-a-year man if he ever learns to pick his pitch."

On Power: "He was born to play ball. He's a natural. He knows what to do instinctively. He always gets a piece of the ball. He's the best hit-and-run man I ever saw. Never strikes out, always protects the runner."

Power's fielding amazes Gordon, himself one of the league's greatest second basemen for more than a decade. And General Manager Frank Lane, a keen judge of talent, calls Power "one of the five best players in the league."

Power already has written his name in the American League record books by stealing home twice in a game Aug. 14 against Detroit, the final theft with the 10th inning winning run. No American Leaguer had ever done it. The last NL player did it 47 years ago.

MONDAY'S FIGHTS

By THE ASSOCIATED PRESS

SYDNEY, Australia — Al Williams, 154, Los Angeles, outpointed Bill Stanley, 153, Australia, 10.

NEW ORLEANS — Ralph Dupas, 144¼, New Orleans, outpointed Johnny Gorman, 143, New York, 10.

PONTIAC, Mich.—Wilf Greaves, 162½, Canada, stopped Edie O'Hara, 173, Milwaukee, 7.

RENO, Nev.—Howard King, 192, Reno, outpointed Art Swiden, 198, Pittsburgh, 10.

LAS VEGAS, Nev. — Neal Rivers, 161, Las Vegas, outpointed Milo Savage, 157½, Salt Lake City, 10.

Finsterwald Is Cautious Winner Of Utah Open

SALT LAKE CITY (AP) — Dow Finsterwald of Tequesta, Fla., who prefers a no-nonsense finish in the money rather than gamble for first, played his cautious brand of golf yesterday and slipped into the championship of the $17,000 Utah Open.

He carded a 66 for a 267 total and $2,000 first money.

Finsterwald, a 1958 PGA champion, trailed Fred Hawkins of El Paso, Tex., by two strokes — 201 to 199—going into the final round of the 72-hole affair at the Salt Lake Country Club.

But Hawkins' putter went cold on the 15th and 16th holes. Finsterwald caught him with pars.

On the canyon-crossed 18th, Finsterwald played two careful shots to the green. Hawkins gambled with a long wood over the canyon but was short with his approach and long on a pitch. He parred for a 69 and a 268 total.

Hawkins split second and third money with Arnold Palmer of Latrobe, Pa., who carded 66 in his final round for a 268 also.

Bill Collins of Baltimore was fourth with a 68 and a 271 for $1,000.

The narrow loss was a heartbreaker for Hawkins, whose only other major victory in a dozen years as a professional was the 1956 Oklahoma City Open. Palmer is the current top money winner of the circuit.

Near Wardensville, W.Va., Lost River disappears under Sandy Ridge and reappears more than four miles away as the headwaters of the Cacapon River.

East Carolina To Have Good Pass Receivers This Season

When East Carolina College opens its 1958 football season this Saturday night at the ECC Stadium against Emory and Henry, local fans may get an eyeful of aerials.

Coach Jack Boone, whose teams have concentrated on the ground during the past two seasons, has cautioned that he now has a fine passing attack. With quarterbacks Ralph Zehring, George Turner, and Stu Holland, he has three boys who can toss the long pass and he plans to put them to work on their specialty during the coming campaign.

But the big reason Boone can field a passing attack this season lies in the fact that he has a bumper crop of good receivers for the first time in a long time. He has two veteran ends in Bill Cain and Howard (Pug) Beale and both can catch passes. In fact, both can catch passes, both can run, both can play defensive football.

It looks as if the genial Coach Boone has finally found two ends who can do the job he wants, all around. During the past few years, there has been a deficiency in the end department at East Carolina. Not since the era of Dwight Shoe and Bobby Hodges have the Pirates had a pair of ends who could handle sixty minutes of football, doing either offensive or defensive work.

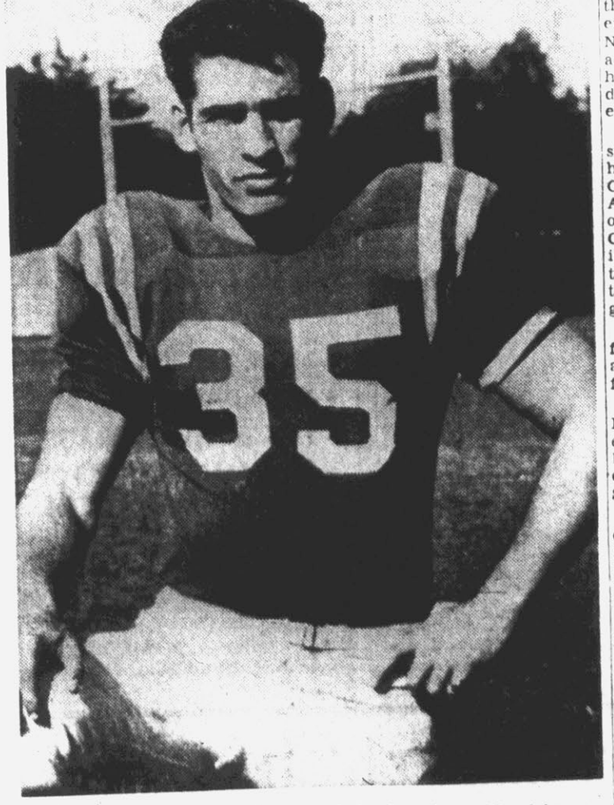
Boone probably will not use his star ends as sixty-minute men, but he has the assurance that both Cain and Beale are able, if needed. At first, Beale was noted as an offensive end, a pass-catcher, and Cain was regarded strictly a bruising defensive flanker. But during the past season, both boys rounded themselves into players capable of going either way.

They will be the prime targets for the passes of Zehring, Turner, and Holland Saturday night and for the rest of the season.

Along with the two ends, Coach Boone will also have able receivers in his halfbacks Tommy Nash, Lee Atkinson, Charlie Bishop, and Glenn Bass. Fullback James Speight will also be a target.

Evidence that the Boone system of football can be effective in the air was demonstrated in 1953 when Dick Cherry handled the throwing honors and Hodges took care of bringing them in.

That same system may again prove successful in 1958. East Carolina has the throwers and the receivers. It's up to them.



BILL CAIN . . . 195-pound junior from Rockingham, will be one of ECC's Ace receivers in 1958.

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A MESSAGE TO THE STUDENTS and FACULTY OF EAST CAROLINA COLLEGE

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THERE OUGHTA BE A LAW! By FAGALY and SHORTEN



Hodges Opposes Paying Mothers Of Illegitimates

RALEIGH (AP) — Gov. Hodges has spoken out strongly against the state's practice of paying welfare funds to mothers of illigitimate children.

"I think the Legislature ought to refuse to do it," Hodges told the Advisory Budget Commission yesterday. "I think it's crazy... anybody who goes through the luxury of having an illegitimate child ought to have to pay for it."

Hodges made his remarks after Dr. Ellen Winston, state superintendent of public welfare, requested $3,600,000 with which to increase state participation in various welfare programs during the next biennium.

Dr. Winston outlined her requests as the commission began hearings on budget requests from state agencies. She asked for $1,728,200 the first year of the biennum and $1,917,300 the second year with which to increase state aid and contributions to welfare recipients.

Hodges said he favors changing the practice of paying welfare funds to mothers of illegitimate children, even if the state had to "take a chance of the federal government's" not going along with it. To get matching federal funds, the state must meet certain requirements.

Hodges said he has as much sympathy as anybody for the children involved, but he felt the welfare payments should go for some person or agency who would make sure the money was spent for the benefit of the child.

One of the big items in Dr. Winston's budget was a request for one million dollars during the biennium to set up a "general assistance" program in the Welfar Department.

She explained that general assistance funds would enable the Welfare Department to help the man who, through no fault of his own, is unable to find enough work to support his family.

Voters In Ten States Today Choose Party Nominees For Next Election

By THE ASSOCIATED PRESS

Two former Democratic senators pushed comeback attempts today as voters in 10 states chose nominees in party primaries.

Claude Pepper, who held a Senate seat for 14 years until his defeat in 1950, is bidding for a return against Sen. Spessard Holland in Florida's Democratic primary, equivalent to election.

Gov. Ernest McFarland of Arizona, who served two terms in the Senate until he was sidelined in 1952, is making a new try to return to Washington in a race with Stephen W. Langmade, Democratic national committeeman for Arizona.

Today's primary contests involve 8 Senate seats, 59 House seats and 7 governorships.

The Democrats achieved a major sendoff victory in this year's general elections when they shattered Maine's Republican tradition yesterday and captured four of five major races.

Gov. Edmund Muskie led the Democratic victory parade with a 50,000-vote-plus triumph over Republican Sen. Frederick G. Payne in a contest for senator.

The Democrats also kept the governorship as Clinton A. Clauson defeated Republican Horace A. Hildreth by more than 10,000 votes. And they won two of three House races.

Many candidates in today's primaries will be nominated automatically because they have no opposition. They include Senators John F. Kennedy (D-Mass) and Barry Goldwater (R-Ariz).

Goldwater will face the winner of the McFarland-Langmade race. It was Goldwater who defeated McFarland in 1952.

The Florida fight provides voters with a clear-cut choice in political philosophies. Pepper, a liberal, supported President Franklin Roosevelt's New Deal policies during his years in the Senate. Holland is an avowed conservative. Most predictions gave Holland the victory.

Among the House races, Mrs. Coya Knutson (D-Minn) is seeking Democratic renomination in Minnesota without the support of her husband, who thinks she should come home and forget about serving in Congress. In fact, husband Andrew threw his backing to his wife's opponent, businessman Marvin A. Evenson.

A rundown of other major primary contests:

Vermont—Sen. Ralph E. Flanders is retiring and former Gov. Lee E. Emerson and Rep. Winston L. Prouty are vying in a hot battle to win the Republican nomination for the seat.

Massachusetts — Joining Kennedy in automatically gaining renomination will be Democratic Gov. Foster Furcolo, who likewise had no primary opposition. Vincent J. Celeste, 34, Boston lawyer, had no opposition in the Republican primary for senator. The GOP tapped former State House Speaker Charles Gibbons as its gubernatorial candidate to replace George Fingold, who died Aug. 31.

New Hampshire—A record filed of five candidates is seeking the Republican nomination for governor. Four are vying in the Democratic race.

Wisconsin — Democratic Sen. William Proxmire is expected to gain renomination over two opponents, one of whom formerly served as Proxmire's campaign manager. The Republican senatorial candidate, Roland J. Steinle, a former State Supreme Court judge, had no opposition.

Minnesota — Sen. Edward J. Thye is favored to win the Republican nomination for a third term despite the opposition of two candidates. Rep. Eugene McCarthy is seeking the Democratic-Farmer-Labor nomination and has token opposition from Hjalmar Petersen, a member of the State Railroad Commission.

Utah — Republican Sen. Arthur V. Watkins and Democrat Frank E. Moss, a Salt Lake attorney, are favored to win their party's primaries although each has opposition.

Colorado — Gov. Stephen L. R. McNichols is unopposed for Democratic renomination and State Rep. Palmer L. Burch has a clear field for the GOP nomination.

Washington — Sen. Henry M. Jackson's bid for a second term is being challenged in the Democratic primary by Mrs. Alice F. Bryant, a Seattle writer. Jackson is heavily favored. William Bantz, former U.S. attorney at Spokane, automatically gets the Republican nomination.

Test Voter Reaction Over 'Coya Come Home' Appeal

MINNEAPOLIS (AP)—Voter reaction to a "Coya Come Home" appeal by her husband is being tested in the Minnesota primary election today as Democratic Rep. Coya Knutson seeks renomination.

Being nominated in the statewide primary are candidates for the U.S. Senate, eight other seats in the House of Representatives, and a full slate of state offices. A pair of congressional contests have captured most voter interest.

Mrs. Knutson, 45, last spring disregarded the written request of her husband Adny, 50, that she give up politics to restore their home life. Knutson operates a small cafe-hotel in Oklee, Minn., a village of 500.

Sunday, when she spoke to an audience of 1,200 in Oklee, her husband stayed in the hotel, waiting for her to come and see him. She didn't.

"I'm too busy working to come back and fight a few personal battles," she said.

Knutson is supporting Marvin Evenson, Moorhead businessman who is Mrs. Knutson's opponent in the 9th Dist. Evenson told voters Mrs. Knutson isn't doing her job, that she misses too many roll calls. Mrs. Knutson retorted that her attendance record is better than most and that she has a heavy committee load.

Most observers believe Mrs. Knutson should beat Evenson, but will face a stiff challenge in November from State Rep. Odin Langen, Kennedy farmer who is unopposed for the Republican nomination.

A second hot fight is in the 4th dist. There Joseph Dillon, now serving his third term as St. Paul mayor with labor endorsement, is contesting with State Rep. Joseph Karth, a union official, and a third candidate, for the Democratic nomination. Karth has the endorsement of both organized labor and the Democratic party.

The 4th Dist. seat is being vacated by Rep. Eugene McCarthy, who has Democratic endorsement for the U.S. Senate. McCarthy is opposed by former Gov. Hjalmar Petersen, who has made only a limited campaign.

The winner will oppose republican Sen. Edward J. Thye, who has token primary opposition, in November.

Democratic Gov. Orville L. Freeman and George MacKinnon, former U.S. district attorney who is the GOP-endorsed candidate for governor, are expected to fight it out in November.

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Kim Novak Lives Lonely Life In Bel-Air Mansion

By JAMES BACON
AP Motion Picture Writer

HOLLYWOOD (AP) — Kim Novak, living in a house fit for a movie queen, is a lonely girl.

Her recent headlines with Lt. Gen. Rafael Trujillo Jr. — and a vicious-looking police dog—share the blame.

Kim escorted me through the $80,000 Bel-Air hilltop home, proudly showing off her TV room and bedroom, both done in lavender, Kim's trademark color.

She pointed to an alcove by a picture window in the TV room.

"Isn't that a romantic place to dine at night? I eat by candlelight and look at the stars. It could be the most romantic spot on earth except that it's no fun dining alone—but I do."

I suggested that the house is too much for a single girl, that it's a home for a married couple, that maybe Kim has reached the point where she should get married.

"I agree," she answered, "but where can I find a good man? I don't want any playboys or the fellows who date everybody in town."

She admits that the phone calls from eligible men dropped after the publicity about the Dominican playboys's fabulous gifts of expensive sports cars.

Kim feels that the Trujillo publicity gave her a repurtation she didn't deserve. Trujillo was introduced to her at a party at Zsa Zsa Gabor's house. He was presented as unattached. He had already applied for divorce.

"What is wrong with dating a man whom I found charming, intelligent and handsome? I didn't know until I read it in the papers that he had a wife and six children back home."

The tour of the house next went to the garage where Kim keeps a sports car she bought herself.

"I have no other," she said with finality.

Kim's loneliness stems from the longest movie vacation she has had since becoming a top star. She finished "Bell, Book and Candle" several months ago and won't start another picture until next month.

Her dog, Tracy helps keep prospective suitors away. He would make two of Rin Tin and is big enough to saddle.

But the dog is an occupational necessity. Kim has had several frightening experiences with overzealous fans pounding on her door.

Arrest 3 With No Licenses

A Wildlife Resources Commission enforcement agent arrested three Washington Negro residents last week on the charge of fishing without a fishing license.

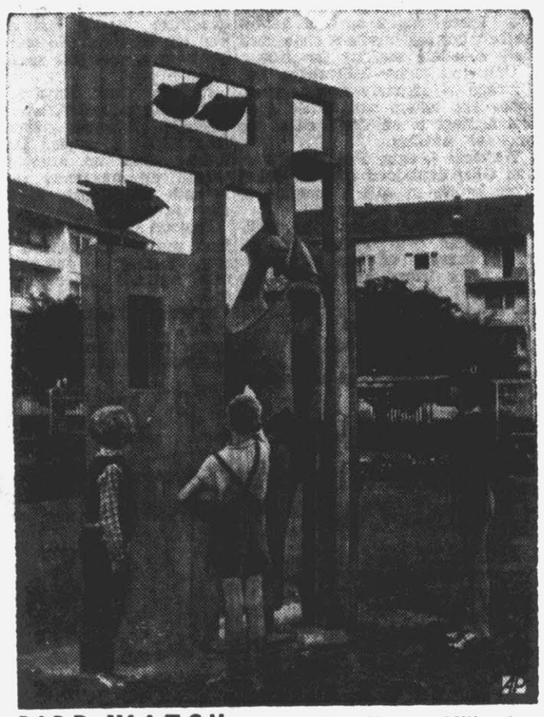
Tried in a Washington magistrate's court, and taxed with $11 each court costs were: Henry Sutton, J. W. Johnson and John Bonner. Fish and Game Protector J. O. Teel was the prosecuting officer.

Quick Change In Their Seating

PEMBROKE, Mass. (AP) — Father and son exchanged seats in their 1913 touring car in favor of a ride in a more modern convertible in a freak accident involving both cars.

Both sailed ahead through the air, with 6-year-old John Richmond deposited in the arms of the convertible's driver, John Swan Jr., of Newton. Father Robert B. Richmond of Winchester was tossed into the back seat of the sportscar. Not a scratch on the boy, only minor injuries for the father —but the Model-T, returning from an outing of antique cars, was badly dented.

About two-thirds of the nation's wage and salary working force were covered by group life insurance protection at the beginning of 1958.



BIRD WATCH — Youngsters discuss addition to playground in Bad Godesburg, Germany. The abstract bronze-concrete work is titled "Conversation with Pigeons."

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4 convenient trips daily (Plus tax)

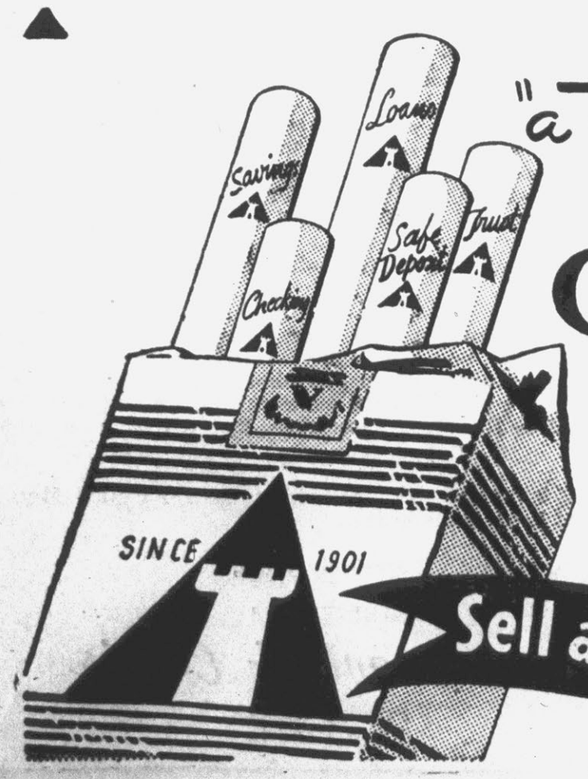
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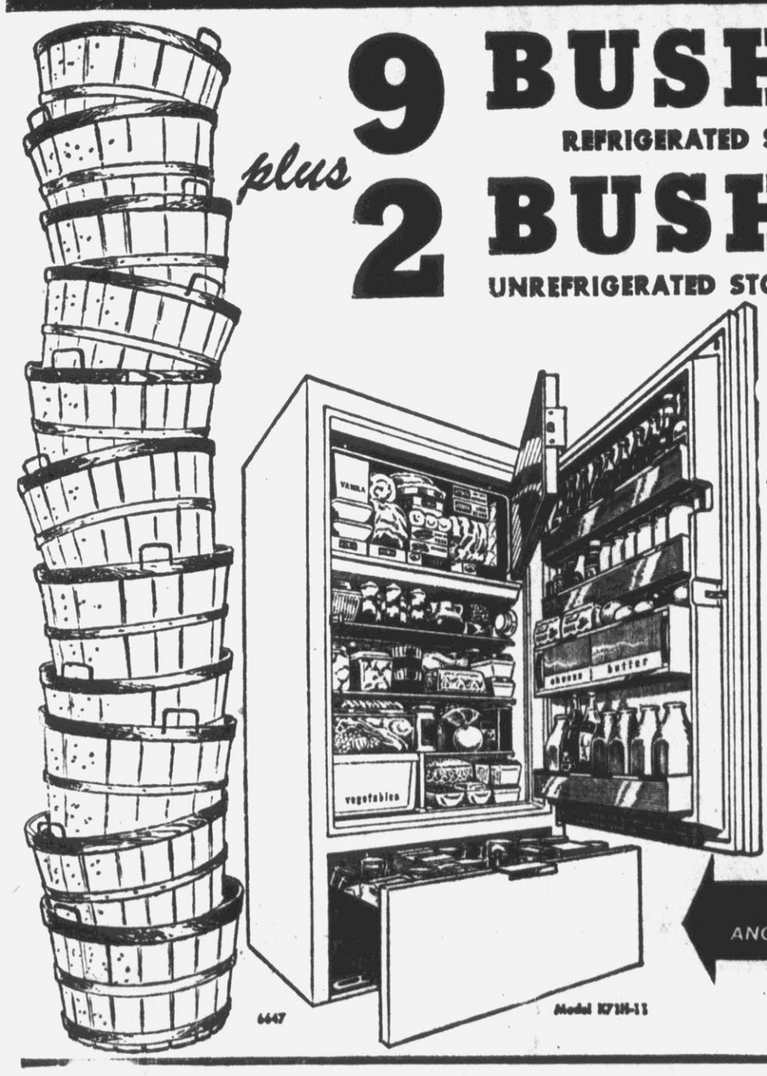


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No Deaths For 68 Years In Big Iowa Family

FORT DODGE, Iowa (AP— A long-lived family here has not lost a member since 1890. The family circle now totals 98 persons.

Its partriarch is W. E. Warnes, who with his wife Jessie now lives in the Friendship Haven home for elderly persons.

Warnes celebrated his 102nd birthday last April 5. His wife was 93 in March.

In the family are five children, 16 grandchildren, 41 great-grandchildren and eight great-great-grandchildren.

Centenarians are not uncommon in Iowa which shares with Vermont and New Hampshire the distinction of having the nation's largest percentage of senior citizens in its population.

But in the sturdy Warnes family, the last death was the patriarch's first wife. She passed on in 1890 leaving him four little girls to care for. Two years later his deceased wife's sister came from her home in England to become his wife. They have one son.

Data on the remarkable family was brought to light by the Institute of Gerontology at the State University of Iowa and Dr. Clarence Tompkins executive director of Friendship Haven.

The Institue notes that if there's any factual basis for the saving that to attain long life you should pick forbears who lived long, future generations of the Warnes family should be well provided.

Warnes and his wife both credit church work for helping them attain greatage.

For 40 years, Warnes taught a Sunday School class in Methodist Church in Eagle Grove. The family lived there from 1885 to 1952.

Each year Warnes is elected man honorary lay preacher of the preacher of the church, an office he actively held for a number of years. He has helped officiate at the weddings of several of his grandchildren and can still recite long passages from the Bible.

The Warnes moved to Friendship Haven when his eyesight and hearing both became dimmed. But his memory continues excellent and he can still enjoy the company of family and friends.

One of his granddaughters is Mrs. Robert Mchaelson, wife of the director of the State University of Iowa School of Religion.

Warnes is a native of Norfolfshire, England.

He has been a resident of the United States since 1883.



TUMMYACHE?—Keith Allen Brock's troubles could be gastronomic, judging from the way he's holding his tummy. Perhaps a diaper pin is jabbing him. Or maybe he's just fed up with the summer heat. Keith isn't talking. He's only five months old. One thing certain, though; he's not happy. He is the son of Mr. and Mrs. Sidney Brock of Plant City, Fla. (AP Wirephoto)

Men At Wheel, So Watch Out

MADISON, Wis. (AP) — A study of the first 400 traffic deaths in Wisconsin this year shows that 79 per cent of the victims were male.

Fifty-nine of the 84 female victims were pedestrians, while the 316 male victims included only 56 pedestrians.

Of the male victims, 173 were driving motor vehicles, 81 were passengers and six were bicycle riders. Only 16 of the female victims were drivers, while nine were passengers.

Changed Scowl Into A Smile

OKEMAH, Okla. (AP) — Glenn Dill said his granddaughter changed his scowl to a smile with one sentence.

Said the youngster: "Granddad, if you were standing on your head you'd be smiling and that would be nice."

Husbands! Wives!
Get Pep, Vim; Feel Younger
Thousands of couples are weak, worn-out, exhausted because body lacks iron. For new younger feeling after 40, try Ostrex Tonic Tablets. Contain iron for new pep, vim; plus high-potency dose Vitamin B1. In a single day, Ostrex supplies as much iron as 16 doz. raw oysters, 4 lbs. of liver, 16 lbs. of beef. 3-day "get-acquainted" size only 69¢. Or get Economy size, save $1.67. All druggists.

Scout Will Get Highest Award

The highest award in the Explorer program of the Boy Scouts will be presented to a Greenville Explorer tonight.

William Stancil of Explorer Post 340, sponsored by the St. James Methodist Church, will receive the Silver Award. The presentation will be made by Pitt District Scout Commissioner Dr. Harry Billica during a Court of Honor to be held in the Pitt County Court House tonight at 8 o'clock.

Dr. Robert E. Wilfong, Pitt District Advancement chairman, will preside over the Court. Pitt Scout Executive Carl Knott will serve as Clerk.

A total of 107 merit badges, six Star awards, seven First Class rank awards, 14 Second Class and a large number of Tenderfoot Badges will be awarded.

Scouters Dr. Robert Vetter, Rev. Malloy Owen, John Behr and Wesley Harvey will assist Dr. Wilfong. Explorer Scout Andrew Kilpatrick of Post 340 will have charge of the opening and closing ceremonies.

The public is invited to attend. Knott urges that all parents of Scouts and future Scouts attend the ceremonies.

ROAD TO HELL

HINTON, Okla. (AP) — Devil's Canyon near here is a favorite place among young people attending church summer camps.

Yemen, a tiny nation on the southwest border of Saudi Arabia, has skyscrapers although the buildings are only a few stories high. But, each building is atop mountain ridges about two miles high.

American Plane Crashes In Japan

TOKYO (AP) — A four-engine plane of an American charter airline crashed into the mountains southwest of Tokyo today while carrying U.S. military cargo. All eight persons aboard were believed killed.

The plane was nearing the end of a flight from Travis Air Force Base, Calif., to Tokyo by way of Hawaii and Wake Island. The big Super-Constellation had been chartered by the U.S. Military Air Transport Service from the Flying Tiger Line of Burbank, Calif.

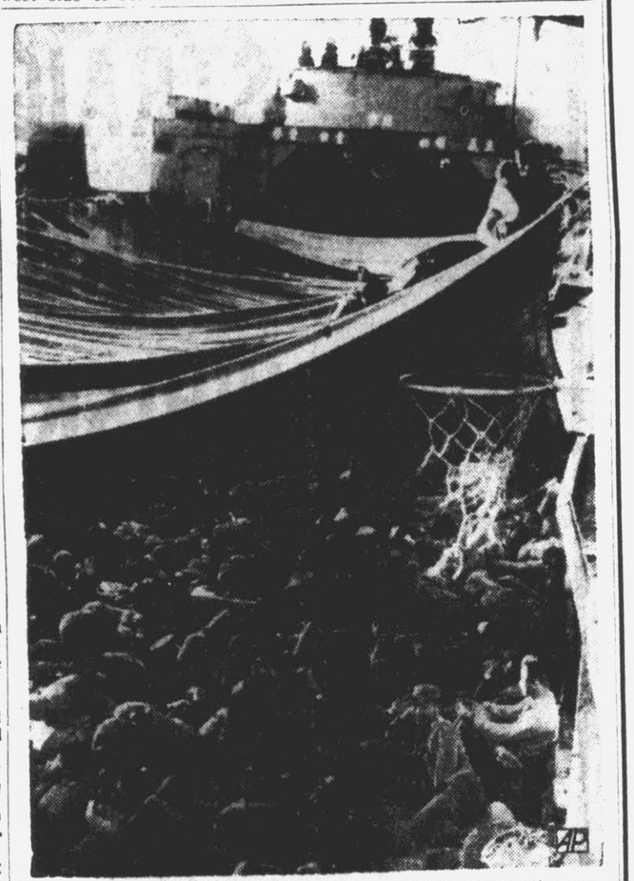
Japanese police reported seeing the plane crash and burn on the west side of Mt. Tanzawa, about 38 miles southwest of Tokyo. Hampered by low clouds, U.S. Air Force planes searched the area for 6½ hours before finding the wreckage scattered over a large area of the mountain district.

"There was no sign of survivors," an Air Force spokesman said.

MATS spokesmen said the aircraft carried a crew of six civilians, two military couriers and approximately 31,000 pounds of cargo, including aircraft engines and other normal military cargo.

The plane apparently was swinging wide as it dropped down to land at Tachikawa Airfield when it smashed into 5,000-foot Mt. Tanzawa.

The United States Coast Guard was founded in 1790. It was proposed by Alexander Hamilton, then George Washington's Secretary of Treasury.



REINFORCEMENTS ENROUTE—Chinese Nationalist reinforcements rest in shade of a landing ship as they are taken on trip to Quemoy from the Pescadores Sept. 2. Patrol craft escorting the landing ship was shelled and taken in tow and returned to the Pescadores during the trip. (AP Wirephoto)



Voting Machines Are Inadequate

JERSEY CITY, N.J. (AP) — Independents in this city have beaten the machine—the voting machine, that is.

City Clerk Edward J. Barrone says there are so many independent candidates for office in the November election that there isn't room on the voting machines to name them.

The machines allow only nine names for each office, and there are 11 candidates for a seat in Congress, 21, for the Hudso Count, Board of Freeholders and 17 for the Boulevard Commission.

Superior Court Judge John B. McGeehan, acting on a plea by Barrone, summoned the independents to a hearing Thursday.

Dollars Proved To Be Difficult

RANDOLPH, Vt. (AP) — Mrs. John Dumas had a heavy financial problem. A package containing $1,000 — in silver dollars — arrived at the local express office.

"I couldn't carry the package home," Mrs. Dumas said, "it was too heavy. And I was told that the bank couldn't handle silver dollars in great quantity."

Finally, Mrs. Dumas had the money, a gift from her uncle, A.R. Blair of Miles City, Mont., sent to a Boston bank. The amount was credited to her banking account.

The $1,000 in silver arrived on Mrs. Dumas' 37th wedding anniversary.

She's 30, And A Grandmother

WINSTON-SALEM, N.C. (AP)—Evelyn Caldwell, a bride at 10 and a mother at 13, is a grandmother at 30.

And, if Tammy Rena Everhart had been born Aug. 28 instead of Aug. 29, Mrs. Caldwell would have been a 29-year-old grandmother.

Mrs. Caldwell, a native of Fayetteville, Tenn., says that when she was 10 years old, she looked old enough to pass for 18—so she got married. Her daughter, Shirley, followed her mother into early matrimony, marrying at the age of 16.

When asked if they hoped the new baby would marry young, both mother and grandmother chorused:

"No!"

LOST COMRADE

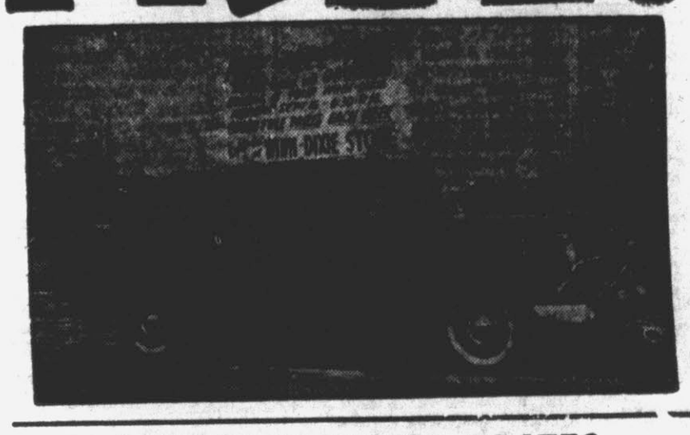
BILOXI, Miss. (AP)—Mississippi American Legion members used to address each other as "Comrade" but by recently passed resolution they now are supposed to use "Legionnaire" as the salutation.

First settlement in North Dakota was by a group of Scottish Highlanders who mistakenly thought they were settling in British territory.

FIRST NAME IN QUALITY
LAST WORD IN COOKING



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4 DOOR SEDAN
With White Sidewall Tires—Radio—Heater
LOADED DOWN WITH GROCERIES

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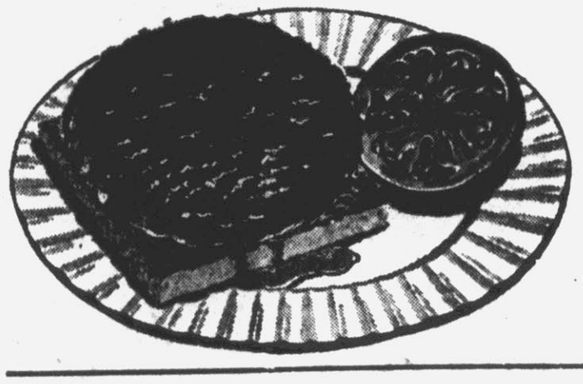
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DRAWING MON., SEPT. 15, 6:30 P.M.

DRAWING Monday, Sept. 15th 6:30 P.M.
WINNER MUST BE AT LEAST 16 YEARS OF AGE

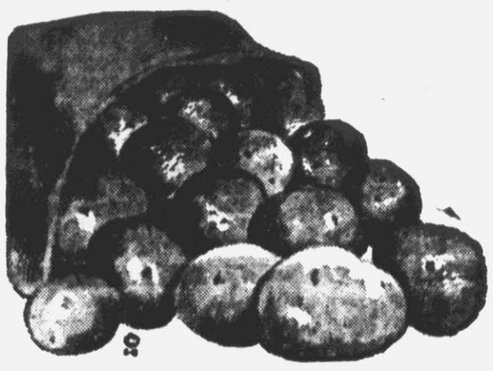
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REGISTER FREE ON EACH VISIT
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GROUND BEEF
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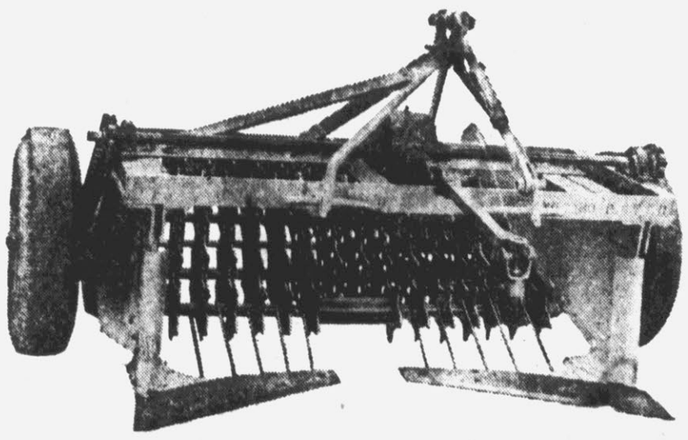
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Historical Novel of the Old West

ELIZABETH, BY NAME

BY WILL COOK

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CHAPTER 1

"We'll stop here," Paul Rettig said, and dismounted from the laden wagon. He was a spindly man of forty, as tired now of traveling as he had been impatient to begin. He had a narrow face, and a lifetime of bad luck had pinched his lips permanently and cast sad lines into the corners of his eyes. His wagon was patched, his clothes patched, also his life, the way he told it.

A blue bandana hung halfway out of his rear pocket and he kept wiping his face with it and staring at the sky and the vast sweep of the parched land that surrounded him. Rettig walked around a bit, scuffing the grass with his heel. He was in buffalo country on the north bank of Mustang Creek in north Texas, but he didn't know that for he had been lost these past three days. The last settlement had been Camp Supply, but as soon as the tent and board buildings faded from Rettig's view, his sense of direction vanished. Yet he did not particularly care, for he was a man who liked to strike out for himself, even though experience had taught him that he lacked the talent to be successful at it.

The land around the creek was rolling, thickly grassed, wind-stirred now. And to Elizabeth Rettig, who remained in the wagon, it reminded her of the hair of a collie dog, brown after a summer's cooking, a bit ragged in spots and eager for the winter rains that would bring on a thicker coat.

"This'll do for camping the night," Elizabeth Rettig said, "but we'll move on in the morning." She could speak this way to him for she was his sister, not his wife. Behind her, perched on the poorly baled load, sat three children, two girls and a gangly boy, all impatient for their father's word that would free them to explore.

Paul Rettig gave the word, a wave of his hand; they jumped down, whooping, racing through the grass. Rettig turned to the wagon and began to tug at the binding ropes.

"This place suits me," he said stubbornly. "I'll start building in the morning."

He wanted an argument, a chance to defend his decision, but she cheated him out of that with her silence. Instead she studied the sea of grass.

"We ought to be closer to a town," she said, "I've seen nothing for two days."

"Don't want to see anything," Paul Rettig said. "I've seen too much as it is." He managed to cast a rope off the load and dug around for his ax. With it in his hands he stood and stared at the woodless plain.

"There's no wood," Elizabeth said. She was a small woman, chin high to most men, but firm bodied and inclined to plumpness. Her hair was dark and pin-straight, worn in twin braids down her back for she had little time to fuss with herself and put it up in a more stylish manner. She had a round, pleasant face on the edge of beauty, but only on the edge, for her eyes were too large and and wide-spaced, and her lips were too full. She was shapely, but strong, with solid wrists and forearms, the kind a man looked for when he owned a hundred and ten acres of stumps and was considering the responsibility of a wife. At forty-three, Elizabeth's mother had been fat and worn out, but Elizabeth was twenty-three and the rest was a long ways off. She took each day as it came, lived it, then waited for the next.

Paul Rettig paced out a dozen steps, cut a brief circle, then came back to the wagon.

"I guess there's no wood," he said, as though he had just discovered this fact for himself. He went around to the back of the wagon and began to tear apart the tailgate.

Elizabeth dismounted with a flurry of skirts and walked around to watch him.

Rettig was swinging his ax with a frenzy, breaking the oak planks, from the wrought iron hinges. When the tailgate lay splintered in the grass, Elizabeth said, "What holds the goods in the wagon now?"

"Won't need to hold anything anymore," Paul Rettig said. "I'm going to build here." He cupped his hands around his mouth and yelled for the children, and they came on the run. Their obedience to his commands always amazed her, who had to be mother to them. Perhaps, she decided, they felt a strong bond to him because he had an almost childish sense of responsibility.

The boy, Thomas, was the oldest, nearly fourteen, and very sober-minded for his age. He was never one for talk, still he was never sullen, which made managing him easy.

"Chores," Paul Rettig said to the boy, when he came up, and Tom took the zinc food chest from the wagon.

Catherine was nine, a giggly nine, and as wild as a new colt. She liked to stamp her foot and cry when her own way was denied her, but Elizabeth handled her firmly and tolerated no nonsense. The youngest was Mary, who was six, that obedient age, the quiet age so quickly shed.

Using the splintered tailgate, Paul Rettig built the fire while Elizabeth cooked the evening meal and watched the first gray shadows seep across the grass.

"What do you see out there?" Paul Rettig asked. "You better put your mind to work before you burn the sowbelly."

"Paul, did you ever see so much open space?"

"Can't say's I have," Rettig admitted. "Still, it's not much different than what I imagined."

Tom Rettig came from the creek, carrying a bucket of water. "We going to stay here, Pa?"

"I've decided so," Paul Rettig said. "It's a fine land."

"Kinda far from town, ain't it, Pa?"

Paul Rettig turned his head and stared at the boy. "The farm was good enough for me; it'll be good enough for you."

"Where are we, Pa?" This was Catherine's question. She felt it was important to know exactly where she was at all times.

"It ain't important, where we are," Paul Rettig said. "It only matters that we're here. And here we'll stay."

"You father's lost," Elizabeth said quietly. This was her role, it seemed, to come behind her brother and turn down all the rough edges he left along the track of his life. Rettig's wife had done this up to the moment she died for he was a slap-dash man, so full of ideas that one crowded the other out before anything was ever completed.

"I'm not lost," Paul Rettig insisted. "A person's lost when he don't know where he is. I know where I am. I'm here." He slapped the ground. "That make sense to you, Tom, Catherine?"

"Sure, Pa."

Elizabeth sighed and turned the sowbelly. She supposed that it did make sense to the children for it was childish logic and she knew she should be used to it, but she wasn't and never would be.

(To Be Continued)

HONEST CALIFORNIAN

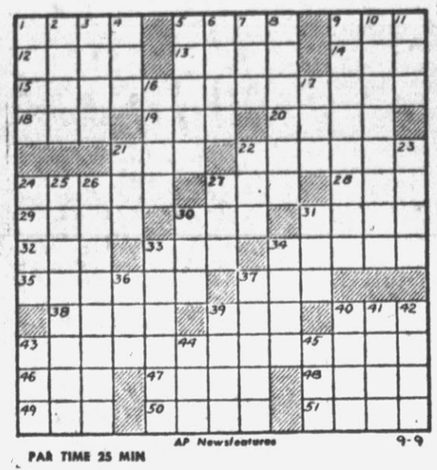
NOGALES, Ariz. (AP)—A California car, passing through Nogales, had this sign on the rear bumper:

"Don't follow me. I'm lost."

Crossword Puzzle

S	E	R	B	S		L	I	N	E	S		
M	A	T	U	R	E		I	R	O	N	E	D
A	T	A	M	A	N		C	A	N	A	D	A
S	I	P		G	A	M	I	N		M	A	T
O	R	E	S		T	A	T		M	E	T	E
N	E	S	T	L	E	D		P	O	L	E	S
			O	O	S		T	A	N			
P	I	L	O	T		G	A	L	A	T	E	A
A	R	I	D		B	U	N		D	I	L	L
N	O	T		P	A	N	G	S		E	A	T
E	N	T	A	I	L		E	C	A	R	T	E
L	I	E	R	N	E		L	A	N	C	E	R
	C	R	E	E	D		O	R	D	E	R	

Solution of Yesterday's Puzzle



PAR TIME 25 MIN

AP Newsfeatures 9-9

DOWN

1. Grow dim
2. Dill seed
3. Repetition
4. Impersonal pronoun
5. Hirsute
6. Image
7. Go astray
8. Sailor
9. Captive
10. Without root
11. Have
16. Peruse
17. Coal product
21. Bishopric
22. Intimidate
23. Chair
24. Female hogs
25. Cavalrymen
26. Raises
27. Musician Calloway
30. Make a memorandum
31. Mire
33. Hooted
34. Beet genus
36. - - - de France
37. Paid a penalty
39. Sage
40. Bound
41. Grasp
42. Intentions
43. Adequate
44. 5th month of the year
45. Numeral

ACROSS

1. Card game
5. Hurries
9. In favor of
12. Without delay
13. Palestine seaport
14. Brawl
15. Degeneration
18. Fr. summer
19. Sea bird
20. Spar
21. Utter
22. Chants
24. Horse
27. Against an opinion
28. Born
29. Heraldic crest
30. Framework of the mouth
31. Tableland
32. Sorrow
33. Business
34. Explode
35. Council: Russian
37. Nourished
38. Picket
39. Humor
40. Article
43. Resolution
46. English river
47. Relieve
48. Join
49. English letter
50. Stained
51. Superiority

Satellite Tells Secrets Of Radiation Above Earth

By WILLIAM EBERLINE

IOWA CITY (AP) — America's Explorer IV satellite is telling space secrets about radiation above the earth's atmosphere.

The tiny moon's voice, recorded on magnetic tapel is being analyzed by researchers at the State University of Iowa. This is the international center for analyzing data from satellites.

Since Explorer IV was fired into orbit July 26, crates of magnetic tapes have been arriving daily. Each tape is 2,400 feet long.

More than 200 tapes already have been processed and another 100 are awaiting analysis. Data from the tapes are transferred to graph paper so that a staff of readers can count the number and energy of the space particles intercepted by the satellites.

In charge of decoding and interpreting is Carl E. McIlwain, a research assistant to SUI physicist James Van Allen. McIlwain and a fellow research assistant, George H. Ludwig, developed the entire electronic "nest" of scientific instruments in Explorer IV.

McIlwain's preliminary findings show Explorer IV is being bombarded by an invisible rain of electrically charged particles.

"They are probably electrons originating from the sun—possibly including hydrogen protons or other atom fragments with some of their electrons knocked off," McIlwain says.

He has found that at one point 1,200 miles above South America, radiation was so intense that a few minutes' exposure would equal the Atomic Energy Commission's weekly limit allowed for industrial workers.

"Conclusions on exactly how dangerous this radiation would be for a manned space venture is for radiation biologists to draw," McIlwain says. "But it certainly would be dangerous for man to be exposed to this radiation for any length of time."

Before McIlwain can interpret the satellite's findings, a staff of seven measures and counts millions of tiny red ink scratches on the miles of tape.

Nearly every rise and fall on the graph tapes discloses a little more about the space particles.

The tapes first are run through a large play-back. An eight-fingered machine separates the satellite's tone and draws eight separate graphs on a continuous piece of graph paper, one foot wide. Noted on this paper too are the station which made the recording, the date and exact time of the satellite pass.

From the recording room, 40-foot lengths of graphs paper are taken to long tables for reading.

A half-inch rise in the graph line indicates 2,048 space particles were intercepted by the satellite in one second. Such information is noted, along with the energy of the particle, and then correlated with the length of time during which the particles hit.

POLICEMAN PAYS

PETOSKEY, Mich. (AP)—Policeman Charles Laubrich paid a $25 fine in settling a violation ticket he wrote against himself. Laubrich ticketed himself for failure to have his police car under control after falling asleep at the wheel and striking a utility pole. He was uninjured. He was on lone night patrol at the time.

Television Log

WNCT Ch. 9

TUESDAY

5:00—Our Miss Brooks
5:30—Ramar of the Jungle
6:00—Popeye
6:30—Your Esso Reporter
6:40—Weatherman
6:45—Doug Edwards, CBS
7:00—Sports Focus, ABC
7:15—Farmville Facts
7:30—Name That Tune, CBS
8:00—Mr. Adams & Eve, CBS
8:30—Wyatt Earp, ABC
9:00—Sea Hunt
9:30—Charlie Chan
10:00—Bid 'N Buy, CBSB
10:30—Trackdown, CBS
11:00—Weatherman
11:05—News Final
11:10—Sports Nitecap
11:15—Bright Leaf Theatre

WEDNESDAY

6:00—RFD Nine
6:55—Weatherman
7:00—RFD Nine
7:15—Riders of Purple Sage
7:30—Morning Meditations
7:40—Bulletin Board
7:45—Morning News
7:55—Weatherman
8:00—Popeye
8:30—Romper Room
9:00—Susie
9:30—World of Science
10:00—For Love Or Money, CBS
10:30—Play Your Hunch, CBS
11:00—Godfrey Time, CBS
11:30—Top Dollar, CBS
12:00—Farm News
12:10—Weatherman
12:15—Debnam Views the News
12:30—Search For Tomorrow, CBS
12:45—Guiding Light, CBS
1:00—Love Of Life, CBS
1:30—As the World Turns, CBS
2:00—Beat the Clock, CBS
2:30—Linkletter's Party, CBS
3:00—Big Payoff, CBS
3:30—Verdict Is Yours, CBS
4:00—Brighter Day, CBS
4:15—Secret Storm, CBS
4:30—Edge of Night, CBS
5:00—Our Miss Brooks
5:30—Little Rascals
6:00—Popeye
6:30—Your Esso Reporter
6:40—Weatherman
6:45—Doug Edwards, CBS
7:00—Sports Focus, ABC
7:15—TBA
7:30—Grey Ghost
8:00—Celebrity Playhouse
8:30—Johnson's Theatre, CBS
9:00—The Millionaire, CBS
9:30—I've Got A Secret, CBS
10:00—Crunch & Des
10:30—Whirlybirds
11:00—Weatherman
11:05—News Final
11:10—Sports Nitecap
11:15—Bright Leaf Theatre

WITN Ch. 7

TUESDAY

5:00—Gene Autry
6:30—Channel Seven R porter
6:40—Weatherwise
6:45—NBC News, NBC
7:00—Boss Lary
7:30—Highway Patrol
8:00—TBA
9:00—Colgate Theatre, NBC
9:30—Bob Cummings Show, NBC
10:00—The Californians, NBC
10:30—Wrestling
11:00—News, Sports, & Weather
11:15—Jack Paar Show, NBC

WEDNESDAY

7:00—Today, NBC
9:00—Film Feature
9:30—Public Service Program
9:45—Morning Devotions
10:00—Dough Re Mi, NBC
10:30—Treasure Hunt, NBC
11:00—Price Is Right, NBC
11:30—Concentration, NBC
12:00—Tic Tac Dough, NBC
12:30—It Could Be You, NBC
1:00—Farm Front
1:15—Weatherwise
1:20—Channel 7 Reporter
1:30—Hospitality House
2:00—Truth or Consequence, NBC
2:30—Haggis Baggis, NBC
3:30—Today Is Ours, NBC
3:30—From These Roots, NBC
4:00—Queen For A Day, NBC
4:45—Modern Romances, NBC
5:00—Gene Autry
6:30—Channel 7 Reporter
6:40—Weatherwise
6:45—NBC News, NBC
7:00—Sheriff of Cochise
7:30—Wagon Train, NBC
8:30—Father Knows Best, NBC
9:00—Mystery Theater, NBC
10:00—It Could Be You, NBC
10:30—Dial 999
11:00—News, Sports, Weather
11:15—Jack Paar Show, NBC

KILLS STEPFATHER

LIVINGSTON, Tex. (AP)—Deputy Sheriff A. D. Holbrook said Billy Fincher, 12, shot and killed his stepfather Gerald Patterson yesterday. Holbrook quieted Mrs. Patterson as saying her husband threatened her and her son during an argument and grabbed a gun. Mrs. Patterson told Holbrook her husband fired at her before he was killed.



COOPERATION— Chi Chi the panda at the Copenhagen zoo believes in a clean coat. Unlike other animals at clean up time, he makes no protest but just stands and lets the keeper apply bubbly suds and water.

Asthma Formula Prescribed Most By Doctors—Available Now Without Prescription

Stops Attacks in Minutes... Relief Lasts for Hours!

New York, N. Y. (Special)—The asthma formula prescribed more than any other by doctors for their private patients is now available to asthma sufferers without prescription.

Medical tests proved this formula stops asthma attacks in minutes and gives hours of freedom from recurrence of painful asthma spasms.

This formula is so effective that it is the physicians' leading asthma prescription—so safe that now it can be sold—*without prescription*—in tiny tablets called *Primatene*®.

Primatene opens bronchial tubes, loosens mucous congestion, relieves taut nervous tension. All this without taking painful injections.

The secret is—Primatene combines 3 medicines (in full prescription strength) found most effective in combination for asthma distress. Each performs a special purpose.

So look forward to sleep at night and freedom from asthma spasms ...get Primatene, at any drugstore. Only 98¢—money-back-guarantee.

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Use Ready-Mixed CONCRETE

Durability At Low Cost!

Build with our ready mixed concrete for insulation, fire safety and durability!

WHITE CONCRETE COMPANY

Bethel Highway Phone 4233

Announcement!

We Wish To Announce That We Have Opened The

Gladson Bros. Garage

264 Bypass — Near The TV Station

Each of Us Has Had 12 Years Experience With A Local Car Dealer

We Wish To Invite All . . .

Car And Truck Owners

who need or may need mechanical work to come to see or call us. We promise you prompt and courteous service. Our motto is, "Every Customer Must Be Completely Satisfied With His Work and Bill."

Also At All Times . . . A Complete Line Of

Phillips 66 Gas and Oils

Jesse And Bill Gladson

Owners and Operators

PHONE 7164

WE WANT TO BUY

Tracts Of Standing Timber

- We Buy And Pay Lump Sum Or Buy By The Thousand
- WE ARE PAYING GOOD PRICES

WRITE OR CALL

RALPH STEWART OR WARREN SMITH

Smithfield Lumber Co.

Phone Night 7574

212 W. 3RD. STREET GREENVILLE, N. C.

OR WARREN SMITH, SMITHFIELD, N. C.

OFFICE PHONE WE4-4115 — RES. PHONE WE4-3676

LUMBER YARD LOCATED ON THE SOUTH SIDE OF PLANTERS WAREHOUSE, MEMORIAL DRIVE, GREENVILLE, N. C.

KENTUCKY STRAIGHT BOURBON WHISKEY

$4.70 4/5 QUART $3.00 PINT



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86 PROOF

THE OLD TAYLOR DISTILLERY CO. • FRANKFORT & LOUISVILLE, KENTUCKY
DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY

Phone 6166

READ AND USE **WANT ADS** FOR FAST RESULTS

Phone 6166

Business Plans Sharp Increase In Re-Investments

WASHINGTON (AP) — Reversing a trend of more than a year, businessmen plan to increase their spending on new plant and quipment during the last three months this year.

The Commerce Deparment and the Securities and Exchange Commission reported that business plans call for spending at the rate of 31 billion dollars a year during that three-month period. That would be about 700 millions more than the rates for the April-June and July-September quarters.

Pacing the recession, this type of business spending had declined steadily since last summer, when it reached a record annual rate of 37¾ billion dollars.

Actual spending for all of 1957 reached 37 billions. That now forecast for this year is 31 billions, assuming businesses go ahead on the basis of present plans. They have entded o overestimate spending plans in recent months, the report noted.

But officials welcomed the increase as an indication of revived business confidence.

The Alaska town and island of Wrangel was named for Swedish Admiral Ferdinand Wrangel. His grandnewphew, Baron Claus Von Wrangel, recently became a United States citizen in Seattle.

PUBLIC NOTICES

NOTICE OF SALE OF TIMBER

Under and by virtue of the power and authority upon him conferred by an Order made and entered under date of August 26, 1958, by Honorable H. L. Lewis, Jr., Asst. Clerk of the Superior Court of Pitt County, in that certain Special Proceeding now pending in the Superior Court of said County entitled "Paul R. Waters, Administrator, c.t.a. of the Estate of J. A. Lee, deceased, and Dorothy Honeycutt, individually, ex parte," the undersigned will offer for sale and will sell at public auction to the highest bidder for cash on the 26 day of September, 1958, at 12:00 o'clock, noon at the Courthouse door of Pitt County in Greenville, North Carolina, all of the merchantable timber of the size of twelve inches across the stump or larger at twelve inches above the general level of the ground standing or growing upon all that certain tract or parcel of land in North Carolina, Pitt County, described as follows:

All that certain tract or parcel of land situate, lying and being in Pactolus Township adjoining the lands of J. J. and B. B. Satterthwaite, J. P. Davenport, Mrs. Cammie P. Moore, Mrs. Fernando Satterthwaite, J. Archie Lee, William Little, Mary Langley and others and beginning at a point on the Greenville-Washington Road adjacent to the J. J. and B. B. Satterthwaite lands, and running thence South 28 deg. 30' East 231 feet; thence South 18 deg. 30' East 198 feet to a gum, thence South 13 deg. 30' West 2475 feet to a gum stump; thence with the various courses of a branch in a Southerly direction to the high water mark of Grindle Creek; thence with the high water mark of Grindle Creek to the run of Wolf Pit Branch; thence with the run of Wolf Pit Branch in a Northeasterly direction to a stake; thence North 17 deg. 20' East across the right of way of the Atlantic Coastline Railroad 1177 feet to a poplar; thence North 59 deg. 15' West 3112 feet to an iron axle; thence North 6 deg. 05' East 1000 feet to an iron marker; thence South 65 deg. 30' West 1495 feet to a pipe; thence North 5 deg. 30' East 203 feet to the Greenville-Washington Road; thence North 7 deg. 30' East 2799 feet to a stake; thence North 83 deg. 20' West 1558 feet to a pine stump; thence South 25 deg. 20' West 181 feet to an iron axle; thence North 83 deg. 20' West 1333 feet to a stake; thence South 30 deg. 50' West 2532 feet to the beginning, containing 808.5 acres, more or less, and being that tract of land conveyed to R. B. Lee, Trustee by J. A. Lee and wife, Lessie L. Lee, by deed dated September 13, 1954, and recorded in the office of the Register of Deeds of Pitt County.

EXCEPTING, HOWEVER, from this conveyance that part of the above described tract of land which has heretofore been conveyed to Lessie L. Lee by R. B. Lee, Trustee, described as follows: Beginning at a point in the North edge of the highway leading from Stokes, North Carolina, out to the Pactolus-Washington paved highway in the line of the Satterthwaite land, and running thence with the Satterthwaite land line North 31 deg. East a chopped line 2441 feet to an iron stake, a corner; thence South 83 deg. 30' East 1375 feet to an iron stake; thence North 25 deg. 20' East 181 feet; thence South 83 deg. 20' East 1558 feet to an iron stake; thence with the line of the Little land South 17 deg. 30' West 2799 feet to the North edge of the Pactolus-Washington paved highway; thence Westwardly with said paved highway to its junction with the Stokes Road; thence continuing Northwestwardly with the Stokes Road to the beginning and containing 220 acres, more or less, as shown on map prepared by Joe M. Dresbach, R.S., dated May 1951.

Being the same land conveyed to J. A. Lee by deed dated September 14, 1954, from R. B. Lee, Trustee, of record in the office of the Register of Deeds of Pitt County in Book Z-27 at Page 211.

For the convenience of prospective purchasers, a map will be furnished showing the lines of the property on which the timber is located and such lines are marked on the ground with yellow paint.

The purchaser of the timber will be given two and one-half years within which to cut and remove the timber. He will also be given the privilege to locate a mill upon the tract of property above described, the right to construct necessary roadways and the right to use the roadways now existing on the tract for the purpose of cutting, removing and handling the timber.

The sale, when made, will be subject to the confirmation of the Court pending which the purchaser, as an earnest of good faith, will be required to make a deposit with the undersigned in the amount required by law.

This the 26 day of August, 1958.

L. E. MERCER,
Commisioner
9-2, 9-9, 9-16, 9-23

NOTICE

NORTH CAROLINA
MARTIN COUNTY

The undersigned, having qualified as administrator of the estate of Z. V. Whitehurst, deceased, of Pitt County, North Carolina, this is to notify all persons having claims against said estate to present them to the undersigned on or before the 12th day of August, 1959, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment to the undersigned.

VANCE WHITEHURST
Administrator
Rt. 2, Robersonville, N. C.
Ned P. Everett, Atty.
Robersonville, N. C.
Aug. 12-19-26 Sept. 2-9-16

FOR RENT

ONE BEDROOM UNFURNISHED duplex apartment. Attractive, reasonable. Call 3339 or 2289. Sept. 6-tf

TWO ROOM OFFICE WITH PRIVATE bath, tiled floor, heating and air conditioning. Located at the Pollard Building, corner of Third & Cotanche Sts. Phone 4261. May 3-tf

ONE 3 ROOM APARTMENT — Phone M. E. Sutton, dial 6122. Aug. 6-tf

HOUSES, APARTMENTS, ROOMS and business property for rent. Contact Grier Rental Agency. Office located in Room 23, Rivers Building, 209 Evans Street, which is upstairs over Chamber of Commerce. Telephone 5700. Closed on Wednesday afternoons. tf

NEW GARAGE APARTMENT which consists of two bedrooms, living room, large kitchen, tile bath with shower and garage. Located 2701 Sunset Ave. Call 4495 or 2020. 4-6t

FOUR ROOM UNFURNISHED upstairs apartment. Newly decorated. Private bath and private entrance. Call J.T. Williams 5678-5822. Aug 23-tf

THOMAS' GRILL FOR RENT, Ayden, N.C. Reasonable. Contact Nathan Thomas, Ayden — 314 W. 2nd St. Dial 4892-Ayden. 9-3t

HOUSE IN MILL VILLAGE, $30 per month. Apply Carolina Grill. Sept. 3-tf

ATTRACTIVE FIVE ROOM house, 1110 W. 4th St. Call 2007. 9-2t

NICE 4 ROOM UNFURNISHED apartment on Albemarle Ave. Close in, convenient. Apply Carolina Grill. 3-6t

TWO BEDROOM HOUSE 1 MILE west of Greenville, 264-A highway. Can be seen anytime. Phone 6915 after 6 p.m. Nice shady lot. 4-6t

STORE BUILDING, 14 FT. X 65 ft., 517 Dickinson Ave. Available immediately. Guaranty Bank & Trust Co., Trust Depart., phone 3106. Sept. 4-tf

FURNISHED ROOMS FOR RENT to sober gentlemen. $5 per week. 1308 Dickinson Ave. Phone 4800. 4-6t

FOUR ROOM UPSTAIRS apartment — Private entrance front and back. Hot air heat, garage. Located 204 Lewis Street. Ideal for couple. Three blocks from college. Call 7157 day or 4670 night. 6-3t

MONEY TO LOAN

FOR QUICK CONFIDENTIAL loans from $25-$200 on your household furniture and kitchen appliances and autos, contact Security Loan Corp., supervised by N. C. State Banking Commission, 115 Dickinson Ave., Greenville, N. C. Phone 3600. tf

DAILY REFLECTOR

WANT AD INFORMATION

Your Want Ad Telephone Number in Greenville Is 6166

RATES

($1.00 minimum charge for 20 words or less for first insertion)

2 Insertions	$ 1.75
3 Insertions	$ 2.25
6 Insertions	$ 3.75
One Month	$14.00

DISPLAY WANT ADS

($1.25 per column inch per insertion)

1 Week	$ 6.75
1 Month	$23.00

(Above rates for more than one insertion apply to ads running on consecutive days.)

DEADLINE

No new adds, kills or corrections accepted after 3 p.m. the day before publication.

ERRORS—OMISSIONS

The Daily Reflector will be responsible only for the first incorrect or omitted insertion of any advertisement in these columns and then only to the extent of a make-good insertion. Errors which do not lessen the value of the advertisement will not be corrected by a make-good insertion. The publisher reserves the right to revise or reject any copy.

SAVE MONEY

Order your ad to run six times; the cost is less per day. When you get desired results, call 6166 and stop the ad. You pay for only the number of days your ad actually appeared.

MONEY to LOAN

LONG TERM FARM LOANS AT low interest. One thousand to one hundred thousand dollars. Terms to suit borrower. F.E. Brooks, Office over James and Speight Law Offices. Phone 5200. June 14-Sat-tf

RESORTS FOR RENT

TWO APARTMENTS AT Atlantic Beach—Each sleeps eight. $55 per week. Call D. H. Fleming, 6668, or W. W. Fleming, 7487, 104 E. Bogue. Aug. 13-1 mo.

HELP WANTED—MALE

WANTED: AUTOMOBILE SALESman to sell new and used cars and trucks. Old established dealer in Greenville. Excellent product, liberal compensation plan and liberal arrangement for demonstrators. If interested apply by writing "Auto Salesman", Box 408, City. 6-4t

WILL EMPLOY ONE MAN FOR our home service route in Greenville area. Age 23-35, married, high school education. $70 per week after training, plus commission. Truck and merchandise furnished. Paid vacation, hospitalization insurance and retirement plan. If you are interested in a secure future see E.A. Ramsey, Proctor Hotel, Tuesday, September 9th-2 to 8 p.m. or write Jewel Tea Co., Box 2340, Greensboro, N.C. 6-3t

YOUNG MAN WANTED FOR general office work in wholesale house. In replying give age, experience and two business references. Write P. O. Box 98, Greenville. 6-3t

CARPENTERS WANTED. CONtact Leo Hawkins, at J. C. Penny Co. 8-2t

HELP WANTED-FEMALE

WANTED—TWO EXPERIENCED waitresses. Dixie Lunch. 8-3t

OUR SALESWOMEN EARN BIG weekly incomes, plus savings bonds. Open territories in city. Write "Avon", Box 681, Greenville. 6-3t

CLERK-TYPIST WITH NURSING or First Aid training or experience to administer First Aid and also perform general, clerical and typing duties in personel department. Tell us about your qualifications in a letter to "Clerk-Typist", P. O. Box 461, Greenville, N.C. 9-3t

MAIDS — RELIABLE AND HONest Agency. Jobs waiting in New York and Long Island. Salaries $30-$50. Free room and board. Tickets sent. Write today A-1 Agency, 100 Main St., Hempstead, N.Y. 9-11

WORK WANTED

COLLEGE STUDENT DESIRES part-time job in afternoons after 5 o'clock and on weekends. Available for babysitting also. Phone 3571. 8-3t

AUTOS FOR SALE

1951 PLYMOUTH 4 DOOR SEDAN, radio and heater, new motor, clean. Excellent transportation, reasonable. Phone 5272. 5-6t

1957 PONTIAC 4 DOOR SEDAN. Hydramatic transmission, whitewall tires, heater, excellent tires, one owner. Must make immediate no trade sale. Call Ed Hiler, Proctor Hotel, phone 6151. 9-2t

1954 CHEVROLET BELAIR-LIKE new. Two door, radio and heater. Phone 5302 or 7005. N.C. Dealer License 3469. Aug. 30-tf

FOR SALE: 1950 CHEVROLET, extra clean. Two tone, new tires and seat covers. Can be seen at Eatons Shell Station. Truck for hire, hauling and moving. Telephone 7464. 8-6t

House Trailer For Sale

USED 1958 31 FT. MARLETTE housetrailer. Fully equipped. Can be seen 403 Vance St. Dial 5483. 3-6t

FARMS FOR SALE

One 61 acre farm—45 acres cleared. 6.4 acres tobacco, 1½ acres cotton, 14.9 corn. Five miles north of Greenville, N. C. Priced at $26,000.

One 104 acre farm—52 acres cleared. 40 acres of good young timber. 4.16 acres tobacco, 12.0 acres corn, 18.0 acres good pasture fenced. Good buildings near Stokestown. $17,000. Listings wanted on good farms. A good time to sell.

Contact D. G. Nichols, Realtor. Office phone 4012; residence 2370. 8-3t

REAL ESTATE

REAL ESTATE
Home & Farm
F.H.A. LOANS Conventional
STUART C. PAGE
Forrest Roofing Co. Bldg.
Phone 5112—5508
Sept. 4-1 mo.

NEW BRICK VENEER HOUSE with four bedrooms, living room, dining room and kitchen-family room combination. Two full baths, screened porch. Located 1733 Beaumont Road, Englewood. Phone 6025. 6-7t

NICE HOMES — SMALL OR large, city or suburban; also some farms. Cash or terms. We buy or sell. If it's real estate see J. Hicks Corey Agency. Dial 2615, Greenville, N.C. Tue. & Friday-tf

NEW F.H.A. APPROVED BRICK veneer three bedroom homes with heating plant and tiled bath on a nice lot in Carolina Heights Subdivision. Only $450 down, balance like rent. Contact D. G. Nichols or J. R. Bowen, realtors. Phone 4012 or 2489. 8-12t

REAL ESTATE

REAL ESTATE IN AYDEN, A PROGRESSIVE SMALL TOWN

Six room house for immediate possession. Low down payment, excellent interest rate. Fully fenced backyard.

Beautiful brick six room home, large lot, in choice residential area. Storm windows and doors recently installed. Priced to sell.

One of the nicest homes in Ayden, this brick duplex can provide you with the finest home imaginable and still afford investment income. Owner leaving town.

Need lots of room? This 10 room completely remodeled home could provide all the living area you require. Attractively financed.

Several choice building lots.

All properties shown by appointment only. See or call Robert Booth or Bill Stroud, Ayden, N. C. Day phone 310-1 or 269-1; night 335-6 or 537-6. Sept. 2-4-6-9-11-13-16-18-20

One three bedroom frame home with a den on North Eastern Street. Only $10,500. A real good buy with liberal terms.

One new three bedroom frame home on a nice lot in Colonial Heights. Priced for quick sale.

One new brick veneer home with three bedrooms, living room, kitchen, dining and den area, 1½ baths on a nice lot with trees near East Carolina College. (Under construction.)

One new brick veneer home with three bedrooms, living room, kitchen, den and dining area, 1½ baths, on a big lot in Englewood. A real good buy. (Under construction.)

One 6 room brick veneer home with heating plant, tiled bath and air conditioning on Oak Street. Near East Carolina College. A real nice house.

Several homes and lots in various sections of Greenville, N. C.

Contact D. G. Nichols, Realtor. Telephone 4012-2370-6769. 8-3t

SPECIAL NOTICES

TO TAKE OFF EXTRA POUNDS and keep a slim figure, Stauffer Reducing Plan is the answer. Mrs. W.J. Stell, local representative. Phone 3342. Rent or buy. Aug. 30- 1 mo.

IMPROVE YOURSELF AT night! Baker Business College. Fall term night classes Sept. 9 offered in addition to regular studies English—Spelling comb., commercial law and filing. Investigate Greenville, N. C. Phone 4103. 23-19t

EXPERT SERVICE

INVISIBLE REWEAVING

I do invisible reweaving and reknitting at my home, 218 Sylvania Ave., Winterville. Prices reduced during summer months. Phone 3668, Mrs. Robert Beddard. 3-6t

GUN, LOCK, SAFE, OUTBOARD MOTOR REPAIRS TOMMY'S REPAIR SERVICE 1112 COTANCHE ST. DIAL 3524-2969. 2-12t

EXPERT REPAIR SERVICE ON televisions, radios, record players, all makes. Appliance Mart., Inc. Ralph Crawford, technician. Phone 5528 day, 3921 night. Aug 9-1 mo.

LADIES SPECIALTY SHOP — All the little extras you girls love are a part of our regular service. Call for and delivery service. We repair power lawn mowers. Rick's Service Center, corner 9th and Evans St. 8-6t

SAVINGS ACCOUNT — YOU CAN start one easy on the money our regular service will save in repairs. Carr Allen's Texaco Station, next door to the post office. 8-6t

EXPERT SERVICE ON ALL APpliances at Appliance Mart., Inc. C. J. Knowles, technician. Phone 5528 day, 7671 night. Aug 9-1 mo.

FOR SALE

SPINET PIANO. REID'S EXclusive trial rental plan. All rental payments during the five month trial period are credited to a new piano reserve account in your name. Should you decide to buy, you may then select the new piano of your choice. Call or write W.C. REID & CO., Rocky Mount. Phone 64101. Sept. 1-1 mo.

PEARS FOR SALE. J.B. BARNhill, Route 5, Box 219, Greenville. 9-3t

WE BUY, SELL AND TRADE new and used furniture and appliances. We repair televisions. Garris Supply, phone 5225. Aug. 16-tf

FACTORY SALE FOR LIMITED time—30 per cent off on King Edward and Fairfax Sterling Silver Flatware by Gorham, Lautares Bros., 414 Evans Street. 6-6t

REGISTERED CHIHUAHUAS. Call Marvin Jarman, 4769 6-3t

HOLLAND GROWN BULBS, HYacinths, tulips, daffodils and iris. White's Stores. 6-6t

TOOLS AND MORE TOOLS FOR every job at home. All at Special Prices. You will save by shopping at Edwards Hardware — Known for Quality merchandise. 8-6t

HOLLYWOOD BED - SINGLE with bookcase head board, $40. Studio couch, $15. Boudoir chair, $4, club chair, $8, metal table, $4, tricycle—20 inch, $7. Iron and board, $3. Congoleum rug, 9 x 12, $3. Dial 7788. 6-6t

22 HORSEPOWER BUCCANEER motor and 15 ft. Plywood boat and trailer. R.L. Moore, Ayden—phone 2461. 6-4t

FOR SALE

HOME COMFORT WOOD AND coal and gas range. All in one cabinet. Also many other unusual bargains at Ken's Furniture Shop, phone 5683. Aug 28-1 mo.

ONE DEEP FREEZE, $90. ONE cash register, refrigerators, gas and electric stoves, automatic and wringer type washers. Coney Island Lunch, 1304 N. Greene St. 6-6t

Announcing!

THE AMAZING NEW COMBINATION AWNING AND STORM WINDOW IS HERE.

As an awning it shades and makes your room up to 15 degrees cooler.

As a storm window you save approximately one-third fuel.

You get both—plus year 'round comfort—for the price of one.

No money down, 36 months to pay. Demonstration free.

C. L. LUFTON CO.
"Your Comfort Is Our Business"
Phone 2235 Greenville
Mar. 24-tf

LAWN MOWERS—1958 MODELS 22" cut, Cast aluminum base, 2½ hp Clinton engine serviced, ready to go. Oil in crankcase. Gas in tank. Parts and service when needed. Price less than wholesale, $69.95. Hendrix-Barnhill Co. Phone 4122. May 2-tf

HOME HEATING

Complete heating and air conditioning systems. We make complete installations in new or existing homes. Low monthly terms with no down payment necessary.

GENERAL HEATING & AIR CONDITIONING CO.
W. 5th St. Ext. Phone 2661
Feb. 1-tf

FOR SALE: STORE GLASS SHOW cases, counters, leg tables, etc. See manager of J. C. Penney Co. ney Co. 8-2t

OUTBOARD MOTOR OWNED BY the late Dr. J. M. Barrett. Mercury Mark 20. Perfect condition. Can be seen and demonstrated at Harris & Rogers Warehouse, Marine Department. 8-6t

Classified Display

Open Each Evening
BEL' AIR CLUB
Hooker Road, Greenville
Grill and Dance Area
Couples of All Ages Welcome
Aug. 23-1 mo.

East Carolina Roofing Company
Jobs Applied and Financed
CLAUDE B. WEST, Mgr.
Office — Proctor Hotel
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6-Passenger
Pick-Up Trucks

These handsome trucks combine a 6-man cab and a 6-foot body to give you ample room for men and equipment. See it today at . . .

GREENVILLE Equipment Co.
1900 Dickinson Ave.
Greenville, N. C.

Cliff's Oyster Bar
Open Thursday, Sept. 4
4:30 p.m.
Serving
Steam—fried—stewed oysters, shrimp, hamburger steaks, ham steaks, T-bone steaks and sandwiches. All orders to go. Located Washington Hi. 264.
30-12t

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Investors Group Canadian Fund Ltd.
Investors Syndicate of America, Inc.
Investors Variable Payment Fund, Inc.
Prospectuses upon request from the national distributor and investment manager:
INVESTORS DIVERSIFIED SERVICES, Inc.
Leon Smith Jr., Zone Manager
205 E. 12th St. Greenville
Phone 4935 N. C.
2-12t

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International TRUCKS
Now On Display

International now offers you a complete line of trucks for every job . . . light, medium, or heavy duty. For style, economy and performance, International is your best buy.

GREENVILLE Equipment Co.
1900 Dickinson Ave.
Greenville, N. C.









Stock And Market Reports

RALEIGH (AP) — (NCDA) — North Carolina poultry markets: Fryers and broilers, farm price 15 to 26, mostly 16.

Eggs — Prices paid by distributors for clean, sized, minimum 80 per cent A quality: Raleigh and Charlotte, firm, large 59; prices paid producers on graded out basis: Asheville, firm, A large 54-55.

RALEIGH (AP) — (NCDA) — Hog prices steady to 50 higher. Tops of 21.00 to 21.50 at Nahunta; 20.75 to 21.50 at Kinston, Albertson, Benson, New Bern, Angier and House's Mill; 20.75 to 21.25 at Tarboro, Enfield, Scotland Neck and Winterville; 20.50 to 21.00 at Bethel, Murfreesboro, Sunbury, Edenton, Harrellsville and Lillington; 20.00 to 21.00 at Greensboro and Rocky Mount; 21.50 at Clinton, Fayetteville and Elizabethtown; 21.25 at Goldsboro and Castle Hayne; 21.00 at Smithfield, Dunn, Clayton, Newton Grove, Mount Olive, Wingate, Bailey, Whiteville and Clarkton; 20.75 at Shallotte, Pembroke, Tabor City, Rich Square and Lumberton; 20.50 at Siler City.

NEW YORK (AP) — The stock market mounted a renewed attack on its all-time bull market highs in heavy trading early this afternoon.

Steels and motors paced the advance of industrial issues. Rails, which have lagged behind the rest of the market, stirred themselves and joined the rise.

Leading issues gained from fractions to well over a point.

Chemicals, oils, electronics and selected issues did well.

American Telephone, Eastman Kodak and International Business Machines were among the blue chips that made new highs for the year.

Chrysler added about 2 points while Ford and General Motors added about a point each. The lower-priced issues took a back seat for a change. American Motors easing and Studebaker-Packard trading about unchanged.

U.S. Steel, Youngstown Sheet, Republic Steel and Lukens were all up a point or better while Bethlehem advanced fractionally.

American Telephone and Eastman Kodak resumed their gains, adding a point or more, and emphasizing the high-quality leadership of today's market as contrasted with some recent sessions.

Artloom, which plummeted 7½ as the most active stock yesterday, was about holding its own following a statement to the effect that the firm's chairman, Hyman Marcus, had not been buying or selling the stock since the end of April.

Disney, which opened on a huge block of 30,000 shares, was up about a point as was Union Carbide, Goodyear, Baltimore & Ohio, Illinois Central and Pan American World Airways.

The Associated Press 60-stock average neared its all-time top of $191.50 reached in April 1956.

The ap 60-stock average at noon was up $1.00 to $188.70 with the industrials up $1.90. The rails up $1.00 and the utilities up 10 cents.

Settling Influence In Tobacco Prices

By THE ASSOCIATED PRESS

Sharp rises and declines of average prices that marked early season activity are becoming less numerous at Carolinas flue-cured tobacco markets.

The settling influence was noted yesterday on the Middle North Carolina Belt and Carolinas Border Belt, where averages were mostly steady. They were steady to higher on the Eastern North Carolina Belt.

Eastern North Carolina leaf grades, picking up losses from Friday, gained from $1 to $3 per 100 pounds. Other grades ranged from unchanged to $2 lower.

The Federal - State Marketing News Service said the volume of offerings continued heavy with leaf marketings making up nearly two-thirds of the sales.

The quality of offerings, meanwhile, improved on the Middle Belt with less nondescript and poor grades on the floor. The major price change was a drop of from $2.50 to $6 for nondescript and low orange primings. Other grades held steady.

A few of the better grades gained on the Border Belt, mostly $1 to $2 per 100. Individual baskets of the best leaf grades brought from $75 to $81.

The Market News Service said quality generally was improved over Friday and volume at most markets was medium to heavy.

The following is a list of auction bid averages on a number of Middle Belt grades:

Leaf—Fair lemon 66, low lemon 62, fair orange 65, low orange 62.

Lugs—Fair lemon 68, fair orange 67.

Primings—Good lemon 67, fair lemon 64, good orange 66, fair orange 62, low orange 42.

Nondescript—Best thin body 25.

Colored News

The Matrons Social Club will meet Wednesday night at 8 o'clock at the home of Mrs. Gertrude Latham, 517 Vance Street. Mrs. Latham is president.

The Southern Wonders will sing at Brown's Chapel Church Sunday night at 8 o'clock. The public is invited.

The Corner Stone Missionary Baptist Church of Williamston will worship Sunday morning at 11 o'clock with York Memorial AME Zion Church in Greenville. The Rev. T. T. Shivers will preach. His choir, ushers, deacons and members are invited to accompany him. The public is invited to attend.

A revival started at Cedar Grove Baptist Church Sunday night at 8 o'clock with the pastor in charge. St. Monica's choir and ushers of Grimesland were there Monday night. Tuesday night, Phillippi Christian Church choir and ushers will attend. Wednesday night, the Male Chorus of Philippi Christian Church if Simpson. Thursday night, Selvia Chapel Male Chorus and ushers of Greenville, and Friday night, Mt. Calvary Church choir and ushers will be there. The public is invited.

AYDEN — Miss Annie Coward died at her home in Grifton Sunday at 6:15 p.m. after a long illness. Funeral services will be held Wednesday at 2 p.m. at the Grifton Chapel FWB Church in Grifton, with the Rev. L. J. King of Ayden officiating. Burial will be in the Grifton cemetery. Miss Coward was a member of Grifton AME Zion Methodist Church. She is survived by one daughter, Miss Hattie Coward; four sons, Jake Coward and Alvin Coward of the home, Willie Coward of Norfolk, Va., and Paul Coward of Kinston; and eight grandchildren. The body will be at the Norcott Funeral Home in Ayden from 6 p.m. Tuesday until one hour of the funeral.

Miss Willie Mae Roundtree of Grimesland died in Pitt Memorial Hospital Sunday afternoon. Funeral services will be held Wednesday at 2 p.m. at Sweet Hope Church. Burial will be in the church cemetery. Surviving are her parents, Mr. and Mrs. Mark Roundtree of the home; three sisters, Miss Nicey Lee Roundtree, Miss Jeannette Roundtree and Miss Rennestine Roundtree of the home; and one brother, John Mark Roundtree of the home. The body will remain at Flanagan & Parker Funeral Home until one hour prior to the funeral when it will be taken to the church.

Choir rehearsal will be held tonight at 8 o'clock at Holy Trinity Church.

Members of the Elks Choir are requested to meet at the Elks Home, Bonner's Lane, Wednesday at 8 p.m. Mrs. Bessie Brewington is president.

Members of Sweet Oak Free Will Baptist Church Choir will rehearse Sunday at 5 p.m. at the church. Business of importance is to come up for consideration.

Dairy Cattle Show Concludes This Afternoon

Twenty-one animals were entered today in a Junior Dairy Cattle Show for Negro 4-H Club members and New Farmers of America club participants.

The show, held at the Pitt County Fair Grounds, was concluded early this afternoon. It opened last night with a banquet for participants.

Awards, presented on the basis of judging by R. R. Rich, Extension Dairy Specualist from North Carolina State College, went to the show's Reserve and Grand champions, first and second winners in showmanship competition, and first and second winners in best - fitted animal competition. Premiums were awarded to blue, red and white ribbon winners, also.

Competition was conducted for animals under a year old, animals between one and two years old, animals between two and three years old, and animals three years old and over. Participants were limited to boys and girls under 21, with no bulls or beef animals eligible for competitive awards.

Also included in this morning's show was a lecture demonstration by R. L. Wynn, Extension Dairy Specialist from Greensboro. Wynn was also a speaker at last night's banquet where the principal address was delivered by George D. Cox, president of the Pitt County Farm Bureau. Also speaking at last night's program was Carolyn Suggs of the Swift Creek Community 4-H Club.

Other participants in last night's banquet activities were J. J. Brown, vocational agriculture teacher of Ayden; the Rev. S. W. Croom of Beaufort; D. H. Conley, Superintendent of Pitt County Schools; Harold Newkirt of the Ayden NFA chapter; Nathaniel Moore of H. B. Sugg High School in Farmville; Ray Williams of the Bethel 4-H Club; J. M. Goode, Negro Farm Agent for Pitt County; and Mrs. Amelia S. Capehart, Negro Home Demonstration Agent for Pitt County.

Segregationists Sit Back To Await Court Decision

By THE ASSOCIATED PRESS

Tension eased somewhat today in Arkansas and Virginia as segregationists settled back to await the U.S. Supreme Court's decision on whether to delay integration of Central High School at Little Rock, Ark.

The high court will hear oral arguments Thursday on a ruling by a Circuit Court of Appeals that the Little Rock school admit Negroes immediately. The Circuit Court stayed its order pending a decision by the U.S. Supreme Court.

All was not quiet on the integration front, however.

Trouble continued to brew in Van Buren, Ark., where U.S. Dist. Judge John E. Miller declined to give immediate relief to Negro students ousted from high school by a white boycott.

He suggested that an attorney for the National Assn. for the Advancement of Colored People file a new suit seeking a temporary injunction. The attorney indicated he would follow the judge's advice.

Negro leaders at Van Buren said none of the Negro pupils will return to school pending the outcome of court action.

A white citizens committee opposed to integration of the high school named a new leader and appointed a committee to confer with the city school board on ways of restoring segregation. One plan involved construction of a Negro high school.

Warren County, in northwest Virginia's horse and orchard country, was spared temporarily from the threat of having its high school closed under state law which makes it illegal for any school to operate on a racially mixed basis. Federal Judge John Paul directed the Warren County school board to admit 22 Negroes to the county's lone high school, but granted a stay until Sept. 15 to allow the board to seek a formal stay pending appeal from one of the three justices of the 4th U.S. Circuit Court.

In New Orleans, Federal Judge Herbert W. Christenberry signed a preliminary injunction to force the Louisiana State University commuters' college to admit Negroes.

Sidelights on the integration front came from Omaha, Neb., where Alfred C. Kennedy, a realtor, insisted Negroes have a responsibility to solve their own housing problem.

And in New York, parents of 15 Negro students kept their children home from Harlem schools because, they said, "we want the children sent to schools out of the neighborhood which are better integrated." New York has no segregation as such in its schools. But schools in predominantly Negro neighborhoods often wind up with few, if any, white students.

Two Brothers Arrested By Pitt ABC Officers

Two brothers were arrested by Pitt County ABC officers over the weekend while allegedly in the act of delivering whiskey to a South Greene Street residence in innertubes.

Frank Dixon, 29-year-old Negro of Grimesland Route 1, and Charlie Lee Dixon, 44-year-old Negro of Winterville Route 1, were charged with possession and transportation of non-tax-paid whiskey for the purpose of sale. Each was released under a $200 bond pending trial in City Court.

According to ABC officers H. B. Lilley and Walter M. Taylor, the two men had two innertubes in their possession filled with bootleg liquor.

Early Sunday morning ABC officers Lilley, Taylor and J. L. Ross, working with Police Chief L. T. Lucas, arrested six Farmville Negroes, three women and two men.

Lula Joyner Carlton of 806 Pine Street was charged with possession for the purpose of sale when officers found a gallon of illicit whiskey in her house. Another Pine Street resident, Billy Harrison Carlton, was cited for possession.

Mary German and Barbara Carr of Farmville Route 2 were charged with possession of non-tax-paid whiskey when authorities discovered about a half-gallon in their home during a search. Another Farmville resident, Robert Williams of Snow Hill Street, reportedly had a gallon of bootleg in his house. He was charged with possession for the purpose of sale.

Saturday night, Hill Payton, 64-year-old local Negro of 620 Albemarle Ave., was arrested when ABC officers found a small quantity of non-tax-paid whiskey in his house.

Special Clinic

Pitt County Health Department personnel today announced a special clinic for all persons who plan to handle food for sale at the Pitt County Fair.

Hours for the clinic, which will be held Friday at the Health Department, will be 9 a.m. until noon and 1 p.m. until 4 p.m. Food handlers in fair booths will be required to have certificates which will be issued at the clinic, according to Dr. Georgia V. Mills, Health Director.

Dr. Mills said persons desiring to do so may obtain required blood tests and chest x-rays from private physicians. Results of the tests and x-rays must be taken to the Health Department, however, before a certificate will be issued.

Rev. Hoffman Is Conducting Services

ROBERSONVILLE—The Rev. A. W. Hoffman, pastor of the Jamesville and Everett Christian Churches, is conducting evangelistic services at Gold Point. The meetings began Sunday night and will continue through September 14.

Harold Brown, the local minister, is in charge of the singing.

The public is cordially invited to attend these services at 8:00 o'clock.

Farmville Market Has $53.65 Day

FARMVILLE—A daily sales average of $53.65 was recorded yesterday by the Farmville Tobacco Market which sold 776,774 pounds of tobacco for a total of $416,712.63.

Sales Supervisor Charles S. Edwards said yesterday's sale moved the market average to $54.19 for the season. Company purchases yesterday went as high as $75 per 100 pounds, with several purchases going for $70.

Edwards also said the market should move above 7,000,000 pounds sold after today's sale.

Ancient Beacon Is Coming Down

WILMINGTON, N.C. (AP) — A light that guided ships off Cape Fear since 1903 was scheduled to come down from the Cape Fear tower today.

The Coast Guard said it is doing away with the beacon because ships might "shoot a fix" on it to arrive at their position rather than the new light placed on Oak Island.

The 160,000 candlepower light, atop a 197-foot steel skeleton, was visible 19 miles at sea. It was used at the 1893 World's Fair in Chicago.

A Wilmington firm was awarded a contract for demolition of the site by the Fifth Coast Guard District in Norfolk, Va.

Formally Open Garage Today

Gladson Bros.' Garage, near the Greenville television station on by-pass 264, today announced its opening with a complete line of Phillips "66" gasoline and oils and expert repair service on cars and trucks.

The Gladson brothers, Jesse and Bill, have had 12 years' experience in repair work with one of the leading local garages. The firm's slogan is, "Every customer must be completely satisfied with his work and the bill." The firm invites the public to visit their shop. The telephone is 7164.

Meadowbrook
Tonite and Wednesday



Lawmaker Dies Of Stroke Today

WASHINGTON (AP)—Rep. Herman P. Eberharter (D-Pa) died today from the effects of a stroke. He was 66.

The congressman had been in a hospital since Wednesday, and in a coma since shortly after admission.

In view of a past history of heart difficulty, the original tentative diagnosis was a heart attack. Eberharter's office, however, relayed from his physician a final diagnosis of cerebral vascular accident.

Eberharter's death leaves the Democrats with a 233-197 margin in the House. He was seeking re-election for a 12th term.

Traffic Toll

RALEIGH (AP) — The Motor Vehicles Department's tally of highway deaths and injuries for the 24 hours ending at 10 a.m. today:

Killed	2.
Injured (rural)	12.
Killed this year	647.
Killed to date last year	720.
Injured to June 1, 1958	7,522.
Injured to June 1, 1957	7,250.

Lodge To Give Chicken Supper

Members of Moose Lodge 885 will be treated to a free chicken supper tomorrow night at the local Lodge.

Supper Chairman Jimmy Ed Collins announced this morning that the supper begins at 7 o'clock. All members are invited.

Injured In Motor Scooter Mishap

A local man sustained minor injuries early last night when the motor scooter on which he was riding became involved in an accident with an automobile at the corner of Jarvis and Johnston Streets.

The accident victim has been identified as Robert Carter Burwell, 23, of 121 A Street. Burwell suffered abrasions of the right elbow and right knee. He was taken to Pitt Memorial Hospital by the Rescue Squad where he received emergency treatment and was released.

Ronald Wilton Respess, 49, of 900 Heath Street, driver of the car involved, was charged with failure to yield the right-of-way.

Appeal Ban On 'Sassy Brew'

RALEIGH (AP) — A Wisconsin brewing company has filed a petition in Wake Superior Court asking for a review of the State ABC Board's refusal to allow one of its brews to be sold in North Carolina.

Weber Waukesha Brewing Co. of Waukesha, Wisc., asks the court to overrule the board's action in not permitting the sale of "Sassy Brew" in the state. The board has ruled that the brew does not meet regulatory requirements for the sale of malt beverages in the state.

Southern Tensions Keep Few Northern Firms Out

NEW YORK (AP)—Race tensions in the South have kept a few Northern companies from locating plants there but have failed to block continued rapid industrialization of Dixie, the Wall Street Journal said today.

In such states as North Carolina, Alabama and Georgia, stat development commissions, public utilities, banks and other site promoters claim a greater rate of new plant and equipment spending this year than last, the paper said.

Louisiana is about even with a year ago.

In most other states, the industrialization pace is lagging slightly behind 1957, but the lag generally is smaller than that for the nation as a whole.

Where there is a lag, Southern state officials blame it on recession, not on race.

Through most of the South, officials say announcements of company plans for coming months indicate the region's industrialization pace is likely to accelerate.

Race relations is just one of about 700 factors management considers in locating a plant, according to H. McKinley Conway Jr., publisher of the Manufacturers Record, a Southern trade magazine published in Atlanta, Ga.

According to the magazine, new plants being built in 16 Southern states during the first half of this year totaled 688, an improvement over both the 672 in the first half of 1957 and 550 in the 1956 period.

The Journal said interviews with dozens of Northern businessmen indicate they are not only still willing but eager to continue—or accelerate — expansion in the South.

In Little Rock, Ark., which has come to symbolize the South's anti-integration efforts, not a single major new plant has been located in the city's metropolitan area and no land in Little Rock's 1,000-acre industrial district, just outside of town, has been sold since May 1957.

Many Little Rock persons blame "undue" prominence given the local racial problems by the national press.

"They've tarred and feathered our area," complains W. P. Rock, executive director of the Arkansas Industrial Development Commission.

Almost Lost His Bout To Python

CANTON, Ga. (AP) — Sixty-three-year-old Bull Martin from Cherokee, N.C., a former wrestler for 22 years, almost lost a bout today with Big Jeff, a 409-pound 32-foot python.

Martin has an animal display and reptile show on the Pan-American Midway, currently showing at the Cherokee County Fairground.

Martin was attempting to shift the huge python from one cage to another. The python had not been fed and nipped at Martin's right thigh. The reptile curled itself around Martin two or three times.

Martin's wife attempted to remove the python but was unsuccessful. She summoned help and it took half a dozen men to pry the snake loose.

Martin was taken to Coker's Hospital for treatment along with two other men from the carnival, Bill Underwood and Louis Craft. The latter received only minor nicks on the hand.

Martin's injuries included a wound on the right thigh and minor cuts and bites. The python was safely caged after the incident.

Cooley Calls For A United Front

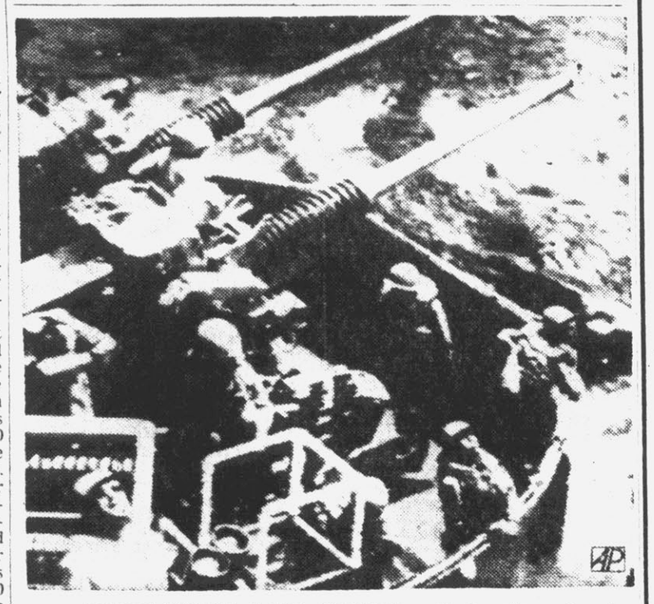
RALEIGH (AP) — Rep. Harold D. Cooley (D-NC) declared today that bringing agricultural forces together to present a united front is the most important problem facing the nation's farm population.

Cooley, chairman of the House Agriculture Committee, said division among farm leaders on basic issues is retarding the farm economy. He said that when he returns to Washington in January he will strive to unite farm leaders behind a farm program.

Cooley spoke at a breakfast meeting preceding the annual meeting of two farm co-ops, the Farmers Cooperative Exchange and the North Carolina Cotton Growers Assn. Later Cooley was scheduled to address some 3,000 to 4,000 farmers assembled in the State Fair Arena for the meeting.

G. D. Arndt, general manager of the two co-ops, said in his annual report that the Farmers Cooperative Exchange had attracted 50,000 new customers in the year ended June 30, and its business volume for the year exceeded 50 million dollars for the first time in its history.

Arndt also reported the Cotton Growers Cooperative Assn. had its most successful year in its history in the 12 months ended June 30. He said it handled marketing of 54,536 bales, or more than 23 per cent of the state's production.



VAPOR TRAILS OVER QUEMOY—U. S. sailors aboard the United States cruiser Helena, at battle stations while escorting Chinese Nationalists ships in the touchy Quemoy Island area, scan sky after vapor trails were sighted overhead. Planes were later identified as friendly. (AP Wirephoto via radio from Taipei via Tokyo)

PITT AIR CONDITIONED
Today and Wednesday



HER FIRST NEW FILM FROM THE CREATORS OF "AND GOD CREATED WOMAN"!

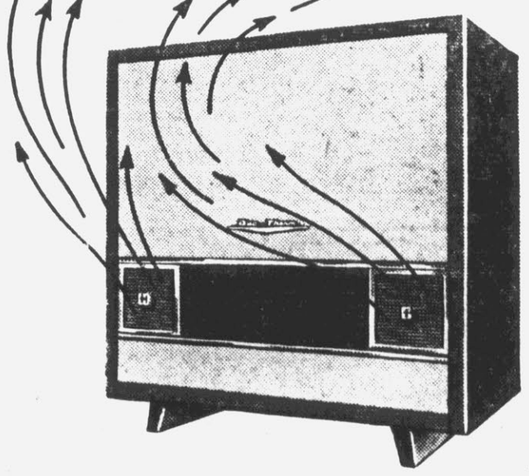


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"THE NIGHT HEAVEN FELL"
in CINEMASCOPE and EASTMANCOLOR
PITT AIR CONDITIONED
STARTS F-R-I-D-A-Y!

SOUTH 11 DRIVE-IN THEATRE
Ends Tonight—"Adam & Eve" in Color & "Burning Hills"
Starting Wednesday — First Outdoor Showing!



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DUO-THERM Contempo
WITH AMAZING
TWIN-FLOW
HEAT CIRCULATION
HEAD-TO-TOE COMFORT...
FUEL SAVINGS UP TO 25%!



MOST ADVANCED *OIL* HEATER MADE!

- Rich textured front...clean, sheer lines!
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ONLY $27.00 DOWN
$3.00 per week

Supply limited . . . order NOW!

Taft Furniture Co.
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Blount-Harvey's Grand Opening Edition

THE DAILY REFLECTOR

Blount-Harvey's Grand Opening Edition

TUESDAY AFTERNOON, SEPTEMBER 9, 1958

BLOUNT-HARVEY'S MODERN STORE



YOU ARE INVITED TO ATTEND OUR

GRAND OPENING

Be Sure To Register For Gifts And Door Prizes

SOUVENIRS FOR ALL

SEE PAGE 3 FOR LIST OF PRIZES

1920

BLOUNT-HARVEY CELEBRATES ITS 38TH YEAR WITH OPENING OF NEW STORE...

1958

Blount Harvey's Grand Re-Opening Thursday will mark the opening of one of Eastern North Carolina's most modern, and newest Department Store in this vicinity. This will be an event long anticipated.

The Official Grand Re-Opening Celebration begins when the doors of the new store open at 9:00 o'clock Thursday Morning.

The new Blount-Harvey store which has been completely modernized has undergone a full program of rebuilding, both interior and exterior-wise, adding several thousands square feet of floor space which now totals approximately 20,000 square feet. Several new departments having been added and lines expanded to make shopping more convenient. New entrances on both Evans Street and Fourth Street have been installed. Additional large display windows have been built along the Fourth Street side with a full marquee encircing the building.

The facie on the exterior is of a cream colored brick with two large signs bearing the name across the front and side of the building.

On the inside all departments have been expanded. New fixtures have been installed with vastly improved lighting, floor display units with planned color schemes designed to better present the merchandise. The fixtures and display units are richly finished limed walnut, trimmed with a wormy chestnut.

Every department has been adequately air conditioned with zone controls to provide proper temperatures. Other forward additions being automatic elevator, intercommunication system, an electronic music system which plays soft music heard over the entire store, modern rest rooms and lounge, a large well planned and arranged Teens Department for girls on the enlarged Fashion Floor, a beautiful Apparel Bowl with Misses and Womens Fashions, a beautiful French Room stocked with the smartest import and Fifth Avenue styling. One of the larger benefits of the remodeling is the new Boys Department located on the Mezzanine Floor adjacent to a large Home Furnishings Department complete with things for the home.

Nationally Advertised Brands

While already well known for the nationally advertised lines sold in the store, many more name brand lines have been added making it possible to offer to the people of Eastern Carolina more known name brand merchandise than usually offered in any one single store.

Big Step Forward

While work on the building began about one year ago beginning in August of 1957, many months of preliminary work and time were given to planning these forward moves before construction actually began. It has been a long process, but now that completion is here, we know it will more than compensate for the inconvenience it has caused our many patrons who will celebrate with us the completion of this new store.

Growth Of An Institution

The Growth of an Institution with courageous organizers and faith in the future began with the establishment of the Business by Tilman R. Cherry more than 100 years ago, several years before the War between the States. In 1868, James Burton Cherry, who was associated with his brother, John J. Cherry, became a partner of Tilman Cherry. A few years later the Businesses were merged when J. B. Cherry acquired the John J. Cherry interests. On the merger the business became the Tilman—Cherry Company and occupied a two story frame building on the West side of Evans Street, between Third and Fourth Streets. In 1888, Tilman R. Cherry sold his interest in his Business to Jesse Rountree Moye and Joseph George Moye at which time the Firm became the J. B. Cherry and Company. At the time of this change of partnership, the business opened a new store in a new two story brick building on the North East Corner of Evans and Fourth Street, the building now occupied by Rose's Store. In 1905, on the death of J. B. Cherry, Jesse Rountree Moye and Joseph George Moye acquired the entire ownership and the Firm then became the J. R. and J. G. Moye Company, which operated until purchased by the Blount-Harvey Company in 1920.

Blount-Harvey Company Organized

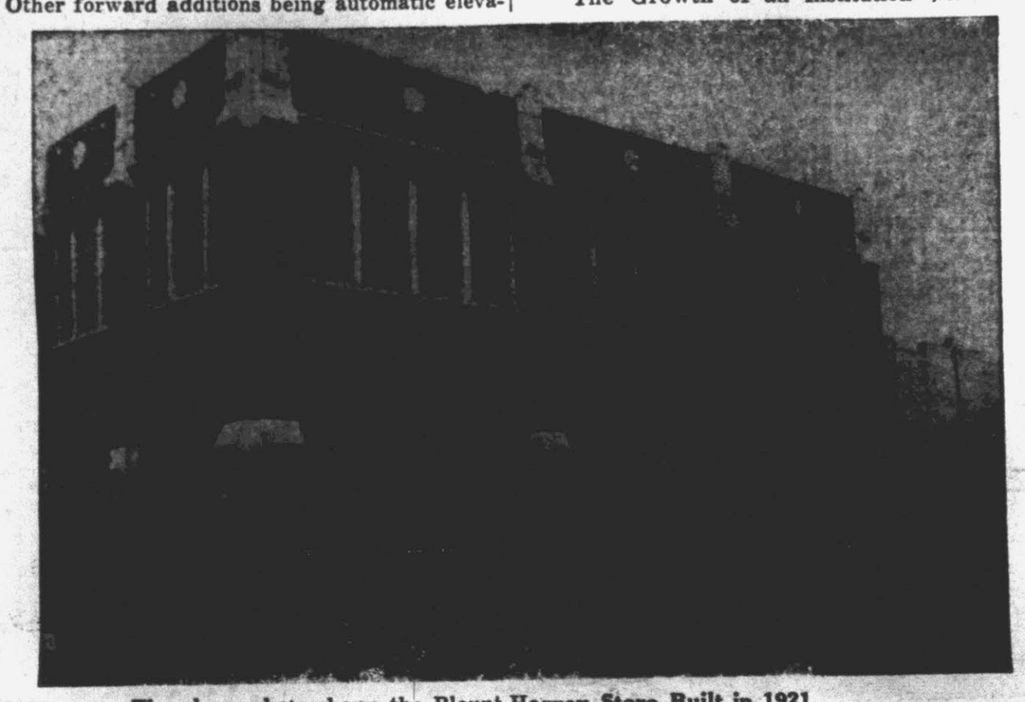
In 1920, the J. R. and J. G. Moye Company was sold to the Blount-Harvey Company, its incorporators being: M. O. Blount, President; C. F. Harvey, Vice-President; J. H. Blount, Manager; R. R. Cotton, E. B. Fick len, E. G. Flanagan, J. E. Winslow and W. H. Dail, Jr.

These men along with the many others who applied their resources, plus their strong faith in Eastern North Carolina and Greenville were careful in their original plans to see that this new organization was to be more than just a Mercantile Establishment——An Institution was its aim.

In 1921, the Blount-Harvey Company moved into a larger new store located on the ground presently occupied by the Blount-Harvey Company.

Today, we at Blount-Harvey Company believe that these aims and goals set in 1920 are being achieved. We are proud to live in this Era when we can be part of the "Go Forward" Movement, bringing to you in Eastern North Carolina a larger greater retail merchandising institution, with a modern, up-to-the-minute store stocked with the newest fashions that todays shoppers want.

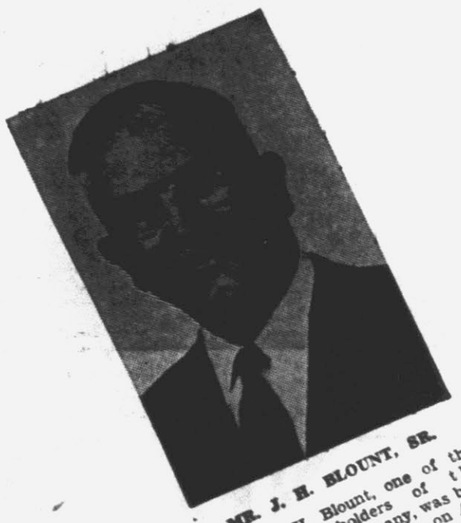
Planning for this Grand Opening of Blount-Harvey Company has been taking place for months with much attention given to the merchandise which is to be offered, while always considered a leader of quality merchandise, especial attention has been put forth to see that quality not be sacrificed; but in every place possible to improve on a quality, or a line and when possible to add to the lines any items which we believe that our clientele demands. We know you will find here practically every item of apparel for men, women, and children in quality you can depend on.



The above photo shows the Blount-Harvey Store Built in 1921.



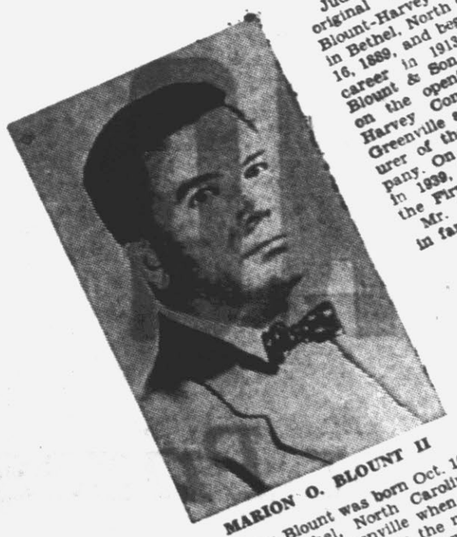
This photo shows the New Remodeled Store, completed September 1958.



MR. J. H. BLOUNT, SR.

Judson H. Blount, one of the original stockholders of the Blount-Harvey Company, was born in Bethel, North Carolina on April 16, 1889, and began his mercantile career in 1913 with the M. O. Blount & Son Company. In 1920, on the opening of the Blount-Harvey Company, he came to Greenville as manager and treasurer of the Blount-Harvey Company. On the death of his father in 1939, he became President of the Firm.

Mr. Blount has been engaged in farming and manufacturing.



MARION O. BLOUNT II

Marion Blount was born Oct. 10, 1915 at Bethel, North Carolina. He moved to Greenville when his father came to manage the newly organized Blount-Harvey Company in 1920. He attended the Greenville Schools, Darlington Prep School and is a graduate of the University of North Carolina. He was connected with the Blount-Harvey Company when he entered the Army Air Force. After World War II, he resumed his connections with the Blount-Harvey Company and other Blount interests. He is a member of the Board of Directors of the Blount-Harvey Company and Vice-President of the Blount Fertilizer Company.



MR. M. O. BLOUNT

Marion Orlando Blount, an incorporator of Blount-Harvey Co. and its first President, was born in Pitt County near Bethel, N. C. on August 12, 1864.

Other than his interest with the Blount-Harvey Company, he was a farmer, banker, manufacturer and founder of the M. O. Blount Sons Company in Bethel, North Carolina. At his death in 1939, he was President of the Blount-Harvey Company.



MR. J. H. BLOUNT, JR.

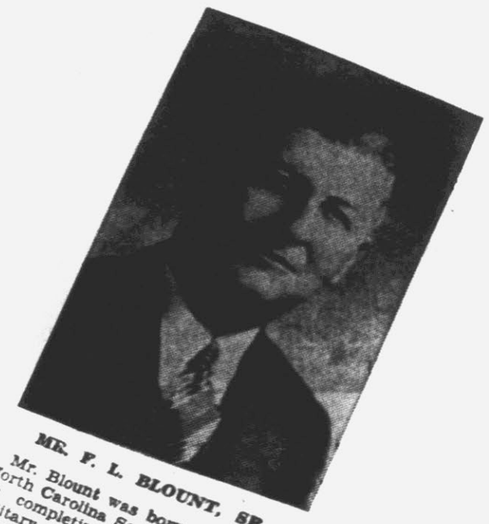
Judson H. Blount, Jr. was born at Lake Juanluska, North Carolina Aug. 5, 1922. He attended the Greenville City Schools, Episcopal High School and the University of North Carolina. He served in the United States Army Air Force during World War II as a bombardier-navigator. In 1948, he became affiliated with the Blount Fertilizer Company where he worked until 1956, at which time he succeeded his father as President of the Blount-Harvey Company.



F. L. BLOUNT, JR.

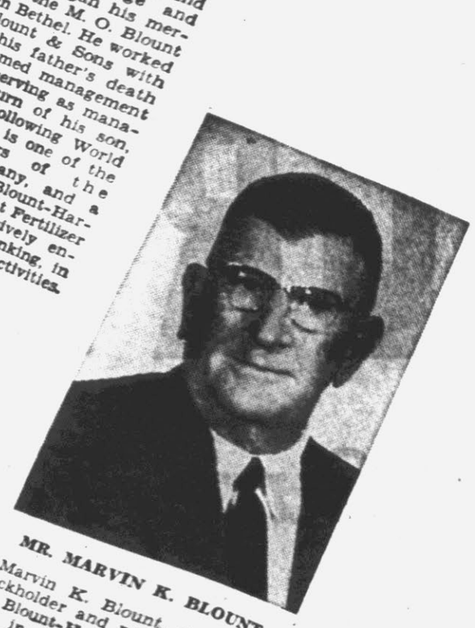
Leighton Blount, Jr. was born in Bethel, North Carolina Nov. 8, 1921. He attended Bethel High School, Woodberry Forest, Darlington Prep School and the University of North Carolina. He served in the United States Marine Corps during World War II. At the end of the war he returned to Bethel where he joined his father in the management of the M. O. Blount & Sons.

He is President of the Carolina Dairies and Vice-President of the Blount-Harvey Company.



MR. F. L. BLOUNT, SR.

Mr. Blount was born in Bethel, North Carolina Sept. 26, 1894, and on completing his college and military activities began his mercantile career at the M. O. Blount & Sons Store in Bethel. He worked with M. O. Blount & Sons with his father. At his father's death in 1939, he assumed management of the business, serving as manager until the return of his son, P. L. Blount Jr., following World War II. Mr. Blount is one of the original stockholders of the Blount-Harvey Company, and a former officer of the Blount-Harvey Company and Blount Fertilizer Company. He is extensively engaged in farming and banking, in addition to his retailing activities.



MR. MARVIN K. BLOUNT

Marvin K. Blount, an original stockholder and now secretary of the Blount-Harvey Company, was born in Bethel, North Carolina, March 18, 1892.

Mr. Blount has practiced Law in Greenville since 1916. He served in the State Senate 1927 to 1932 as a Representative of the Fifth Senatorial District. He is engaged in farming and banking in addition to his Law Profession and affiliation with the Blount-Harvey Company.

WELCOME - TO

Blount - Harvey's

"Eastern Carolina's Shopping Center"

GIFTS FOR ALL ATTENDING OPENING DAY

Grand Prize
A Beautiful
Mink Stole



DRAWING FOR DOOR PRIZES

Register For Door Prizes
Thursday, Friday, Saturday
In All Departments . . .

THURSDAY, SEPTEMBER 11TH, 9:00 A. M.

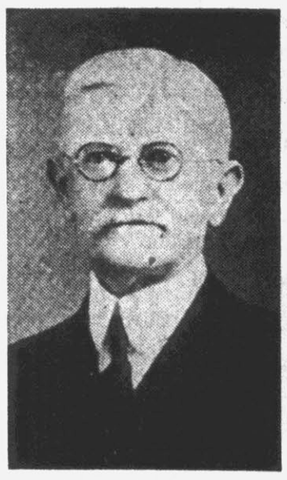
Be Sure To Come In And Register, VALUABLE PRIZES TO BE GIVEN AWAY, You Do Not Have To Be Present To Win . . . Participants Must Be 16 Years Of Age Or Older To Be Eligible To Win. No Employees Of The Blount-Harvey Co. Or Members Of Their Families Are Eligible To Participate In The Drawing.

DRAWINGS WILL BE HELD MONDAY, SEPT. 15th; TUESDAY, SEPT. 16th; WEDNESDAY, SEPT. 17th.

5 Wnners Will Be Drawn Each Hour Through Wednesday—5 Grand Prizes Will Be Drawn Wednesday. Sept. 17th, 5 P.M.

DOOR PRIZES

1 Woman's Sweater & Skirt (Koret of California)
1 Boy's "Hickok" Tie Bar & Socks Set
1 "Nelly Don" Dress
1 Butterick Sewing Book
1 Pair Men's "Lissner" Slacks
1 Five Piece Linen Tea Sea
1 Man's "Revere" Wool Sweater
1 Pair of "Perfect Knit" Toddlers Creepers
1 Man's "Rabhor" Robe
1 Box Men's Linen Handkerchiefs
1 Woman's Hat (Dana-Marte)
1 Boy's "Tom Sawyer" Shirt
1 Cut of Fabrics (Oberman Fabrics)
1 Butterick Sewing Book
1 Box of 3 "Manhattan" Shirts
1 Eight Piece Place Mat Set
1 Pair Men's Wool Slacks (Thomson)
1 Copy of "A Apple Pie" (Kate Greenaway)
1 "Evening in Paris" Gift Set
1 Box Men's Linen Handkerchiefs
1 Fur Blend Misses' Sweater (Lofties)
1 Infant's Orlon Sweater (Knitown)
1 Box of 3 "Vision" Nylon Hose
1 Butterick Sewing Book
1 Boy's "Tom Sawyer" Shirt
1 "Hickok" Leather Jewel Box
1 Piece Luggage 26" Pullman Case (Antosek)
1 "Rainbow" Girl's Knit Jersey Dress
1 Woman's "Ship 'n' Shore" Blouse
1 Box Men's Linen Handkerchiefs
1 Woman's Slip (Van Raalte)
1 Box of 3 Men's Shirts (Arrow)
1 "Cresco" Man's Suede Jacket
1 Butterick Sewing Book
1 Man's Leather Covered Jewelry Box
1 Boy's "Tom Sawyer" Shirt
1 Complete Layette & Basinette (Thomas Textile)
1 Box of 3 Pairs "Archer" Nylon Hose
1 Pair Men's "Pointer Brand" Coveralls
1 Box Men's Linen Handkerchiefs
1 Woman's Dress by Peg Palmer
1 Boy's Comb & Brush Set
1 Girl's Corduroy Jumper & Blouse (Little Star)
1 Butterick Sewing Book
1 Pair "Jay Ray" Jamaica Shorts
1 "Sally Gee" Nylon Stole
1 Box of 4 "Vanheusen" Century Vantage Shirts
1 Boy's "Tom Sawyer" Shirt
1 Curvalure Bra by "Jantzen"
1 Box Men's Linen Handkerchiefs
1 Girl's "Bambury" Coat
1 Pair Men's "Pointer Brand" Dungarees
1 Man's "U. S. Rubber" Raincoat
1 Butterick Sewing Book
1 Gossard Foundation
1 Five Piece Tea Set
1 Piece Women's Luggage—Train Case by Antosek
1 Pair Creepers Perfect Knit Togs
1 Boy's "Tom Sawyer" Shirt
1 Box Men's Linen Handkerchiefs
1 Woman's Dress by "Young View Point"
1 Woman's Hat by "Dana-Marte"

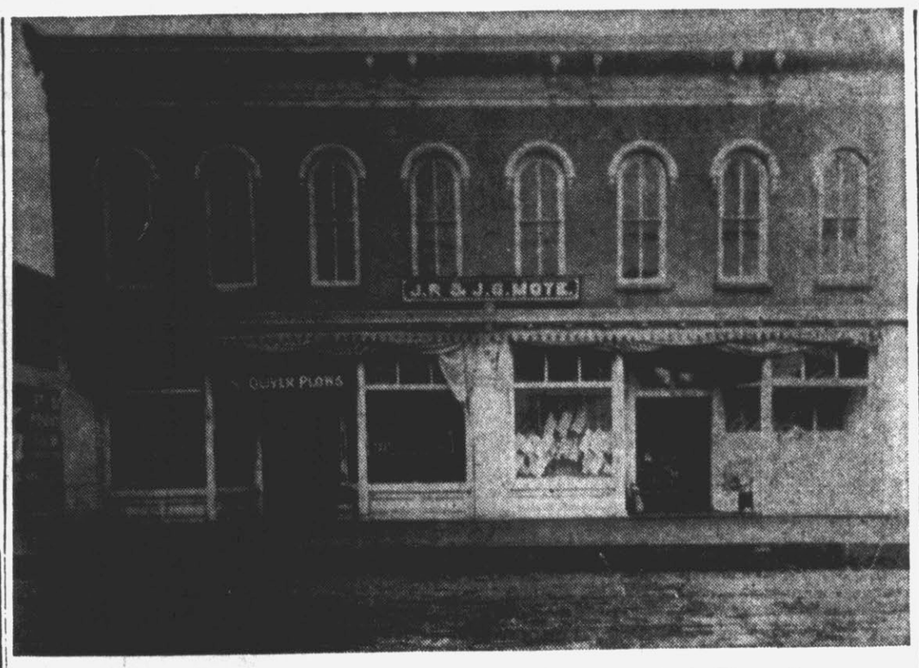


Jesse R. Moye

BE SURE TO REGISTER FOR DOOR PRIZES

DOOR PRIZES

1 Mrs. "Kruger" Donkey Stuffed Doll
1 Box of 6 Pairs Men's "Interwoven" Sox
1 Men's "Hickok" Leather Kit
2 "Perma Lift" Bras
1 "Krueger" Doll
1 Man's "U. S. Rubber Co." Raincoat (Regent)



This photo shows the building occupied by J. R. and J. G. Moye Company when the business was purchased by the Blount Harvey Company in 1920.

GRAND PRIZE	A BEAUTIFUL MINK STOLE 138 Other Prizes Worth Over $2000
2nd GRAND PRIZE	WOMAN'S SEASON SKIPPER TWEED WALKING SUIT
3rd GRAND PRIZE	MEN'S MICHAEL-STERN NEW FALL SUIT
4th GRAND PRIZE	WOMEN'S YOUTHCRAFT COAT OR SUIT
5th GRAND PRIZE	MEN'S VARSITY TOWN SPORT COAT



Joseph G. Moye

138 DOOR PRIZES TO BE GIVEN AWAY

DOOR PRIZES

1 Pair Men's "Pointer Brand" Painters Overalls
1 Box of 3 "Manhattan" Shirts
1 Pair Woman's "Sylo-Jamas" by Schrank
1 "Krueger" Stuffed Doll
1 "Her Majesty" Girl's Slip
1 Boy's "Tom Sawyer" Shirt

DOOR PRIZES

1 Men's "Hickok" Leather Jewel Box
1 Butterick Sewing Book
1 Box of 3 "Manhattan" Shirts
1 Eight Piece Place Mat Set
1 Woman's "Dry Manhattan" Black Coat
1 "Chaubbette" Girl's Dress
1 Pair Women's "Daniel Green" Slippers
1 Box Men's Linen Handkerchiefs
1 White Gown by "Lorraine"
1 Boy's "Tom Sawyer" Shirt
1 "Lady Hamilton" Bedspread (Fieldcrest)
1 Butterick Sewing Book
1 Pair Men's "Lissner" Slacks
1 "Nelly Don" Dress
1 "Apollo" Baby Food Bags
1 (Box of 3 Pair) "Vision" Nylon Hose
1 (Box of 3) Men's "Arrow" Shirts
1 Box Men's Linen Handkerchiefs
1 Men's Leather Covered Jewelry Box
1 "Krueger" Nursery Lamp
1 Pair "Pointer Brand" Men's Coveralls
1 Butterick Sewing Book
1 Boy's "Tom Sawyer" Shirt
1 Five Piece Tea Set
1 (Box of 3 Pairs) "Archer" Nylon Hose
1 27"x54" Wunda Weve Rug
1 Copy "Pied Piper of Hamlet" by Kate Greenaway
1 Box Men's Linen Handkerchiefs
1 Pair "Boyce-Lazrus" Nylon Gloves (Black)
1 (Box of 4) "Van Heusen" Century Vantage Shirts
1 Infant's "Knitown" Cardigan Sweater
1 Butterick Sewing Book
1 Pair Men's "Pointer Brand" Overalls
1 Boy's "Tom Sawyer" Shirt
1 (Box of 3) "Vision" Nylon Hose
1 "Krueger" Mr. Donkey Stuffed Doll
1 Woman's Dress by "Young View Point"
1 Box Men's Linen Handkerchiefs
1 Pair Men's Wool Flannel Slacks (Thomson)
1 Girl's Dress by "Sunny Lee"
1 Pair Men's "Pointer Brand" Dungarees
1 Cut of Fabrics (Oberman Fabrics)
1 Girl's Coat by "Dorell Girl"
1 (Box of 6 Pairs) Men's "Interwoven" Sox
1 Boy's "Tom Sawyer" Shirt
1 Box of 3 "Norris Casuals" Sport Shirts For Men
1 Box Men's Linen Handkerchiefs
1 Pair "Boyce-Lazrus" Gloves, Nylon
1 Pair Men's "Pointer Brand" Dungarees
1 Box of 3 "Manhattan" Shirts
1 Stuffed Doll by "Krueger"
1 Box Men's Linen Handkerchiefs
1 Woman's Hat by "Kutz"
1 Boy's "Tom Sawyer" Shirt
1 Dress by Lorch Mfg. Co.
1 Box of 3 Pairs "Vision" Nylon Hose
1 Men's "Hickok" Leather Jewel Box
1 "Ship 'n' Shore" Blouse
1 Eight Piece Place Mat Set
1 Pair Men's "Pointer" Overalls
1 Box of 3 "Arrow" Men's Shirts
1 Woman's Hat by "Jos Lazrus"
1 Boy's "Tom Sawyer" Shirt



Mr. C. E. Blair

Merchandise and Credit Manager

C.E. Blair joined the Blount-Harvey Company in 1942 as Merchandise Manager. Mr. Blair had eighteen years previous experience in retailing prior to joining Blount-Harvey Company. Thirteen of these years were as store manager in other towns. Charlie, as he is known to his many friends, has been active in civic affairs for a number of years. He has been President of the Merchants Association, and is immediate Past President of the Kiwanis Club. Mr. Blair, in addition to merchandising, is also taking on the responsibility of Credit Manager in the new Blount-Harvey Store.



Mr. Alton Barrett

Comptroller

Mr. Alton Barrett joined the Blount-Harvey Company in 1926, with the Bookkeeping Department. A short while after his affiliation with the Firm he became Office and Credit Manager. At the present time Mr. Barrett is treasurer of the Company and serves on the Board of Directors. He is a native Pitt Countian, a member of the Greenville Rotary Club In addition to these interests with the Blount-Harvey Company, Mr. Barrett has had a life long interest in Farming.



Mr. E. E. Featherstone

General Manager

Mr. E. E. Featherstone came with the Blount-Harvey Co. in 1957, just before the beginning of the vast Remodeling Program. He has been working with, and helping plan the new store since it started over a year ago. Mr. Featherstone, prior to joining Blount-Harvey had 20 years experience in retailing. Fourteen years of this period were as Store Manager. He states that with the complete remodeling of the store, much has been accomplished in the transformation. The departments are well laid out, and the fixtures are designed from fine quality materials with the idea of making shopping easy. The merchandise has been upgraded throughout the store, with many new nationally advertised lines added.

Mr. Featherstone and family came to Greenville from Elizabeth City, North Carolina. The family consist of four: Mr. & Mrs. Featherstone; a daughter, "Ginger," age 16; and a son, Tom, age 13. The Featherstones now reside at 105 Woodlawn Avenue.

Blount-Harvey's Store Management Is Under Experienced Heads Who Strive To Serve The Public With Fair Treatment. Every Item We Buy And Sell Must Be The Best. We Have Striven To Make Blount-Harvey's Store Your Shopping Center By Giving You Every New Convenience Possible. Our Large Parking Lot In The Rear Of Our Store Is Your Surety Of An Easy Way And A Short Walk Into Our Store. It's Free To Our Customers. The Management Takes Pride In Welcoming You To Our Grand Opening. We Invite You To Bring Your Family And Friends And Share With Us The Pleasure Of Meeting Hundreds Of Our Mutual Friends Attending This Gala Day Of Our Opening. Remember Everyone Coming Receives A Nice Souvenir.

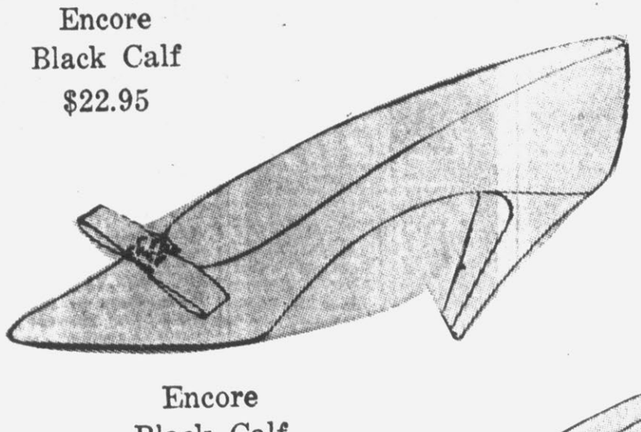
Blount-Harvey's New Shoe Dept.

Is Adding Another Fine Name In Ladies' Foot-Wear

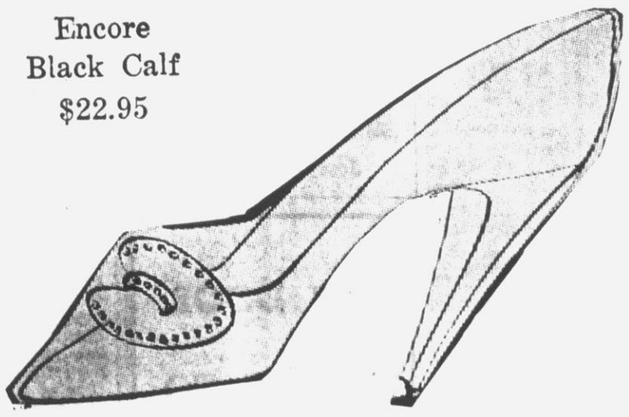
D'ANTONIO Quality Shoes

"For The Fashion Minded Woman"

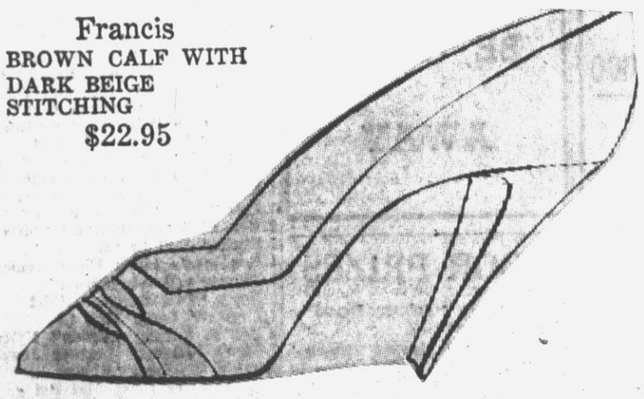
Encore
Black Calf
$22.95



Encore
Black Calf
$22.95



Francis
BROWN CALF WITH DARK BEIGE STITCHING
$22.95

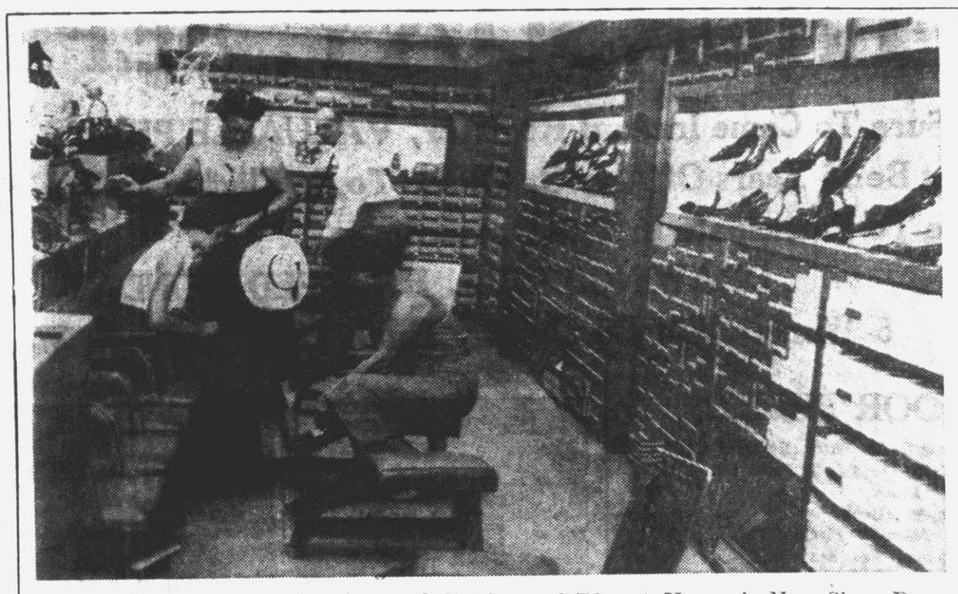




C. B. Allen

C.B. Allen is in charge of the Womens and Childrens Shoe Department. Mr. Allen has been with Blount Harvey five years. He has thirteen years experience in fitting and selling shoes which qualifies him to do an excellent job in this department.

C.B. invites you to visit him in the new Shoe Department and see the fabulous collection of new Fall shoes Blount-Harvey is offering. You will find a complete stock for children, in both Stride Rite and Billiken. For women and girls you will find the following brands: Andrew Geller, D'Antonio, Johansen, Naturalizer, Valentine, Florsheim, Cover Girl, Pavilia, Gold Room and Moxee's.

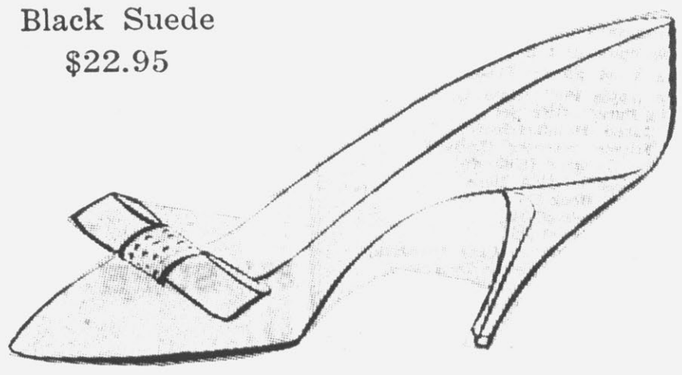


The above photography shows full view of Blount Harvey's New Shoe Department for Women & Childreh.

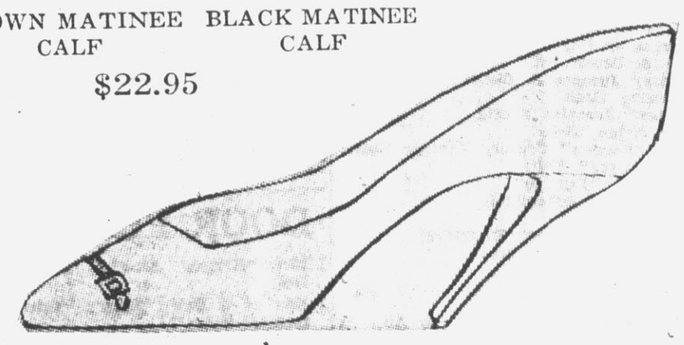
Jean
Black Suede
$22.95



Moderne
Black Suede
$22.95



Whisper
BROWN MATINEE CALF
BLACK MATINEE CALF
$22.95



Blount-Harvey



Mrs. Elizabeth Moore was employed by Blount-Harvey Company in 1934. She has had experience in various departments, but mainly it has been in piece goods. Mrs. Moore will be located in the Women's Furnishings department on the main floor of the new store. This department will carry hose, handbags, gloves and popular priced lingerie. She invites you to visit her in her new job assignment, and see the fine selection of new Fall items in the Women's Furnishings Department.

Color Is Holding Fall Limelight

Colored stockings still hold the limelight of retailer interest as buyers complete plans for fall hose selling, according to a WOMEN'S WEAR DAILY check of stores in several major merchandising areas.

Caution prevails in most hosiery department ordering, with many buyers planning to pay as needed during the season (except for really staple items) and others waiting for consumer trends to shape up before buying in depth.

The over - all view, however, points to a successful fall in women's hosiery, with the newest tinted and colored lines setting the pace.

Several buyers report plans to go after business in tights and leotards. These lines are expected to perform well in back - to - school promotions again this year.

Seamless is still growing in importance at many stores, where buyers expect to increase their ordering in this category over last year.

Clear Colored In Teal, Green And Red

Seven high fashion newcomers and nine carry-overs deepened in one to coordinate with new ready to wear and tie in with harvest uses make up the Vision Hosiery color line for fall at Knit Products Sales Co.

The newcomers:

"Teal" — clear teal color.
"Mountain Green" — soft foliage green.
"Tru Blue" — a pewter blue.
"Alama Brown" — dark sable brown.
"Cardinal" — rosy, blue-cast red.
"Betsy Ross" — golden tone.
"Lollypop" — very pale apricot.

The deepened carry-overs:

"Gold Rush" — yellow-toned beige.
"Pilgrim" — medium taupe.
"Rodeo" — burnished brown.
"Minuet" — true medium gray.
"Showboat" — pink toned beige.
"Liberty Bell" — tawny tan.
"Hurdy Gurdy" — palest orchid-pink.
"Pageant" — blued gray.
"Merry Widow" — off-black.

Lighter Sweater Best For School

The lighter-weight wool sweaters are just the thing for a boy to wear to school under his outercoat, especially if he likes to keep his sweater on in class. The pullover is the best bet and it has the greatest usefulness if it is in a color like natural or navy, so that it can be worn appropriately with other apparel.

Also very popular with young men is the new low-button cardigan with the long V-opening. And of course, for outdoor play a boy will certainly be happy in one of the new warm, all-wool bulky-knit sweaters.

Soft, Lofty Hats Blend With Clothes

The soft and lofty look prevails in fall millinery, and among the many interpretations of this look are costume-completing hats for each of the season's new silhouettes. Textures, colors and trimmings add to the effect of made-for-each-other luxury.

The soft slouch hat makes a perfect costume mate for the new walking suits, while the lofty, high-crowned fedora is particularly effective with easy, long-jacketed suits.

Casual tailoring of fall suit hats echoes the casual lines of the unfitted suit jacket. Textures and colors also match clothing, with wool jersey, mohair and other "bearded" woolens, iridescent effects, bold plaids, buttons, bows and leather trimmings making style harmony easy to achieve.

Bouffants Suggested

For the chemise and the blouson, milliners suggest bouffant, ballooning silhouettes in high, gentle-rounded cloches and turbans. Fluffy, long-napped velours, shaggy tweed fabrics and long-haired furs make these bloused hats cloud soft and light looking.

With the increasing importance of fur-trimmed fashions, fur hats become more appealing than ever, in every known variety of pelt from sable, chinchilla and mink to broadtail, beaver, leopard and a wealth of novelty furs.

Wig hats, a summer favorite, play a return engagement for fall. Beautiful plumage in stained glass colors and tweed-like color combinations makes attractive head coverings. Fur wigs are cosy as well as fashionable.

Empire Influence Seen

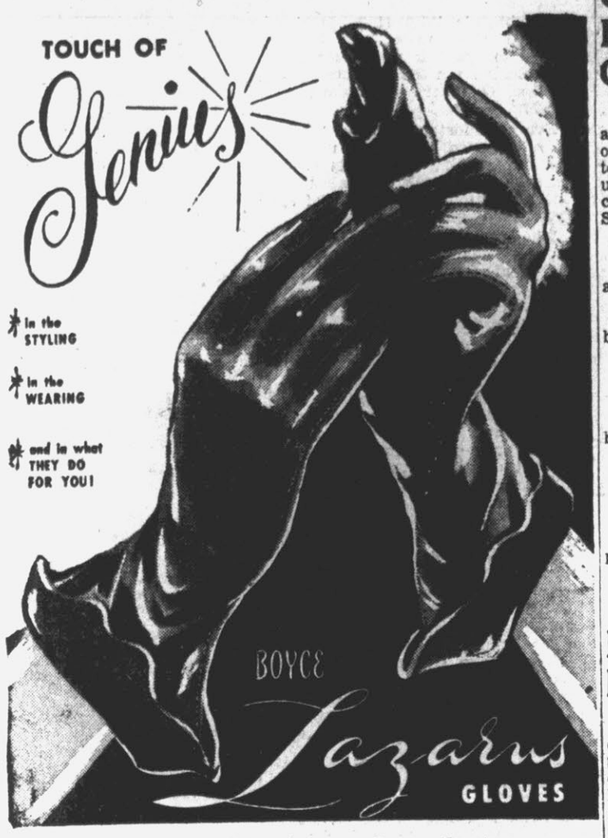
Appearing in fashion, along with the trend to high-waisted dresses and coats, are tall-crowned bonnets inspired by the Napoleonic era. Inflated pillboxes, soaring turbans and high hats with small forward-reaching or ruffled brims are designed to settle comfortably over tiny chignons and clusters of curls worn Empire-fashion high on the crown of the head.

The colors of fall hats are as exciting as their textures. Jewel-like tones and color combinations as vivid as those of stained glass are favorites, while jet blacks are a striking contrast to the color-drenched autumn palette.



HEARTY BREAKFAST handsomely served from "set" place to stimulate good eating habits, gets him off to a good school day.

As Advertised in.... VOGUE



Well-gloved hands wear Boyce Lazarus gloves. They're sculptured into lines you'll love from Finer Fabrics.

Blount-Harvey

Blount-Harvey



Costume Blended Colours

Taupe Harmony — For Blue Grey & Taupe
Nocturne — Kor The All Important Black
Pretude Brown — Accent on Bronze-Brown
Tally Ho — Harmonizing with Reds, Pinks, Rasberry
Tahiti Melody — For Tones of Rust

Blount-Harvey

Consideration For Others Is The Mark Of A Lady

A recent magazine article raised the question of what is a lady.

The term isn't used as much as it once was. We seem to shy away from it as being old-fashioned.

Yet in our own minds we still judge a woman by whether or not she is a lady.

Here, in a few words, are my ideas of what qualifies a woman to be generally regarded as a lady.

When you meet her you look at her instead of at her clothes.

When she is talking to you, people across the room don't pause in their own conversations to listen. This is because she doesn't speak loudly enough to attract attention.

She doesn't talk about the things she does for others. She does her good deeds quietly and without fanfare.

She doesn't try to impress you with who she is or what she has. And on the other hand she isn't apologetic about what she doesn't have. She accepts you as a human being and expects you to do the same.

She has a certain amount of reticence about personal matters. She will listen sympathetically to someone else's troubles but isn't inclined to unload hers on anybody.

She gives other people the benefit of the doubt and doesn't go around criticizing and condemning or spreading malicious gossip

She knows how to give a soft answer, instead of meeting insult with insult or cattiness with cattiness.

She chooses her friends without consideration for their social standing, bank accounts, or their possible usefulness to her.

If she is your friend, you are lucky because she will not let a friend down. After all, she's a LADY.

Earth Colors Key Textured Design Ideas For Fall, '59

Earth colors as well as textures inspired by decorative themes are underscored in the men's sportswear print ideas show in Ilza Hahlo Originals' fall, 1959, collection. The print designs are aimed mainly at suppliers of sports shirtings and resort wear fabrics.

Earth tones place special emphasis on the brown family, ranging from dark gold and mustard to sepia, mauve, beige and a curry shaded with olive. Yellow and violet-shot tans are other highlight shades.

Blues and grays-to-black are also shown in depth, although fewer greens appear in patterns geared specifically for men's wear.

The designs themselves are partial to restrained textures inspired to a great extent by decorative fabric themes found in wools and silks. In some designs, surface textures reminiscent of woolens are combined with ground patterns that suggest some silk prints. Most such designs are rendered in an abstract manner including those that are broadly described as plaids as well as monochromatic allovers.

A soft woolen look is present in other designs for sports shirtings, these emphasizing black-over-gray madder-over-madder, mauve-over-taupe and similar earth-toned monochromatics.

Lesson For Mom In Fitting Shoes For School Wear

To youngsters, back-to - school means books. To Mom and Dad, it means buying.

However, since it's inevitable, you may as well get your money's worth, especially when you buy your youngsters' shoes. Considering everything in young wardrobes, shoes have to take the biggest beating of all.

Material and construction are the two guide points in telling a good shoe from a poor shoe. What shoes are made of and how they're put together will determine how well they'll fit and how long they'll last.

According to foot specialists, an all-leather shoe is best for growing feet. Because it is soft and supple, leather molds to the shape of the foot, giving firm support without binding. In addition, circulation of air is permitted through leather's millions of tiny pores, keeping active feet dry and comfortable in all temperatures.

In checking construction, ask the salesman if the shoe has a leather welt. This welt is a strip of leather that binds the upper and sole firmly together and prevents the shoe from being twisted out of shape. It also adds a firmer walking base and gives some of an extra "layer" of protection against rain or slush under foot to keep feet dry.

Check, too, to see if the counter of the shoe is firm enough to keep its shape, but not so hard that it will rub blisters on the heel. If you press down gently on the counter with your thumb, it should give and then spring back in shape when pressure is released.

Also, slip your hand inside the shoe to see if there are any rough seams that could cause discomfort. A leather lining is preferable because it's smooth and easy on the foot and gives longer wear.

Getting down to correct fit, be sure that the salesman measures each foot while it is bearing your youngster's full weight; then fits the larger foot. Since shoe styles vary, and your youngster's feet most likely will have grown during summer vacation, you can't go by his old shoe size.

Blount - Harvey Features Hanes Hosiery



seamless stockings
no seams to worry about!

date and campus sheers
$1.35 to $1.95

no seams to worry about!
day and dress sheers
short, medium, long
$1.35 to $1.95

Blount-Harvey

from tiara to toe ....



Vision proudly presents coordinated Peacock Hues

Vision, leader in the trend toward tip-to-toe blend presents Coordinated PEACOCK HUES. Match or contrast your fall finery with Vision's wide selection of irresistible colors and styles proportioned beautifully for you.

Vision HOSIERY

On Display in Hosiery Department Main Floor

Blount-Harvey

Let Fashion Drenched In Color Spur New Glove Promotions

New look of fashion offers a great opportunity for accessories to shine this fall, but how brightly depends on retailers. Drastic changes in silhouette, luxurious fabrics and brilliant color make this season's fashions more exciting than they have been in years.

Glove are brimming over with color and can further enhance the new silhouettes in matching colors or tone-on-tone combinations. If glove departments would follow through with the stem to stern color theme, more sales would be assured.

Unimaginative displays lack the stimulus to make a customer buy impulsively. What draws her to a counter where stock is piled under glass or a few glove forms are occasionally placed on the top?

Note the effect that goes into displaying misses' and women's suits or robes, negligees and lounge wear, none of which exceed sales made during one year in the glove department.

With the onslaught of color, glove sales should skyrocket once the customer is convinced that the basic black and whites are all right for an otherwise colorful ensemble.

The imagination of the customer can be stirred by creating the illusion of a complete ensemble in as little space as it takes to display a few gloves.

Playing up a tone, a fabric or a specific time of day, fabrics can be draped and sparked with the right jewelry, bag and scarf. This not only enhances the glove being shown, but leads to additional sales in other departments.

Except for pleted skirts, most clothes which are labelled "drip-dry" can be dryer-dried even better. They will dry faster by "machine" and without the mess of dripping water.



Definitely,

on Your Team!

Your biggest compliment-catcher now-into-Fall ...the Ellen Kaye Chemise Shirt-Dress. It's the look of the season and such fun to wear in well-behaved cotton and bemberg, sage, brown, French blue, or black, detailed with devastatingly feminine ruffle, lined in contrasting color silk organdy. Sizes 5 to 15 or 6 to 14..

$29.95

Ellen Kaye

Blount-Harvey

Fashions From Empress Room

A visit to this new Fashion Salon will place you within an environment of elegance and smartness in this beautiful new section of the new store. Constructed and fixtured in fine taste with superb lighting effects. The furniture and fixtures are of gold finished metals with a rich cornice trim of limed walnut set against an attractive gold and white decorated wall.

In this new French Room will be seen the very smartest fashions of the hour imports and designer collections. Individuality and fashion stand out predominantely in every garment to be displayed in the new setting. Some of the smart lines to be seen are:

Coats. By Dan Millstein-Huntleigh - Printz - Bisderman - Dani-Juniors and Youthcraft

Suits: By Huntleigh-Dan Millstein-Dani-Juniors and Youthcraft

Dresses: By David Goodstein-stein-Ellen Kaye-Fred A Block-Alper Schwartz - Alfred-Fashion Crafts-Grabois-Style Trades- Senperi of Italy-Young Viewpoint-Robert Morton-Harwyn and Johnny Herbert

Formals: By Perlberg-NatCantor-Waltz Time and other nationally known makes

Furs: Mink capes-stoles jackets and scarfs. All newest in design

Millinery: By Schiaparelli and G. Howard Hodge

Acessories: To compliment these fine lines



Above is a photo view of the New Blount Harvey DRESS Department Located on the Fashion Floor — 2nd Floor.

Fashion Sidelights For Fall

Among the abundant news in skirts for fall (puffed in a variety of ways, turned under at the hemline, flaring or tapered) tiers make an impression as an important means of breaking the long, horrizontal lines of the silhouette.

The walking suit having established itself as a significant fasfhion last spring, and gathering momentum this fall in a variety of fabrics, frequently with fur detailing, it is joined by a companion fashion, the walking dress. This is a slender wool style planned for wear without a wrap on the first brisk fall days. Often it is accompanied by its own fur collar. A fresh promotional type, it is being produced by coat and suit houses as well as dress firms.

Companion to the walking dress and often identical to it is the chemise coat dress, the new shaping giving this perennial fashion fresh appeal. Normal waistline goes unnoticed.

Most better-priced formal dress collections include a group of all-beaded short evening dresses in glittering colors. Newest form of beading is jet in allover designs rather than localized on bodice or spot placements.

Empire detailing is one of the strongest fashion notes of the new season, significant when normal waistline is unfitted, and demarcation comes underneath the bust through seaming, banding or separate belt. Silhouette may be straight, tapered or flared, the flare beginning at the high Empire line.

Blousing is for the conservative customer. In a season when the radical new shapes in fashion may still arouse some distrust, bloused bodices look like the safest silhouette within the new genre. The waistline may still be defined, the skirt slim. One reason for the confidence: Blousing has been around for several seasons, so that it is a look with which the customer if familiar. Newer versions bring the blousing down to the hipline; more conventional ones stop at the waist.

Activity at the hemline brings into focus such descriptive terms as "firecracker silhouette" or "lively hemline." Basis is a low pleated or flared flounce that starts a few inches above the knees.

Subteens, like all ladies of fashion, share the fall enthusiasm for bright hues, bold plaids, rich prints and fabrics with surface interest.

Many Looks Are Created For Subteen

A subteen's interest in fashion, and her good taste, can be indulged to the full this season, as she selects from the attractive new clothes designers have created for her.

Every important fashion "look" is represented—chemise, trapeze, blouson, bubble, empire, in dresses, suits, coats and separates flatteringly scaled to the figure of the growing-up girl.

What's more, a subteen's favorite classics —t he boy coat, the car coat, the shirtwaist dress, the sweater and skirt — are freshly styled to give a real lift to young wardrobes.

Unfitted silhouettes, and especially the chemise, appear in abundance. Slim and easy straight-line or tunnel-back dresses, low-belted and bowed coats, chemise jumpers and blouses, and the over-blouse or long sweater plus a straight or pleated skirt give the subteen a generous share of the fashion news.

Bloused-top chemises bid for popularity. Classic shirtwaists go chemise, and so do the well-likel tartans, in such styles as a long-torso dress with a patent belt low-placed at the point where the skirt flares into a flounce.

The trapeze, fitted through the shoulders and swinging free from under the arms, is subteen-styled in dresses, separates and coats. Important for party occasions are empire-waisted trapeze and bubble-skirted dresses.

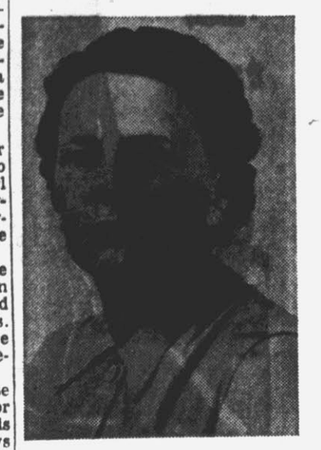
Subteen coats, whether chemise or trapeze, semi-fitted, bloused or high-waisted, put the emphasis on bows and back interest. Bows decorate collars, yoke backs or fronts, and mark low waistlines. Leather belts outline high or low waistlines.

Among new treatments for the classics is the boy coat with striped nylon fleece lining, four-pocket front and low back waistline band.

Fur collars branch out from mink to include black Persian lamb, seal and beaver. They trim everything from dressy styles to car coats and, most often, the fabric they accent is textured and colorful.



Mrs. Mary Dunn began her employment with Blount-Harvey in 1937 as a salesperson in the ready-to-wear department. After a short period, Mrs. Dunn started assuming extra responsibility and assisted in buying for this department. As she progress in this job she bought merchandise for the entire ready-to-wear floor. Mrs. Dunn is very familiar with the New York Market and all name brands of ready-to-wear. She invites you to visit her on the completely remodeled ready-to-wear floor and especially to see the fine collection of dresses, coats, and suits to be carried in the new French Room. You will find such famous brands as Huntleigh Clothes, David Goldstein Dresses and Schiaparelli Hats.



Mrs. Velma Berry is a saleslady on the Women's Ready-to-Wear floor. She started her career with the Blount-Harvey Company in 1951 and has continued since in the same department. Mrs. Berry will take on a new responsibility in the future. She will be responsible for keeping records of sales on style lines of merchandise for the Ready-to-Wear department. Mrs. Berry was reared in Washington, North Carolina. She has two teenage children and now lives in Greenville.

from the *Huntleigh* designer collection...



$149.

Pure drama... magnificent line... in an elegant walking suit from the new and exciting Huntleigh Designer Collection. Gently tailored in a luxurious, diagonal tweed. Sizes 10 to 20 in genuine opal wool.

from the *Huntleigh* designer collection



$135.

RENAISSANCE OF THE EMPIRE LINE

Slightly fitted... flattering to every figure ... the Empire line... elegantly interpreted for the Huntleigh Designer Collection in imported John Barr flecked monotone tweed... with softly fringed jacket tabs. Sizes 10 to 20. In raspberry or mink brown.

Blount-Harvey

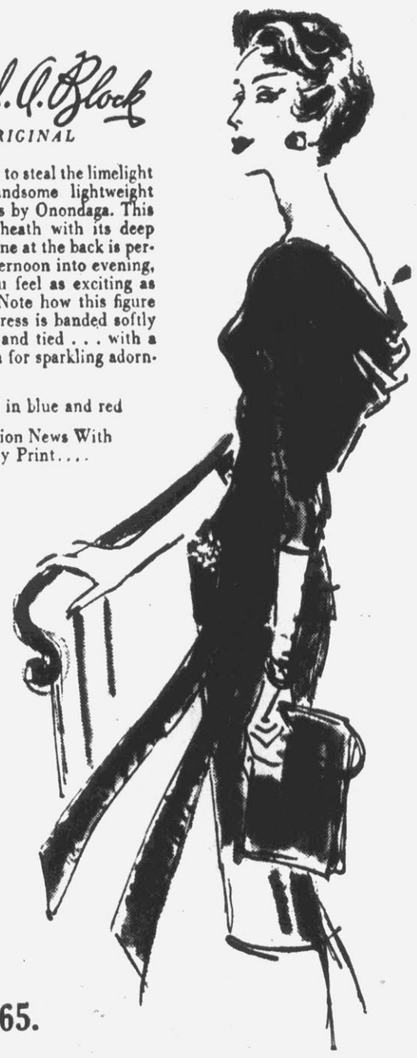
Prints are news... this print is BIG NEWS

Fred. A. Block ORIGINAL

You're sure to steal the limelight in this handsome lightweight wool challis by Onondaga. This slimming sheath with its deep cowl neckline at the back is perfect for afternoon into evening, making you feel as exciting as you look. Note how this figure flattering dress is banded softly at the hip and tied... with a jeweled pin for sparkling adornment.

sizes 10-20 in blue and red

Make Fashion News With This Lovely Print....



$65.

Blount-Harvey



here's full figure flattery and the new *loose look* too!

alfred

This is fashion's number one fall silhouette... a fully molded figure-flattering front set against a backdrop of the loose look. And, if you wish, the belt may be worn all the way 'round—truly two dresses in one! Two-tone, crease resistant heather rayon. High, round collar smartly set off with contrasting slip-through bow to match neat, center front stripe. Self belt also features contrasting bow to match bow and stripe. See how the lines of the dress flow to form smart, slanted pockets. Loose below elbow sleeves accent loose back interest. Zipper back.

sizes 10-20 in
monstone grey with grey wing
savona blue with peking blue
cocardi red with beet red

Step Into Fall At The Top Of The Style Ladder

$35.

Blount-Harvey

Young Ease, Skip Waist Styles Highlighting New Fall Creations

Colors of the fall country-side, waist-skipping styles, and mohair, mohair, mohair! That sums up the sportswear news.

However, any summary can only hint at all there is to see — and wear — in sportswear this season. From separates to car coats, from knits to leathers, from sweaters to casual dresses, the sportswear fashion news is genuinely exciting, and the prices are pleasing, too!

The excitement begins with mohair and mohair-like woolens, in looped, spongy textures that take readily to color and effectively display such fall favorites as orange, rust, forest green, purple blues, red and amber. Brown is a well-liked neutral.

With mohair setting the pace, color and texture sweep the sportswear field. Basket-weave worsteds, jerseys with a printed or dimensional look, alpaca or fur blends, shetlands and shetland looks, open-face tweeds, wide and pin-wale corduroys and a diversity of surface-interest fabrics appear in brightly colored solids, plaids, checks and stripes.

COSTUME LOOKS

Costume jackets this fall range from flaring Empire boleros to hipbone lengths.

Taking shape in these fabrics and colors are separates usually styled to skip the natural waistline. Intended for matching are demi-chemise and double trapeze skirts and tops.

The demi-chemise often takes the form of a long overblouse that closely follows the figure, with slim and straight or slim and flounced, pleated or low-belted skirt. For the double-trapeze, both skirt and overblouse take a jaunty flare, and linings preserve the shape.

Separates for mixing, too, have a lithe, young look and easy-going ways. Trapeze, chemise, blouson, Empire, scythe — all leading silhouettes of fall fashion can be happily achieved by combining sweaters, shirts, skirts, jerkins and jumpers.

Jumpers are especially newsworthy, making a fashion comeback in both chemise and trapeze styles. One favored combination is the plaid trapeze jumper with hooded jersey blouse.

Sweaters, bulkier than ever, are very new looking in elongated easy shapes. Shirts and blouses follow every line from the short and bloused to the long and relaxed, and are most often worn ouside chemise-look skirts.

Sportswear Selling Due To Match Dresses

Sportswear this fall will more closely resemble dress operations from the standpoint of merchandising, presentation and promotion than ever before.

This is the view of leading department store buyers, who do not see any particular problem arising from a multiplicity of silhouettes, as in dresses, coats and suits, or stemming from possible rising tides of consumer resistance.

The sportswear market, on the whole, has a fairly uniform silhouette trend, having fully exploited the time-tested and consumer-accepted looser, boxy silhouette, which incorporates the modified and adapted chemise, trapeze looser look, buyers noted.

But the problem will arise in presenting the vast variety of fashion leading fabrics in separates and coordinates this fall. These include such important types as mohair, plaids, tweeds and flannels. "We will want to get in with these fabrics; test them; get definitive consumer reactions and then get out of them, choosing the top sellers to hammer away on," one leading department store buyer said.

Another phase of this same problem, as they see it, is to properly present coordinates and separates in printed wools, the big plaid story, mohair and the highly coordinated fashion picture. "The problem as I see it," one volume department store buyer said, "will be to properly be able to highlight these things."

Store buyers indicated that they have bought these coordinates and separates in testing quantities.

But, they added, they will be able to highlight only certain things at a time in coodinates and separates, presenting differnt fabrics or coordinated groups every week to 10 days. This will have to be done successively, they fell. "We'll have to be like a dress operation — showing new things frequently," some said. These buyers saw no formidable obstacles to the actual, physical presentations. T-stands, skirt racks and other fixtures will be used in departments and interior displays.

Experienced Alterations Personnel



Miss Ella Langley was employed by the Blount-Harvey Company in 1932 to work in the Alteration Department. Prior to joining Blount-Harvey, Miss Langley was a school teacher for six years, and she also had 18 years experience in general store work. Miss Langley recalls that in 1932 the alteration room was located on the second floor, and that only one half of the Ready-To-Wear Floor was being merchandised.



Mrs. Laura Nisbet is connected with the Blount-Harvey Alteration Department. She was employed in 1947, and has continued in the same job since. Mrs. Nisbet specializes in women's and girl's alterations. Prior to joining Blount-Harvey, she did dressmaking at her nome for a number of years. Mrs. Nisbet is the mother of two daughters. She has made Greenville her home since 1926.



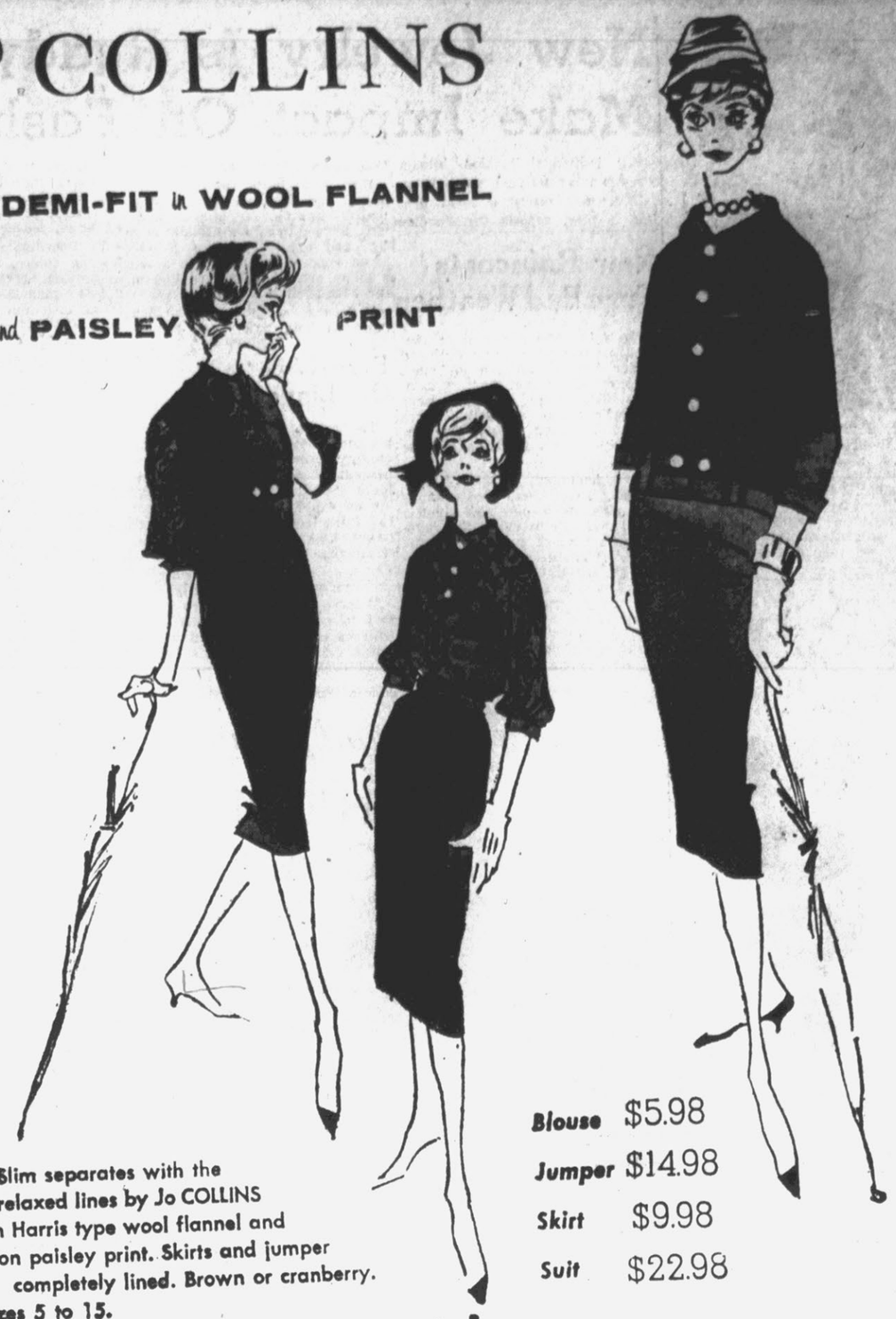
Mrs. Dora Boseman is employed in the Alteration Department. Mrs. Boseman came with the Blount-Harvey Company in 1955. She had vast experience in alternations prior to joining Blount-Harvey's. Mrs. Boseman does alterations on both men's and women's garments. She states we are qualified to turn out a fine job in our new Alteration Department.



Mrs. Emma Congleton joined the Blount-Harvey Alteration Department in 1952. Mrs. Congleton has had fifteen years experience in alterations. She devotes her time to the altering of men's and boys' clothing. She invites you to buy your clothing at Blount-Harvey Company and the Alteration Department will make any necessary alteration.

JO COLLINS

The New DEMI-FIT in WOOL FLANNEL and PAISLEY PRINT



Slim separates with the new relaxed lines by Jo COLLINS In Harris type wool flannel and cotton paisley print. Skirts and jumper completely lined. Brown or cranberry. Sizes 5 to 15.

Blouse $5.98
Jumper $14.98
Skirt $9.98
Suit $22.98

Blount-Harvey

OPENING SPECIAL

Mouton Jackets



Thursday–Friday–Saturday
New Styling — New Colors

$79.95 Values
Opening Special
Special Price . . .
$49.

Blount-Harvey

Jantzen makes terrific business connections!



They dote on the business girl —
know she depends on good sweaters and skirts
for the basis of her wardrobe.
Whether you're trying to impress the boss
or the new man in the office,
be sure to see the new Jantzen designs.
Jan-khara is Jantzen's exclusive blend of
imported wool and vicara, Mitin
moth-proofed for life.

"Executive Secretary" slip-on in Jan-khara 32-40, 9.98.
Ensemble with matching Sweater Skirt, 8-18, 11.98.
Janogram bracelet in matching colors, 1.98.

"Admiral" double-breasted sailor in Jan-khara. 34-40, 13.98.
"Cobblestone" tweed skirt. 8-18, 14.98.

Blount-Harvey



Mr. Delbert Thompson joined the Blount-Harvey Company in 1948 as a salesman. He was later transferred to the Receiving Department. Delbert is now in charge of all receiving and display work. The department employs a total of four. He invites you to see the new store wide displays and windows.

New Jewelry Is Ready To Make Impact On Fashion

For individual fashion impact through imaginative accessorizing, fall jewelry offers a good deal that is new, reports the Fashion Coordination Institute.

Pins and more pins, of all shapes and sizes, are ready to dramatize simple, free-form fashions. Larger pins, worn plumb center, and unmatched pins of the same general type worn in a triangular arrangement, are two of the suggested new looks.

Bracelets worn in matching pairs on both wrists add a note of balance to the new clothes and a smart, individual touch. Rings, too, shine in the fashion scheme of things, to complete the jeweled hand, jeweled wrist look.

To coordinate with the new fashion colors, there's jewelry in a dazzling array of hues. The Institute suggests blending colors in an ensemble, with the jewelry in a different shade of the same color family as the suit or dress.

Popularity of "harvest colors" gives fresh importance to gold jewelry.

Starring as accessory to easy brightly colored, deeply textured suits is textured gold stone-set jewelry.

Dramatic for late day are necklaces worn high and wrapped, or deep bibs worn backward, with the jewels cascading down the care back of a cocktail or evening gown. Long and longer earrings make evening fashion news.

Daytime necklaces, to complement flat, standaway necklines, are shorter and fuller. Designed to highlight face and neckline are daytime earrings, sporting real or "pretend" jewels.

New Raincoats Turn Bad Weather

The rainy and snowy days that we are bound to get this Fall and Winter can be made a lot more pleasant with one of the new raincoats. The newest of these, have either built-in or attachable liners that make them comefrtable for wear on even the worst days of the season.

New iridescent fabrics, solid, deeptones, wash-wear constructions and other handsome new models have made these coats the favorite garments of men across the country. There are the easy-to-slip-into raglans for business wear that come in sand, oyster, white and putty shades; the formal blacks lined with deep red for evening wear with tails or tux; and the sporty short length car coats designed for skating.

Ecru Lace On Lingerie

The return of ecru lace is the big news for fall lingerie. This creamy, brown sugar color, reminescent of old hand made laces, looks startlingly beautiful as edging on white, beige or pink lingerie. Ecru lace found on petticoats, panty and high-waisted girdles, tricot slips and brassieres.

TRAPEZE MODIFIED

Trapeze fashions are often modified to suggest the Empire line, with the front of a straight fall of fabric cut away to show a lightly fitted dress.

High Waist Girdle Has Returned In Strength To Fall Fashion Scene

New Models From Famous Name Brands, On Display, Second Floor

High waist girdles have returned in strength as coordinates for the many fall fashions that will feature high-placed belts or bands. These new high tops differ from their counterparts of other seasons in the more eased shaping of their waistlines. Shaping of their waistlines. Shaping of the rib cage and waistline areas is gentle; control tends to be concentrated at and below the hips where new ing the feature of extra control fashions brook no bulge. Combinin both directions are high waisted, long legged panties.

Hip, front and back control are of prime importance in girdles and corselets. The stringent demands of narrow chemises, long overblouses and hip-belted fashions are reflected in even greater emphasis on four-section or modified split-hip styling for fall. So general is industry recognition of this need that even the lightest junior pull-on is likely to have diamonds or wedges or reinforcement over the lower hip and thigh as well as some type of front and back control feature. Typically, these side reinforcements start narrowly at the curve of the hip and flare out to give the firmest control either at mid-hip or thigh.

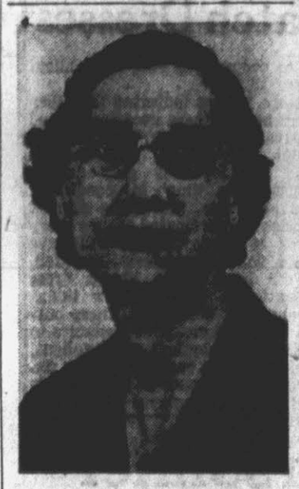
Four-section construction has made strong progress in the pantie girdle field, too. Many of the newest long leg panties feature either satin elastic or two-ply elastic net sides to help mold an even smoothert high line. In shorter pantie girdles, triangular insets of rigid fabric or satin elastic sometimes do an abbreviated verion of the same job.

CORSETLS PAGE K clarice ..

The renaissance of corselets continues to gain support, both literally and figuratively. In the literal sense, all-in-ones are unquestionably firmer, although light and supple constructions are favored. Side, front and back reinforcements are the rule in styles for every figure type.

Elastics, although light in weight, tend to have lots of kick and control. Front panels are most often rigid or stretch only up and down.

In the figurative sense, industry support of corselets is expressed in the greater number and variety of styles offered. Perhaps the strongest expression of faith in the future of all-in-ones is made by the many firms that are showing corselets for the first time this season.



Mrs. Julia Batchelor is in charge of the Jewelry and Cosmetic Department. Mrs. Batchelor was employed by the Blount-Harvey Company in 1952. During this period she was a salesperson on ther womens side. She invites you to visit her in her new department where she will be happy to serve you with such products as: Dorothy Perkins, Revlon, Yardley, Houbigant, Bourjois, Tussy and Helena Rubenstein.

New Fall Sweaters Have A Bulky Look

Sweaters for Fall 1958 feature a big, bulky, hand-knitted look. Taking their designs from the very expensive hand made Scandanivian and European ski sweaters, the American versions are produced by machine to duplicate the originals in texture as well as in appearance.

Many of these new Fall sweaters use man-made fibers either entirely or in blends with lambs wool. These can be washed easily without loss of shape and no worries about shrinking or stretching. Ivy fans will go for shetland crew-neck sweaters.

NEW COAT DRESS

Newest version of the coat dress has side-wide skirts, wide sleeves and, often, a bloused back.

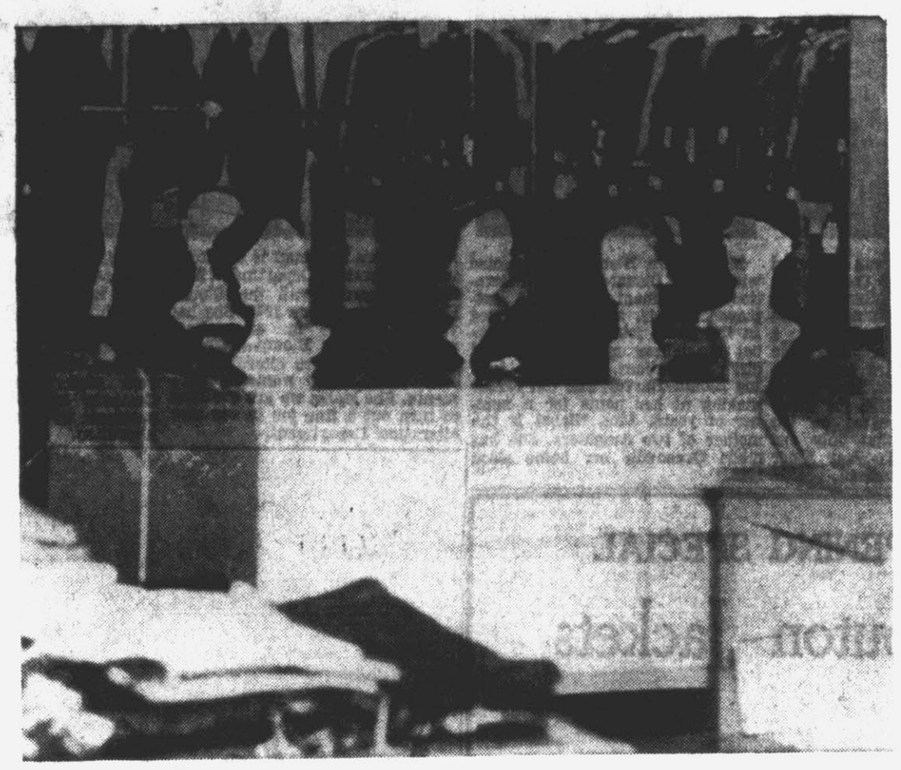
To Explore The Teenage Market

The Fashion Coordination Institute, the new jewelry industry publicity and promotion organization, has scheduled a fashion forum for member manufacturers and retailers for Aug. 14 to explore the teen-age market.

At the meeting, to be held at the Savoy Hilton Hotel, a marketing representative from Life magazine will present segments of the recently completed family expenditure study as it relates to the younger market. The fashion attitudes and buying habits of the teen-age consumer will also be discussed.



Mrs. Jessie White is connected with the new Blount-Harvey Piece Goods and Notions Department Mrs. White came with the Blount Harvey Company fifteen years ago in 1943. She joined the company as a saleslady in the Piece Goods Section and has sold in many other departments during this period. Mrs. White lives at Grimesland. She invites you to visit her in the new Piece Goods Department where you will always find a fine selection of Yard Goods and Notions.



Our New Spacious Millinery Department, Showing Newest Fall Creations Second Floor—

WOOLITE®



Washes the most precious woolens and cashmeres without shrinking, matting or blocking. Also recommended for nylons, dacrons, orlons and other synthetics. Generous pound tin (contains scores of washings) . . . $1.50

Packages of 20 envelopes, convenient to carry wherever you go . . . $1.00

Blount-Harvey

Here it is...and naturally by Revlon!

THE FIRST NON-STICKY HAIR SPRAY!



..Revlon's improved 'SATIN-SET' holds curl in place softly . . . without sticky resins!

First you spray. Then comb *to stay!* It's that simple to have satin-soft, satin-bright curl that lasts all day!

You might have known that if there were a way to leave out sticky, gummy resins, Revlon would find it *first!* Now you can curl your hair and keep it neat *without stickiness.* Hair is soft . . . soft . . . soft and smooth! And satin-bright because 'Satin-Set' leaves no flakes to dull your hair's pretty shine!



1.35, 1.75, 2.15 PLUS TAX

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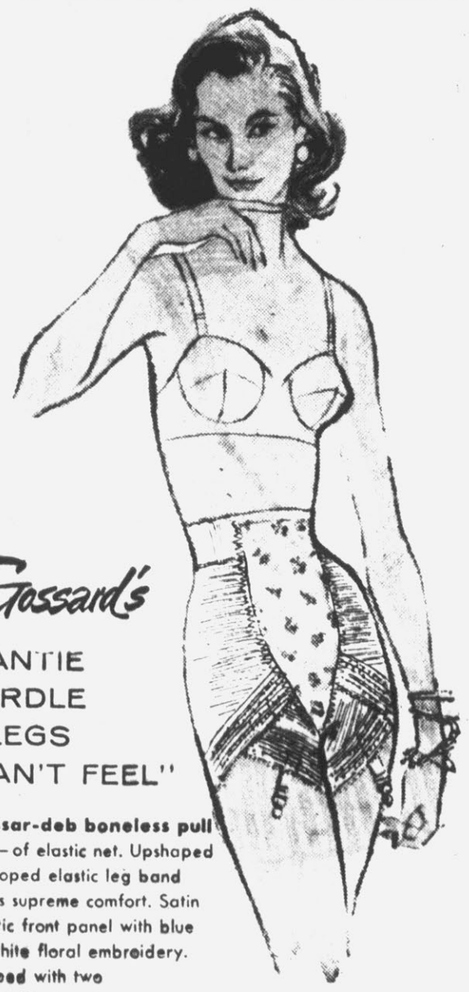
Blount-Harvey

Your Gossard Store



ALL ELASTIC *Flair* BRA by GOSSARD

Flair elastic satin uplift gives you a second-skin fit . . . a flattering contour. Top cups are designed in sheer embroidered nylon marquisette. Adjustable shoulder straps, back fastening. A. B. C. cups. $3.95

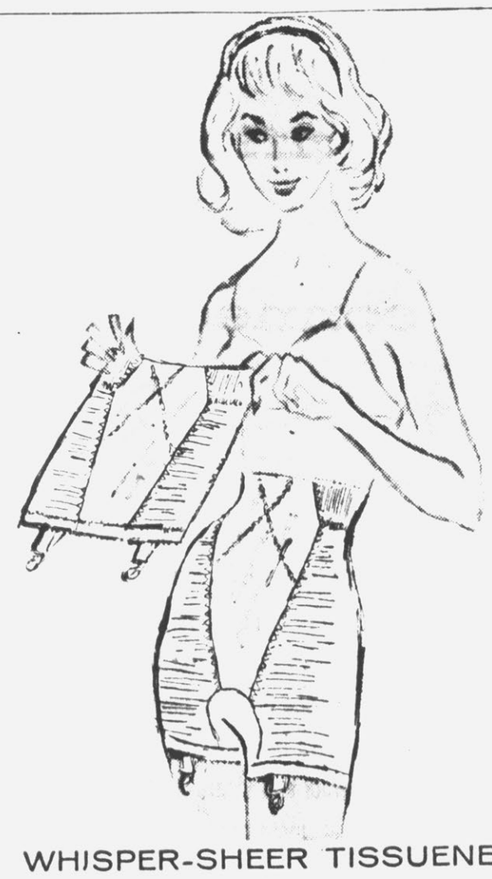


Gossard's PANTIE GIRDLE "LEGS CAN'T FEEL"

Gossar-deb boneless pull on — of elastic net. Upshaped scalloped elastic leg band gives supreme comfort. Satin elastic front panel with blue or white floral embroidery. Topped with two inch seller.

White, S.M.L. $8.95

Blount-Harvey



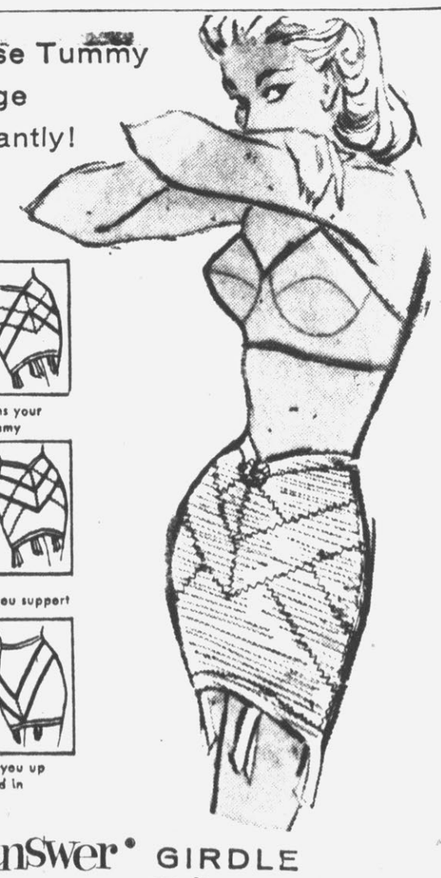
WHISPER-SHEER TISSUENET by Gossard

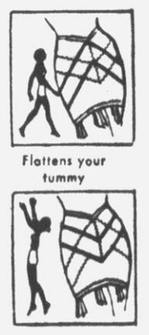
Gossar-deb boned pantie and girdle of elastic net with a satin elastic panel front. Stay-put waistband gently hugs the midriff. White.

Medium length (S. M. L.)	Girdle	$8.00	Pantie	$5.95
Long length (S. M. L.)	Girdle	$5.95	Pantie	$6.95
Long length (X.L.)	Girdle	$6.95	Pantie	$7.50

Blount-Harvey

Erase Tummy Bulge Instantly!





Flattens your tummy

Gives you support

Holds you up and in

answer* GIRDLE A Gossard Originall

Plush-backed elastic bands follow the body's natural structure—gently mold you a "size smaller" without bones or stays. Nylon net elastic. Medium 24-32, long 24-34. White $10.95

Answer* Zipper Girdle $12.50

White only, 25-34 medium, 26-36 long.

*Pat. No. 2,803,822

Blount-Harvey

Lingerie Echoes Ideas Appearing in Outerwear

The stir caused by chemise, trapeze and other new fashions in outer wear is being echoed in lingerie styles this fall.

One indication of this is the big comeback of petticoats, notably the special petticoats required under the trapeze.

The newness of this silhouette, which starts from a narrow top and slopes out at the sides to a moderately wide hemline, is in its restrained fulness and smoothness of line. It's almost like a funnel in shape, with fulness accelerated only at the back.

The old bouffant petticoats don't meet the under-shaping needs of this type of garment. Hence, the popularity of the new petticoats and, also, the new trapeze slips.

The latter, for wear under one-piece trapeze dresses, have fitted bust sections and shaped, paneled skirts which are flat in front and back.

Trapeze petticoats are worn under two-piece dresses and suits. There are many variations, since there are full and less-full skirts. Some need really stiff but shaped layers underneath, while others require shaped layers in softer fabrics.

Chemise lines are repeated in straight, short slips, with such variations as high waists and "firecracker" flounces. Lace trimmings call attention to hemlines.

Panty legs are longer, the longest and newest length of all being and pantalette which stops just above the knee.

The ease of the new silhouettes makes them a "natural" for sleep and loungewear. The long, fitted nightgown is still a favorite, but there are many versions of the trapeze gown, usually flaring from an Empire bustline.

The chemise influence shows up in free-flowing pajamas and gowns of every length. It is often combined with the "covered-up" look of high necks and long sleeves or with shirtwaist tailoring.

A brand new color spectrum includes champagne shades, warm apricots and peaches, deep blues, soft greens and iced pastels. Red and black are also more important than ever.

WELL ORIENT-ED

Oriental splendor marks this fall's loungewear with jewel bright and glowing printed fabrics cut in flowing hostess gowns and dramatic lounge pajamas. Cotton velvets and corduroys are printed in paisley and cottons in Indian designs.



Mrs. Eula Hardee is in charge of Womens Sportswear and Junior Dresses. Mrs. Hardee has been connected with Blount-Harvey since 1943. She has had experience in selling on the entire Ready-To-Wear Floor, and also, is buying for her department. She invites you to see the Fine Quality Sportswear for Fall by Jo Collins, Bernard Altman, Jantzen, Koret of California and others. Mrs. Hardee also invites you to see the fine collection of Junior Dresses featured at Blount-Harvey.

Short Skirts Show Colorful Legs

Shorter skirts put legs — and hosiery — in the spotlight for fall. Along with this is the trend to color and more color, everywhere in fashion.

New stockings take advantage of both the emphasis on legs and the interest in color. Harvest tones are complemented by spicy browns with a hint of orange.

Brown in general is well-represented among the new nylons, and from here it's just a step to the bronzy greens, which virtually every hosiery manufacturer presents as a leading fashion a-foot.

Blues and reds, in an attractive range of hues, are available for day to late day wear.

Chameleon colors appear in iridescent stockings which change hue and mood with the color of the costume and the time of lay.



Schiaparelli

turns her talented hands to an exciting new hat collection... exquisite shapes, head-turning designs. Shown, one from our latest group.

Blount-Harvey

BLOUNT-HARVEY says:

It's like bathing your face in champagne!



Introducing... *beauty ice*

Revolutionary new moisturizer that *also* tones skin, tightens pores!

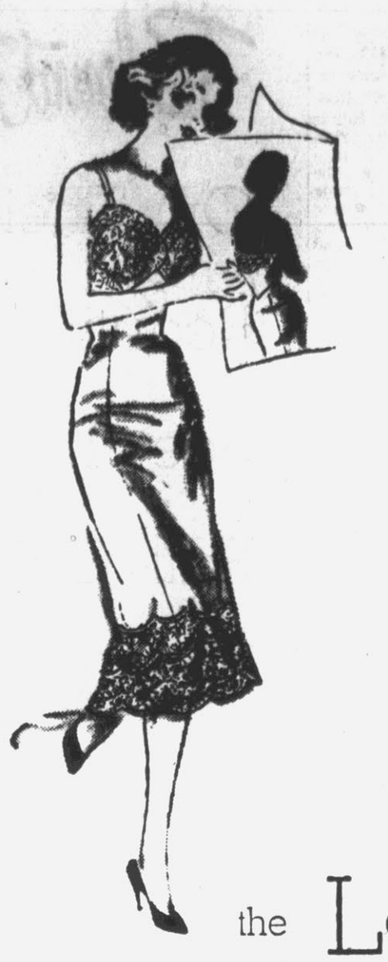
Touch cool, blue-green Beauty Ice to your face—and every other moisturizer and facial lotion becomes *old-fashioned!* Beauty Ice works *two* ways: as a *moisturizer*, to soften and protect; as an *astringent*, to tighten pores! Use it in the morning, under makeup —at night, after cleansing. Gives your complexion new clarity and freshness!

Desert Flower Beauty Ice by SHULTON 1.50 plus tax

Blount-Harvey FEATURES

THE FAMOUS NAME Van Raalte IN QUALITY LINGERIE

"BECAUSE YOU LOVE NICE THINGS"



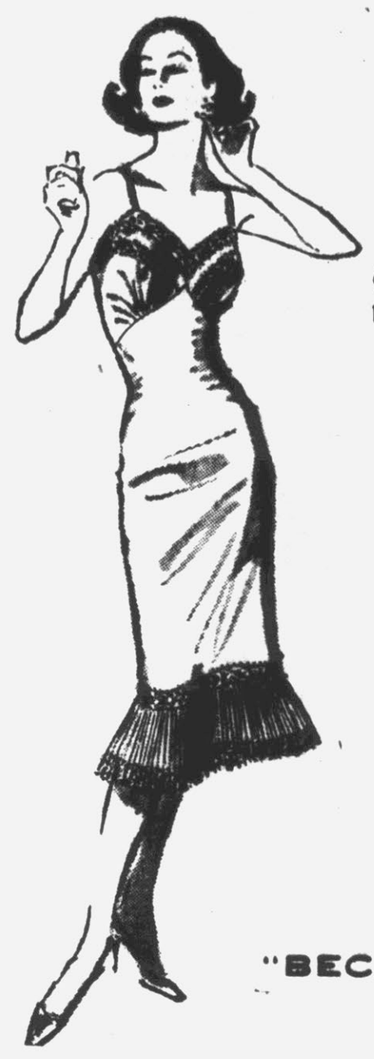
Van Raalte

EXTRA FINE QUALITY
NYLON TRICOT
TRIMMED SLIPS

Yes, long and short and average length, too! Nobody proportions a slip to your height and measurements quite the way Van Raalte does—or gives you such a generous helping of lace for your money. These three are all easy-care nylon Opaquelon* tricot, come in the very newest of hues.

A lace-lavished bodice—lace scalloped hemline, too! Proportioned for Short, Average, Tall. Sizes: Colors:

$5.95



the Long and the short of nylon tricot slips by Van Raalte

$5.95

Nylon lace trims the bodice and pleated flounce. Proportioned for Short, Average, Tall. Sizes: Colors:

Van Raalte

NYLON TRICOT GOWNS . . .
Very Prettily Trimmed

Nylon Myth* tricot with Alencon lace trimming the gathered collar and entire circle yoke of Illusion* net. Puffy sleeves also have matching lace trim. Colors:



$14.95

Because you love nice things

They're that pretty. Bedecked with nylon Alencon, they swirl and sway with enchanting grace. All nylon tricot——for easy upkeep, dreamy long wear. In luscious colors.

Brief as a cat nap and just as Refreshing



Shorty Shorts by Van Raalte

For your lightest bedtime moods, these feminine little gems Both of filmy, frothy nylon tricot lovingly embellished with delicate embroidery and edged with lovely nylon Alencon lace. The price is little, too . . . simply because Van Raalte makes all its own lingerie fabrics and laces. Each in sizes small, medium and large.

"Sweet Mist-ery" A shoulder yoke embroidered in Phantom Rose and rimmed with scalloped Rose Point nylon Alencon. In Aqua Lily with Ecru, Mimosa or Papaya.

$6.95

"BECAUSE YOU LOVE NICE THINGS"

Bewitchingly beautiful.





'Sweet Mist-ery'

waltz or full length gowns by Van Raalte

$8.95

Waltz Gown $8.95

Nothing makes you feel more feminine than slipping into such filmy glamour at bedtime. So easy, too, to pamper yourself at this tiny price . . . thanks to Van Raalte making all their lingerie fabrics and laces right in their own workrooms. These Sweet Mist-ery gowns are fashioned of petal-soft nylon tricot. Phantom embroidery trims their lined bodice while scalloped Rose Point nylon Alencon and double folds of illusion further enrich back and front. Lace hemlines too! In luscious shades. Sizes 32 to 42.

Long Gown $8.95



PANTIES BRIEF $3.00
Sizes 4 to 7

Blount-Harvey

Impeccably Dressed American Women Receive Admiring Glances And Whistles

By MARY PRIME

NEW YORK (UPI)—The world may look to Paris for high fashion inspiration, but it looks AT American women.

I'm tired of having my countrywomen take the rap as the underdogs of fashion. The average lady tourist from the United States draws more admiring glances than a dancer at the Folies Bergere.

A tour of European capitals shows that, on the average, my fellow Americans are the world's most fashion-conscious females—and the best-dressed.

We appear clean and neat. Our hair is smartly cut, our make-up fresh and sparkling, our figures trim. Our clothes have "jazz." We look like well-fed fashion models compared to the majority of carelessly-dressed women abroad. Yet for years, we've swallowed the notion that Paris has exclusive rights on fashion know-how.

Yank Gals Get Whistles

Well, 'tain't so. In cafes, on the street, at nightclubs and the theatre, it's the American girl who get the whistles.

"You can always tell an American woman. She's so smartly dressed," a French waiter said.

Then why aren't we told this at home. Before I left the states, a saleswoman at a fashionable Fifth Avenue store advised me to take nothing but chemises and trapezes.

"You won't find anything else in Europe. Women are much more chic there," she said. So I stocked up.

I might as well have worn an American flag. The only chemises I've seen here travel under American passports. The trapeze has fared only a bit better. I saw one in Paris, one on a Scottish girl in Edinburgh, another in London, and the third on a young Swedish matron in The Hague.

"Why don't European women keep up with fashions," I asked a French woman on the street.

"Chemise Trapese," she shrugged. "They for the wealthy, and for Americans," she said.

Seems the only similarity between women here and the ladies back home is the hemline. Skirts are short. But most European legs will never see as much daylight as U.S. gams—too much bicycle riding.

"Have you ever tried pedaling in a short, tight skirt," asked the Frenchwoman.

I looked at my 17-inch hemline and declined to go on her bike.



Mrs. Ellen Hill was employed by Blount-Harvey Company in 1953. For the past five years she has been a saleslady in the Girls Department. Her job in the new remodeled store is infants, girls, and sub teen clothes. Mrs. Hill is now assisting with the buying in these departments and will take responsibility for them in the future. Mrs. Hill makes her home at Winterville. She invites you to visit her on the completely remodeled Ready-To-Wear Floor, and especially to see the new sub teen room.

Bernhard Altmann

CASHMERE

A WAY OF LIFE



To go where you go, these perfectly matched casuals, topped by imported, full-fashioned 100% cashmere classics, hand-detailed, ideally proportioned

Sizes 34-40

Cardigan $27.95 Slipon $25.95

[INSERT YOUR COLORS HERE]

To complete the one-color effect, a matching skirt tailored to a slim silhouette.

Sizes 8-18 Skirt $10.95

Blount-Harvey

This Year Higher And Longer Girdles Will Cover More Area

Novelties are really novel. In sharp contrast to the conservatism that distinguishes so much of the new merchandise is the levity of the season's novelties, which are sometimes frivolous to the point of eccentricity. The use of striking combinations of colors or of fabrics more generally associated with dress design are two expressions of this light-heated attitude.

But the largest measure of sweetening has been reserved for the designing of styles planned to carry out the basic fashion coordination idea. That this idea has gained increasing recognition as a necessity at leading corset houses is clearly evidenced by the fact that fashion-related items this season constitute the major portion of the industry's offerings.

Ready-to-wear silhouettes — more particularly, chemise and trapeze fashions — have determined these paths which foundation design is following for fall.

Girdles are both longer and higher. The trend to longer control, which was given its first expression—and found its readiest acceptance — in long legged pantie girdles, has now led to the introduction of girdles which are standard length in front and back but which pull down one, 2 or 3 inches longer than usual on the sides. Beneath the tapered skirts of chemise fashions, these extra-length girdles make wonderful sense.

'La Boutique' Will Be Held Twice Each Year

A first group showing recently by about 20 boutique suppliers, many of whom work at both wholesale and retail levels, met with success. "La Boutique," as they named their show, will now be held twice a year at the France-Amerique House, Avenue Franklin Roosevelt.

PEARL BUTTONING

Pearl buttons, the size of a silver dollar or larger, are a new-looking, fashionable as well as functional trim for young coats, jumpers, chemise overblouses and trapeze dresses.

PLAIDS BOLD

"The bolder the better" is the motto for new fall plaids.

GAY GIBSON

The shirt dress with plus value



Out of all the variations of the soft, relaxed line, the shirt type silhouette has risen to the peak of demand. This fabulous woven check Shagbark has added back interest—draped fullness starts with deep yoke and ends with low belt so flattering to every figure. Softly muted colors of fall. Brown, blue or wine. Sizes 7 to 15.

$17.95

GAY GIBSON Wishes To Congratulate Blount-Harvey On Their Beautiful Store

See The Fall Collection Of Gay Gibson DRESSES

Blount-Harvey

NEW FALL COATS By MILSON





milson ORIGINAL

SEASON'S SMARTEST COAT

Clear-cut prefection tailored in 100 % Virgin Wool . . . with new shirred yoke and Jewel touched collar.

Dior, Slate, Black, Oxford, Green, Taupe, Grey, Red, Beige, Rosewood, or Navy. $69.95

Blount-Harvey



An Inspiration From The Chemise
Translated into a wearable American fashion. Sleek, polished, satin Contina ith collar. Elegantly underscored with bead tab on front, a high round yoke in back. Milium embosed Satin Lining. Sizes 6 to 16 100% ALPACA

Blount-Harvey

It's News! It's Fashion! by Jantzen



CURVALLURE

The instant glamour bra that lifts you, yourself to natural loveliness. The bra that gives you a high rounded bustline and fills you out just where you need it, above the top of the bra itself. 3-way straps. Dacron leno side sections. Nylon lace covered poro-foam pads. Black, White, Pink, Blue; A, B & C 32-36—Red A & B 32-36. Daytime Curvallure—White—$3.95.

$5.95

Blount-Harvey

East Carolina College SGA Names Campus Streets, Presents Markers

GREENVILLE — Street signs are going up on the East Carolina College campus.

Twelve streets on the campus have been named and 20 street markers have been made for placement at points to designate the various streets and drives.

With college administration approval, the Summer Session Student Government Association has completed naming the streets, and has presented the campus with the campus with the street markers which have been made by the college maintenance department.

Marking the near three miles of streets and drives is a joint operation for J.N. Caprell, superintendent of buildings and grounds, and Chief of Police Johnny Harrell of the campus police department. The job is expected to be completed by the end of the week.

Identification of the streets will make it easier to locate buildings on the campus. And with the erection of the street markers are also parking zone markers and speed limit reminders that drivers are to observe the 20-mile-per-hour limit.



Mrs. Alton Little has recently joined the Blount-Harvey Company to assist in Display. Mrs. Little will work with window and interior displays. Prior to joining the Blount-Harvey Company she has had experience in display and advertising.

Bus Patrol Insure Safety

Fewer school children would fall victim to traffic accidents, if more communities recognized the vital need for Safety Patrols on school buses, the American Automobile Association declares.

Despite the fact that more than 140,000 school buses carry children to and from school every week day, only an estimated 10 per cent have Safety Patrols on duty, the AAA said, pointing out that 30 per cent of the U.S. school population uses this method of transportation.

"One of the problems," the Association exmphasized, "is that school bus drivers in many communities discourage the use of bus patrols, because they are reluctant to share the responsibility for the youngsters in their charge.

"The facts do not support such an attitude.

"With one or two Safety Patrols on duty, the driver receives valuable aid in seeing that his passengers get safely across the street when the bus makes its stops.

"Besides that, bus patrols help to keep order in the vehicle, so that the driver can concentrate on driving."

Fall Fur Coats Reflect Dresses

By DOROTHY ROE
Associated Press Women's Editor

Flat furs as supple as fabric assume new importance in this fall's fur coat lineup, often trimmed with the fluffy long-haired furs for contrast.

You'll be seeing many lightweight, sleek coats of Alaska fur seal, leopard, Southwest African Persian lamb, American broadtail and otter this season, in coats for all occasions.

New silhouettes reflect dress fashions, with emphasis on the Empire, Directoire and Trapeze lines. There are plenty of simple, tailored coats, however, conservative enough not to be outmoded.

Modern Coat Department Features New, Refreshing Styles And Colors

New and refreshing. . . Color, Fabric, and Styling. Last year's coat is outdated and all indications point to a banner season. . . .

The "Trapeze" cut may have a high defined waist and back fullness, or may just flare out, similar to a well known "A" shape. The "Chemise" look continues strongly with low hipline bandings, loose belts, and seaming. Flounced and pleated hemlines break the chemise coat with soft detailing. The "Balloon" back is being developed in a variety of interpretations, with soft shoulder folds, drawstring blousing, yokes and pleats. The "empire" line is strongly evident in coats this Fall.

Short skirts are evident. The new flared skirts shown in Paris barely cover the knee. This is an indication that coat lengths will be 1 inch shorter.

Fur Trimmings are headed for a peak season. Fur appears in entire sleeves, large collars hemline flounces, borders and cuffs. Black, or color-matched beaver, and persian are a new sphere of influence. Mink still the most popular.

Many of the fuzzy-mohair coatings introduced in Paris are being shown here in nubby versions that recall the popular poodle cloths. Top high-fashion mohair coatings are often printed in floral and arabesque patterns in new looking fabric effects for coats. Much interest is being shown to polished blacks and velour type fabrics. Plaids are bright and bold.



Mrs. Annie Bunch is connected with the new Blount - Harvey Piece Goods Department. Mrs. Bunch began her career in 1941 as a salesperson on the main floor. She continued for the past seventeen years to sell merchandise to her many customers and friends. Mrs. Bunch invites you to visit her in the new Piece Goods and Notions Department. The new department is located at the rear of the store on the main floor. Mrs. Bunch says that you will find all thats new for Fall sewing.

American Business Encouraged Locate In Southern Countries

The visit of Milton Eisenhower to Latin America has confirmed the necessity of Yanqui assistance. Currencies of many countries are shaky and need shoring up. Needed even more are payroll industries. Some immediate financial help will be forthcoming, but long-range plans will probably include encouragement for American business in establishing plants and branches in friendly southern countries.

The Old Promoter had a wry smile when he dropped in today.

"I see that the National Association of Broadcasters has amended its code of ethics to prohibit actors from pretending to be doctors, dentists or nurses on the medical commercials, starting January 1," he said.

We said that's the way we heard it.

"It's a funny thing," he said, "how something that is unethical on January 1 could be ethical on December 31st or tonight."

Fall Showings In Dallas Mart

DALLAS — Fall showings in the Dallas market opened on a strong note, with Sunday attendance exceeding that of the May market last year by approximately 12 per cent. Traffic was distributed between American Fashion showrooms in the Adolphus and Baker Hotels, National Fashion exhibitors Association in the Dallas Merchandise Mart, and Southland Exhibitors showing at the Southland Hotel.

DuPont Announces New Fabric

NEW YORK (AP)—DuPont announced that its plant at Kinston, N.C., is producing a new fiber that is suitable for both winter apparel and tropical cloth.

W. Fred Ibach, supervisor of tailored clothing for DuPont's Textile Fibers Department, said the new product is "Dacron Type 64" and sells for $1.51 a pound.

Ibach said he expected the fiber to make a heavy impact on the winter market. The first suits and slacks containing the new fiber will go on sale in the fall of 1959, he said.



You saw it in Charm

Nelly Don's

Two-season suit chemise... slim skirt and "unfitted" jacket with bow-detailed panel back. Detachable pique collar. Rayon, cotton and silk in navy, brown, black. 12 to 38 and custom sizes for the shorter figure, 12c to 22c.

19.95

Blount-Harvey

Forecast: the youthful new look

BY Youthcraft

A fresh new wind is blowing through the whole wide fashion world, sweeping in a new ideal of luxury—to Milady who makes her choices well. Here are selections from which to choose with piquancy and dignity, indeed.



1. Style 2955 — This seven button oval coat has exciting back treatment . . . and the superb tailoring is deftly expressed in the soft-textured Cotillion tweed. Sizes 5-17, 6-18.

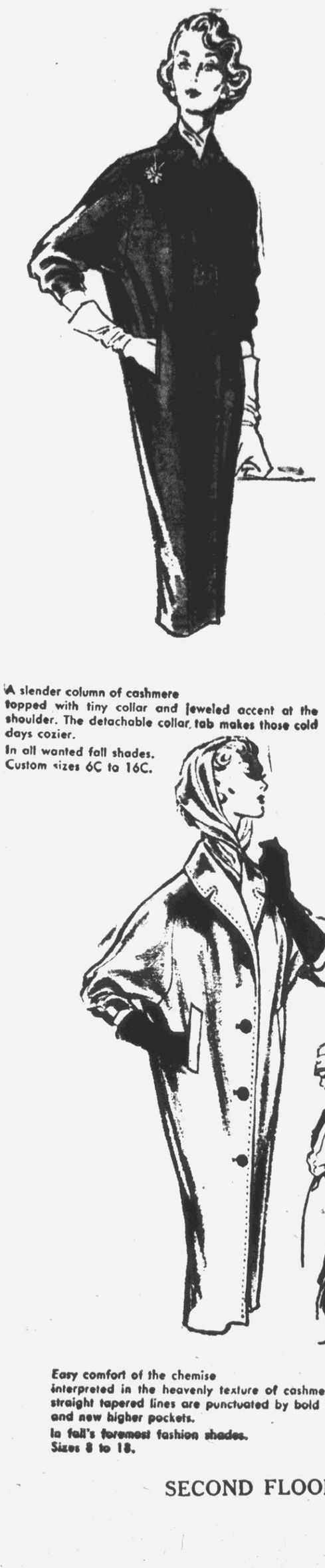
2. Style 2948—An important Camelaire Coat with interest centered on the quartet of pockets . . . the dull gleam of many brass buttons. Sizes 5-17, 6-18.

3. Style 2957 — Here is the soft dimensions of beautiful Cashaima perfectly co-ordinated with one of the season's newest shapes . . . the tapered oval. Sizes 5-17, 6-18.

4. Style 2963—Patch pocket plaid coat . . . with huge, cargo-sized pocket that makes exciting news as Youthcraft carries out the eased slenderness in Chessboard Plaid. Sizes 5-17, 6-18.

$49.95

Blount-Harvey



A slender column of cashmere topped with tiny collar and jeweled accent at the shoulder. The detachable collar tab makes those cold days cozier.

In all wanted fall shades. Custom sizes 6C to 16C.

Easy comfort of the chemise interpreted in the heavenly texture of cashmere. The straight tapered lines are punctuated by bold buttons and new higher pockets.

In fall's foremost fashion shades. Sizes 8 to 18.

SECOND FLOOR

Blount-Harvey

GRAND-OPENING SPECIAL

100% Imported CASHMERE COATS

$88.

A FAMOUS MAKE

Regular $119.95 Seller

64 luxurious coats in smart new fall styles and colors. Handsomely designed and beautifuly hand tailored, every coat is Milium lined in matching satin. Don't miss this showing of new fall styles in 100% Imported cashmere. Sizes 8 to 18. Beige, Bahama, Black, Poppy Red, Blue and Willow Green.

Milium lined

"For warmth without weight"

Blount-Harvey

Young View Of Smart Fashions For Girls Of All Ages

Economy, Ease Of Care Win Mother Over To Wash-Wear, Survey Shows

Approximately 90 per cent of today's mothers are satisfied with wash-and-wear apparel, and "economy" and "ease of care" are cited as the major reasons for their satisfaction.

These are the findings of a study undertaken by E.I. du Pont de Nemours & Co., Wilmington, Del., based on some 1310 interviews conducted by Opinion Research Corp.

(So each respondent would consider the concept of "wash-and-wear" with the same frame of reference, the following definition was used throughout the interviews: "There are clothes nowadays that are advertised as washable at home and neat enough to wear with little or no ironing. These come in the same kinds of garments that usually need full ironing. . ." And some examples of such garments were then given.)

Other points brought out in the report on findings follow:

Degree of Acceptance.... .....

Some 74 per cent of women with sons under 19 years old report that their sons have wash-wear garments. Some 68 per cent of married men own at least one wash-wear garment. There is at least one wash-wear garment in practically every household.

Asked whether wash-wear garments require less ironing than clothes made of other fabrics, 94 per cent of women checked felt this were "true," 4 per cent "false," and 2 per cent "didn't know."

As to whether they required as much ironing as other clothes, 7 per cent said "they did," 89 per cent said "they didn't," and the remaining 4 per cent replied they "didn't know."

Some 77 per cent felt these garments required some ironing, 18 per cent felt they did not, and 5 per cent did not know. Some 23 per cent believed these garments needed no ironing whatsoever, 68 per cent did not believe they needed no ironing, and 9 per cent didn't know.

Economy Features

"Seventy-nine per cent of the women say 'Wash-and-Wear' cuts the cost of keeping clothes clean.

"Seven women in 10 feel that 'Wash-and-Wear' clothes decrease the amount of clothes needed.

"Women say they would be for their husband's buying a (another) 'Wash-and-Wear' summer suit for the following reasons.

Reason	Per Cent
Save On Cleaning Bills	33
Easy To Care For	30
Cool, Lightweight	16
Attractive Appearance	13
Require Less Or No Ironing	12
General Favor	10
All Other	36

Percentages add to more than 100 per cent because more than one answer was given by some respondents.

"The ease in the home laundering process is one of the principal factors in women's acceptance of "Wash-and-Wear"; and in spite of certain inconveniences and some necessary special attention, the considerations of economy and convenience more than offset the objections. Here is what women say about several matters related to care.

"Eighty-eight per cent of women believe "Wash-and-Wear" clothes save work for the housewife.

"Eighty-eight per cent say it's easy to get the dirt out with washing.

Type of Laundry Women Send Out

Twenty-six per cent send out men's dress shirts; 11 per cent send out flat work; per cent send out all other laundry.

Washing Methods

Question:

"When you buy clothes that have a tag of label explaining how to wash them, do you usually follow the instructions or do you often use your own judgement?"

Seventy per cent follow instructions; 28 per cent use own judgment; 2 per cent other answer.

After several washings, 24 per cent of the 70 per cent say they go back to using regular methods.

Question:

"If the garment could either be washed at home or dry cleaned, which way do you think it would last longer?"

Forty-nine per cent washed at home; 41 per cent dry cleaned, 10 per cent own none.

Of those who —

Hand Wash — 55 per cent said washed garment lasts longer.

Auto Wash — 50 per cent said washed garment lasts longer.

Auto Wash — 43 per cent said washed garments lasts longer.

When asked which way would get the garment cleaner 70 per cent say washed; 18 per cent say dry cleaned; 12 per cent no difference or no opinion.

When asked if wash-and-wear clothing can be dry cleaned or not, 17 per cent said it couldn't; 53 per cent said it could; 30 per cent didn't know.

When asked what type washing machine they had, women replied as follows: 36 per cent automatic; 47 per cent non-automatic; 17 per cent own none.

When women were asked if wash-and-wear clothes could be washed in a washing machine, they replied as follows:

Those who have delicate fabric cycle — 8 in 10 say "Yes."

Those who have automatic machine — 7 in 10 say "Yes."

Those who have non-automatic machine — 5 in 10 say "Yes."

CARRY SATCHELS

Big red satchels, in knits and simulated leathers, are a popular accessory for the college girl.

BAGGED FOR EVENING

Mother of pearl and rhinestones trim small, softly gathered satin bags for evening.



Children's clothes this Fall are charming and look like a page out of Grandmother's album "the early 1900's".

The Chemise fashion which made inroads this Spring in all classifications has risen to its peak this Fall. The designers have modified this silhouette and most of the merchandise viewed looks new but wearable. The same is happening to the trapeze. In the toddler and children's sizes, there is no doubt but that the trapeze will sell. In the larger sizes, one must be more careful with selections.

The fabrics are wonderful. . . dimensional plaids in four and five color combinations, interesting weaves in both cottons and wools. The washable Royal O in vivid colors — Foliage Tones — Cathedral Tones — iridescents.

The normal waistlines look a bit "old hat" as one views the lines, but remember you must have these in your stock, percentage depending on what your particular consumer reaction has been this Spring. Since early viewing of lines, percentages are constantly changing from 25 per cent to 45 per cent.

In Boyswear, the important feature is still wash 'n wear. Sport jackets are important. Stripes in suits, separate slacks and shirts have a new look. Iridescents are featured in various fabrics. The Ivy League in slacks heads the parade.

GOOD DESSERTS

Cookies with cereal, raisins, nuts and other nutritionally good ingredients make ideal school lunch box desserts. Served with milk, always available at school, they provide a happy topper for the mid-day meal and are easy to carry.

her majesty

Slips
Petticoats
Panties
Sleepwear
For Girls
of All Ages

$2 - $3 - $4



Blount-Harvey

Chubbette fashions

How Happy Can A Chubby Girl Be?

As happy as a hit with a rollicking beat or a serenade in a dreamy mood. . . . As happy as one whose extra young pounds have been delightfully transformed by designing magic of our

CHUBBETTE FASHIONS



as seen in VOGUE

as seen in VOGUE

LIFE

LIFE

SEE THESE IN OUR
LITTLE MISS DEPARTMENTS

Blount-Harvey



Mrs. Georgia Oakley is in charge of lingerie and foundations. Mrs. Oakley began her career with Blount-Harvey in 1937, and has had experience on both the first floor and the Ready-To-Wear Floor. Mrs. Oakley invites you to visit her in the new enlarged Lingerie Department where she will be featuring such famous brands as: Van Raalte, Lorraine, Pantasy, Colony Club and Schrank. In foundations and bras: Gossard, Jantzen, Peter, Pan, Playtex, Perma Life and Maidenform.

New For Fall



4092 Sizes 3 to 6X $5.98
6078 Sizes 7 to 14 $7.98

Paisley print in two piece effect, full skirt, white pique collar and cuffs, available in Green - Blue, Red - Green.

Blount-Harvey

Bambury

COATS FOR GIRLS...WITH ADD-A-YEAR HEMS

"Love that chemise"

Made-to-order for the two-thru-teens figure,
the fresh young lines of the chemise give fashion news to fall silhouettes.

as featured in PARENTS' MAGAZINE



A. The gored chemise . . . with velvet collar and bow . . . velvet looped pearl buttons . . . tiny back bow at the split-level skirtline. In fine all wool broadcloth. Sizes 7 to 14. $35.00.

B. The flounced chemise . . . richly accented with real leopard fur bow and tabs. In luxurious all wool broadcloth . . . the deep flounce lined to maintain its fullness. Sizes 7 to 14, $39.98.

Both styles in claret red, cocoa, forest green, French blue or navy. MATCHING HATS AVAILABLE

Blount-Harvey



This is the youngland look for school

Hi-jinks around the rink——and the whole gay round of school and play, in the sailor-collared two-piece overblouse chemise in dashing Prince Charles Edward Stewart clan plaid . . . a stalwart, washable Mooresville cotton. Red and green mostly. Sizes 7 to 14, $8.98. Also in sizes 3 to 6x, $7.98.

Blount-Harvey



This season's smartest look constructed and molded to give a graceful line to the child. We have worked or months most diligently to perfect this body to our usual high standard, and can assure you that our interpretation of the trapeze is in for longevity.

Available Black & White, Beige & Brown and blue tweeds

Blount-Harvey

Long And Short Dresses Were Worn At The Famed Paris Debutante Ball

By MARIE JACQUES PERRIER

PARIS — American and French debutantes danced through the warm summer night at Versailles. The ball held in the castle's Orangerie, recaptured King Louis XIV past glory. Guests crossed the park lighted by torches, and gathered in the round hall decorated with green fountain and statues.

The debutantes came down the red-carpeted staircase illuminated by lights, hidden in orange trees.

Some famous names in American and French society were announced by ushers as each guest proceeded to the ball room, between two rows of footmen in 17th-Century "habit a la francaise," holding blazing candelabras.

Debutantes and French attendants were presented to the reception committee which included Duchesse de Maille in royal blue satin and tulle, and Comtesse de Muns in powder pink peau de faille, both dressed by Lanvin-Castillo; also Mrs. Armory Houghton, wife of the U. S. Ambassador to France, wearing a tiered pale blue faille gown, Duc de Brissac in a red hunting suit and Comte d' Arcangues. Evening dresses mixed with the uniforms of St.-Cyr school students and of American forces, among other guests in black and white tuxedoes.

Evening wraps were mainly three-quarter or full-length coats with huge turndown collars and side slits, in colors contrasting with dresses. There were also stoles of matching fabric or of pastel furs.

Flashes of magnesium greeted the entrance of the United States debutantes. Attractive were Anna Uhl in an Empress Eugenia style satin dress with self-fabric appliqued drapes; Gloria Kent in taffeta with relief rose garlands from top down, and a bright pink satin-lined stole; Linda Lee Fletcher in gown with tulle Venetian drapes, and Joanne Hearst in a chic, waisted and flared dress of faille accompanied by a yellow satin-lined stole.

Among the young French guests a majority of genuine Paris Couture dresses were noted on the dance floor, most of them from Lanvin-Castillo, Maggy Rouff Jacques Heim, and some from Dior, Jean Patou and Balmain. Both full length and short were represented in this formal picture.

Floor-length dresses had rounded decolletes or draped strapless bodices, normal or high waistlines with milliners' bows and roses at middle of front. Many had short front and long back, ending in a small train.

Short dresses were strongly inspired from Pierre Cardin's new balloon lines. With rounded or straped bodices, they had high waistlines and skirts flaring toward hips but narrow at hem, as short as knees. Lots of dresses had back panels attached to one shoulder and caught in a harem hemline.

As requested by organizers, white was dominant, followed by salmon pinks, all blues from pale to nattier, and some light greens. Prints favored big florals in red and green on white grounds. Fabrics used were light and stiff such as satins, organidies, silk taffeta, textured organidies and lace.

Large Hairdoes

Emphasis was placed on hairdoes which formed large swollen heads with big rolled locks; movements wide at sides, high at back, enhanced by hair trimmings such as Carita velvet circles at middle of front or Helena Rubenstein golden ladybugs.

Pumps in fabric often matched the dress. Family jewels were of chiselled gold, and pearls, and fabric purses with metal thread embroideries were observed.

President of the Chambre Syndicate de la Couture, Jacques Heim, and young courturier Pierre Cardin attended the ball.

United States guests still looked fresh at dawn though day had been exhausting with early morning rehearsal in Versailles Park, cocktails at Jacques Heim, lunch offered at Ritz Hotel by Mme. Albert de Mun and a pause at the beauty parlors.



Miss Ella Sockwell began her career with Blount-Harvey in 1925. She has had vast experience in Ready-To-Wear and Millinery having worked as a milliner prior to joining the Blount-Harvey Company. Miss Sockwell's first job with Blount-Harvey Company was as a salesperson. After a short period she was assisting in buying and then assumed responsibility for buying for a section of the Read-To-Wear Department. Miss Sockwell invites you to visit her in the completely remodeled department and see the fine selection of fashion merdhandise offered for Fall.



BEAUTY
inspired by a Rose
Dorothy Perkins
cosmetics

Accent your beauty with Dorothy Perkins cosmetics planned for you by the world's foremost beauty experts . . . exciting cosmetics to impart a fresh, youthful loveliness enchanting as the rose for which they were named. See our Dorothy Perkins beauty preparations . . . magnificent quality, exquisitely packaged.

Skin care, make-up, fragrances, $1 and up



Blount-Harvey

'Bond Street'
TALC
by
YARDLEY



$1.25 Plus Tax

REGALLY SCENTED WITH SOPHISTICATED 'BOND STREET'

Blount-Harvey

TODDLERS . . .
INFANTS PLAY-WEAR
by Thomas

JODPHERS . . .

Solid Colors, Red, Light Blue, Bitter Sweet, Aqua Toast, Navy.

SIZES:
Medium, Large
Extra Large

$1.98



COVERALLS .

Nautical style, twin slash pockets, sailor collar. Solid colors, red and navy. Infants' sizes, medium, large and extra large.

$3.98

other Coveralls
$1.98 and up





Thomas Snoozie Set

Fine Combed Terry Snoozie Set. Top, Bottom and Booties. Sizes Small Fits to One Year Size, Large Fits One to Two Years.

OTHE PRODUCTS INCLUDE

- BATH SHEETS
- SLEEPING BAGS
- CRAWLERS
- CORDUROY SETS
- JODPHURS
- COVERALLS
- And All Other Infants
- Todlers Goods . . .

FREE of Extra Cost Package of 2

Thomas WASHCLOTHS FOR YOUR BABY
With Purchase of
Thomas BOATER
SPECIAL INTRODUCTORY OFFER
$2.08 Value for $1.69



BLOUNT-HARVEY

Now Exclusively Ours.....
PEG Palmer
young half sizes and misses dresses



We are happy to announce that nationally advertised Peg Palmer youthful fashions are exclusively ours. Come in today and see these exciting young styles . . . . . the favorites of fashion-wise women everywhere.

C $10.95

A $17.95

PEG Palmer

B $10.95

D

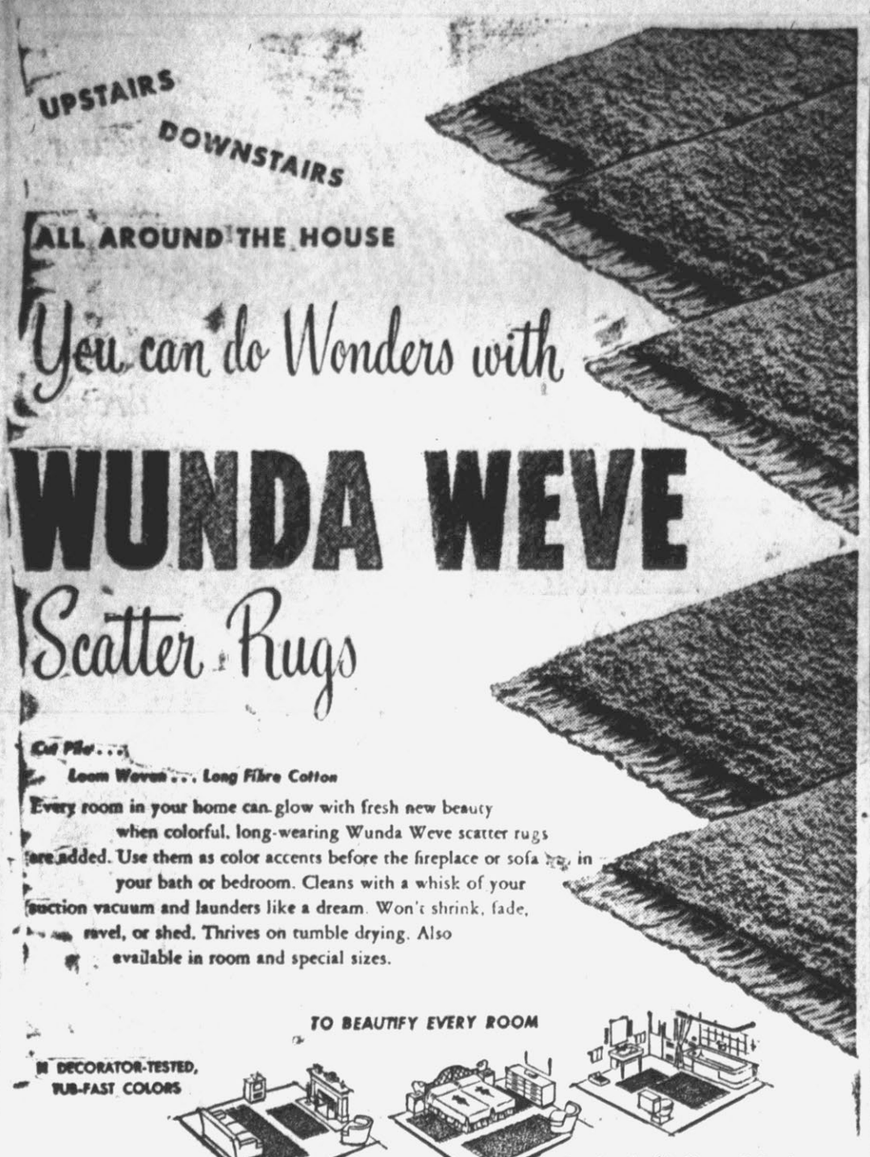
A In two parts . . . button-back blouse with double breasted-look front tops a slim skirt. Brown, green, grey, blue. Sizes 12-20.

B Great things are happening in the office for Fall . . . slender rayon acetate washable shirtwaist . . . buttons with a purpose on front closing . . . buttons for fun on backview tab. Sizes 12-20.

C The soft silhouette . . . a suit dress in rayon and acetate for late summer and early fall . . . casual collared jacket bloused gently to buttoned tab . . . combined with straight line skirt. Sizes 12-20.

D Button-front chemise is styled with pretend pockets and print bow. Brown, navy, black. Sizes 12½-20½ and 12-20.

Blount-Harvey



UPSTAIRS DOWNSTAIRS

ALL AROUND THE HOUSE

You can do Wonders with

WUNDA WEVE

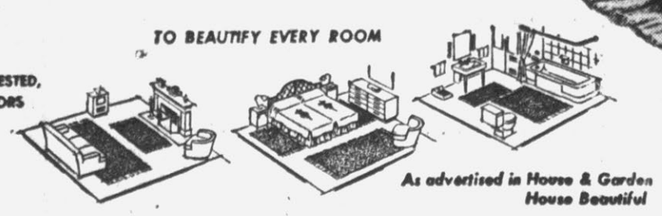
Scatter Rugs

Cut Pile . . .
Loom Woven . . . Long Fibre Cotton

Every room in your home can glow with fresh new beauty when colorful, long-wearing Wunda Weve scatter rugs are added. Use them as color accents before the fireplace or sofa, in your bath or bedroom. Cleans with a whisk of your suction vacuum and launders like a dream. Won't shrink, fade, ravel, or shed. Thrives on tumble drying. Also available in room and special sizes.

TO BEAUTIFY EVERY ROOM

10 DECORATOR-TESTED, TUB-FAST COLORS



As advertised in House & Garden House Beautiful

(Visit your store and price here)

Blount-Harvey

Du Pont Develops New Coated Fabric

WILMINGTON, Del. — A new coated fabric for protective clothing said to have high resistance to chemicals and solvents at high temperatures has been developed by E. I. du Pont de Memours — Co's. Fabrics Division.

The new material is made of Dacron polyester fiber and is coated with Du Pont's Viton synthetic rubber. The company says the new product will withstand long exposure to temperatures as high as 300 degrees F.

The fabric, Fairprene, is supplied to the clothing manufacturer in the uncured or unvulcanized state. This permits the manufacturer to seal the seams dielectrically in the uncured state and then vulcanize or cure, thus eliminating the need for sealing seams with adhesives or cements that might be affected by solvents, a spokesman saaid.

The material is .008 inch thick and weighs 9 ounces a square yard.

CHATHAM Purrey BLANKET



Now with ORLON added!

Now with 100% NYLON Duralife binding!

Now in sizes to fit all beds!

Now . . . America's most popular blanket—Chatham's Purrey—comes to you in a blend of rayon and Orlon for extra wear and warmth and with a 100% NYLON Binding guaranteed to wear for the life of the blanket! Have your Chatham Purrey in glistening white or any of twelve high fashion colors . . . sized to fit your bed to perfection! Chatham's Purrey Blankets are washable . . . guaranteed mothproof . . . non-allergenic . . . luxuriously warm and light. Gift boxed.

Moss Rose Purrey

Hand Screened Print, Pink on Pink, Pink on White Yellow on Yellow, Blue on Blue

72 x 90 Size $12.95
72 x 90 Solid Colors $10.95

Blount-Harvey

Two Plus Two Man's Gauge

B. Earl Puckett has his own "mathematical" formula to evaluate the capabilities of retailing executives:

If a man has a deep-rooted conviction that 2 plus 2 invariably equals 4, he should not be a merchandiser, says Mr. Puckett. He should probably be an engineer but a store could use him as a controller.

If he believes 2 and 2 usually adds up to 4, he might make a goodstore superintendent. If he believes te sum is 5, he is probably a good candidate for divisional merchandise manager. If he almost convinces the boss that the correct answer is 6, he belongs in sales promotion.

And, if he can appreciate the viewpoints of each of the above and can reconcile and coordinate them, he will, says Mr. Puckett, invariably be president of the store or chairman of the board.

Good Manners

If you invite guests for a buffet supper at seven and it is nine o'clock before you get around to serving the meal, you are sure to have some unhappy guests. Yet many hostesses think that it doesn't matter when a buffet meal is served.

It does matter to the hungry guest who didn't take the precautionary measure of eating a snack before he left home.

TROY "Match-Mate"

ZIP-A-ROBE® WITH BUILT-IN FOAM CUSHION

"so easy to carry wherever you go"

Perfect pair! Beautiful Troy Robe with Carrying Case to match! Robe is richly fringed, cuddly warm . . . in red, blue or green Scotch Clan plaids. Zippered Carrying Case in matching water-proof plaid on one side, brown plastic on the other. Adjustable shoulder strap.

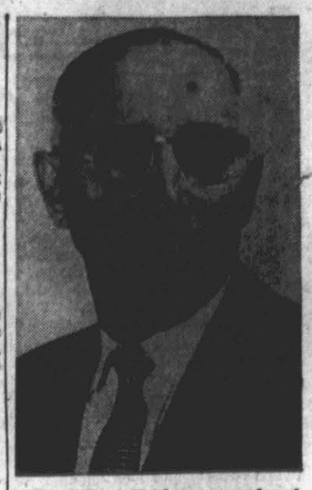


Treated with water-repellent and to resist moth damage



YOU'LL ENJOY IT ON PICNICS . . . AT THE BEACH . . . WHEN MOTORING OR BOATING . . . AT FOOTBALL GAMES . . . AROUND THE HOUSE

Blount-Harvey



Mr. Gilbert Peel was employed by the Blount-Harvey Company in 1928. He has since worked in various capacities, and is presently general Bookeeper for the Blount-Harvey Store, Hardware Department, and Fertilizer Plant. Mr. Peel's Office is located in the Hardware Store on Washington Street.

Mythical 'Average Consumer'

There are too many people in the world of advertising and marketing who have named themselves spokesmen for an ephemeral "average consumer" and who pontificate on how this "average" consumer thinks and acts.

These pronunciamenti are too often taken as gospel, and marketing planning is based on them at terrific costs.

The "average consumer" doesn't exist. She's only a statistic. Building marketing plans around her, addressing advertising only to her, is like shooting rockets into the void.

The concept of the "average consumer" causes a sameness of products and a sameness in advertising which result in terrific loss to advertisers.

Finding large segments of the consumer market with similar characteristics is the answer for many (not all) advertisers.

As our population grows and our economy expands, many more such segments will in themselves constitute huge profitable markets.

More and more effective research will find and identify segments of the mass market with large enough common denominators to make them unified marketing and advertising targets.

Perhaps some day research will enable us to predict mass behavior accurately. As of now, the "average" consumer is a mirage.

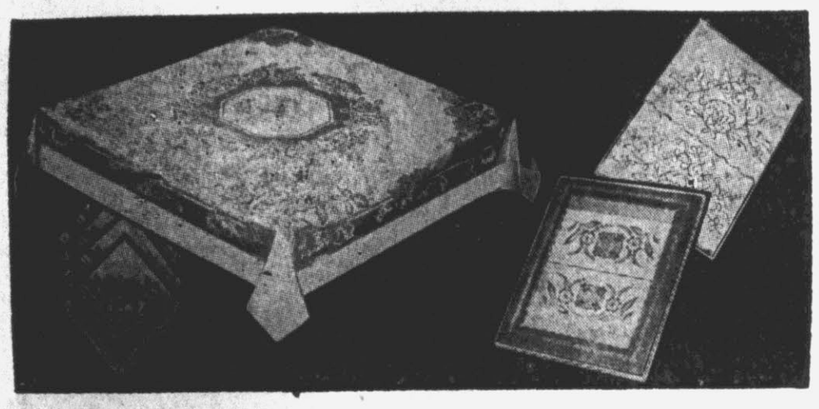
Try A Little Tenderness

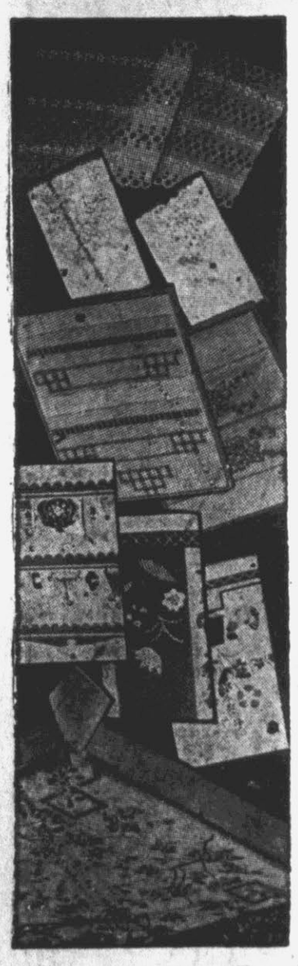
The consumer holds the key to a speedy recover of the economy. She has the purchasing power today to help stabilize the economy and bring it new strength to move on to new levels of prosperity for everyone. But she wants to be wooed. She wants to be appreciated and told repeatedly how important she is. She wants to be recognized as an individual with individual problems.

Retailers must make a real attempt to grant her this self-importance she deserves. Indifferrnce at the sales counter must be replaced by understanding. Customers will not tolerate the type of salesperson whose attitude is that of a counter irritant. Lethargy at the sales counter must be replaced by personalized service and interest in the well-being of every customer who approaches it. In short, the mechanical approach to sales must be pushed aside and replaced by the selling philosophy on which retailing was originally built.

SPECIAL $2.00 Sale! Home Beautiful LINENS by Vickie

SAVE AS MUCH AS 50%





THIS GROUP CONSISTS OF THE FOLLOWING . . .

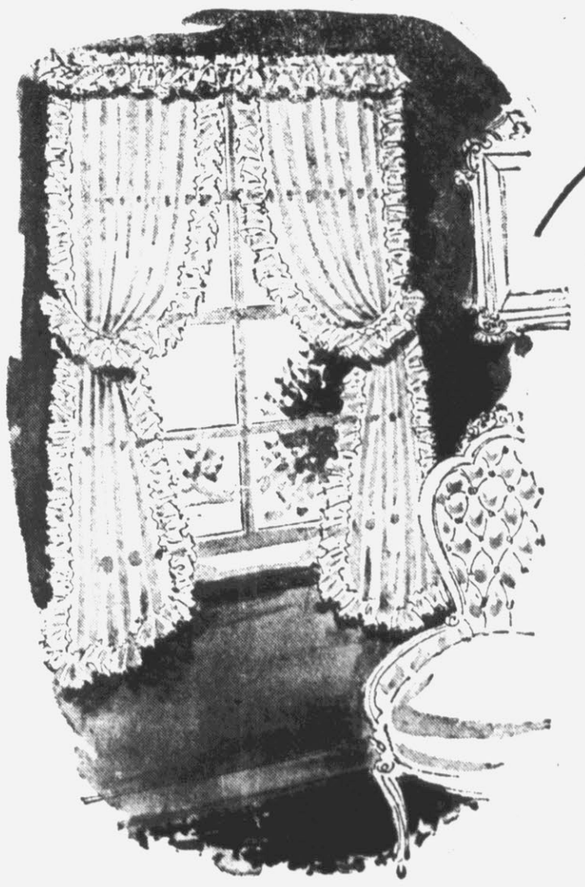
Linen Print Cloths
Braid Mat Sets
Cut Work Bridge Sets
Lyn Spun Braid Tea Ssets
Filet Lace Squares
Embroidered Pillow Cases
Cut Work Pillow Cases
Italian Embroidered Linen Chair sets
Crinkled Cloths
Linen Nylon Cloths
And Other Linens

Values to $5.00 Each
Specially Priced . . .

$2.00

Blount-Harvey

"EASTERN CAROLINA'S SHOPPING CENTER"



Berkshire®

Threadlock, the amazing new Hathaway weave that gives curtains the longest life possible. Hathaway Dacron-Marquisette with threadlock. . . .

Tailored Deep, 5 Inch Bottom Hems, 82 Inches Wide Per Pair. In White Only. Opening Special . . .

72" INCHES LONG
81 INCHES LONG
90 INCHES LONG
$2.98

90 INCHES LONG $3.49

RUFFLED . . . DELUXE STYLING—WITH FULL 7-INCH PICOT EDGED, RUFFLED HEM EDGES. BONE RING TIE RACKS—WHITE, 96 INCHES WIDE PER PAIR.

81 Inches Long
90 Inches Long
99 Inches Long
OPENING SPECIAL

$5.98 Blount-Harvey

Choosing Of Carpeting No Simple Task

CHICAGO — There's more to choosing carpeting than just picking the color.

Homemakers should carefully consider what they want before they make their purchase, according to Ruth Holman of the Carpet Institute.

Miss Holman warned that rooms bearing heavy traffic need stronger fibered carpeting than rooms which are used just for company. But she cautioned, "no, one fiber will do everything." And, she said, it is just as important to think about the construction of a carpet as it is to worry about its fiber components.

For example, she said, nylon is a durable fiber, but it is put into a loose, shoddy construction, the carpet won't last.

Carpeting is chosen for its appearance, its durability and its serviceability. Today's carpeting offerings come closer to hitting the mark in all three categories because of the blends between natural and synthetic fibers.

The synthetics — nylon, rayon, acetate and acrylics — take color more vividly than the natural fibers, according to the expert. She said nylon carpeting is durable and easy to clean, but cautioned that it is fairly expensive, depending on the construction.

Rayon, she continued, is very economical on carpeting but it is not as resilient as wool or some of the acrylic fibers.

Acetate is easy to clean, according to Miss Holman, and often is colorfast solution dyed.

WALTZING INTO FALL

New waltz gowns really live up to their name, with details borrowed from evening fashions. These include flying back panels, modified balloon skirts and Directoire bodices.



A Glimpse at a portion of our New Piece Goods Department on Main Floor.



Mr. Robert H. Strum came with the Blount-Harvey Company in 1942. He started his career as a salesman in the Grocery and Hardward Departments when they were located in the main store on Evans Street. Since that time the Hardware Department has been moved to a new location on Washing Street. A great deal of Mr. Strum's time is spent in the upkeep of electrical farm equipment.



Mr. Grover Carrow is connected with the Blount Harvey Implement Company as a mechanic. Mr. Carrow joined the Company in 1957. He has had seven years experience as a mechanic. Prior to joining Blount-Harvey Company, Mr. Carrow was a farmer. He is a veteran of World War No 2. He lives in Washington, N.C.

The National Bureau of Standards has said that a wood siding of white keeps a house cooler.

'Country Flair'

There will be a complete collection of matched sheets, towels, blankets, and bedspreads, in soft shades of pink, turquoise, lemon or mocha — all in the "Country Flair" pattern. Color coordinated automatic blankets are also available.

Prices range from $.39 for a wash cloth to $12.95 for the bedspread. The One Look of "Country Flair" promises to be a home decorator's dream come true.



Mr. Dewey L. James, Manager of the Blount-Harvey Hardware Hardware and Massey Ferguson Tractor, and Implement Department, came with the Company in 1933. He began his career in the main store on Evans Street selling Groceries, Hardware and Implements. In 1957, this Department was moved to the new location on Washington Street where the Implement Business was expanded.



Mr. Alton Hill was employed by the Blount-Harvey Company in 1957. He is connected with the Massey-Furgerson Tractor and Implement Department as a Salesman. Mr. Hill had several years experience as a Tractor and Farm Machinery Salesman prior to joining Blount-Harvey's. He has lived in Winterville for the past ten years.

Many New Numbers Included In Fall Bedspread Features

With a record number of students enrolled in college, Bates' Back-to-School bedspread sales are expected to crack all previous figures this August and September.

Bates has given added zest to its promotion by including two new bedspread numbers in the Back-to-School sales package, and it is launching the entire program with full color national advertisements

Bates national ads, loaded with pre-selling potential, get underway in August with the "Piping Rock" and "Carnegie" being featured in Mademoiselle and the "Caribbean" in Vogue. "Piping Rock." "Brig O'Doon" and "Tomorrow" will be advertised in the September issue of Seventeen while "Stardust" will be featured in September's Harpers Bazaar.

Packing your suitcase in layers may be a way to get more into it and still keep the contents neat and wrinkle-free.

New 'One Look' For Harmony

One of the easiest — and prettiest — decorating ideas in many a year will appear in Blount Harvey's when "Country Flair" will demonstrate the new One Look for bedroom and bath.

Designed in charming checks by Fieldcrest Mills, "Country Flair" coordinates a complete group of bed and bath fashions in today's most popular colors. No longer is it a problem to select and harmonize. "Country Flair" is planned to live together.

BRILLIANT BUY AT 5.98



First Quality! Fabulous Colors!

Here's your chance to dress up a room for next-to-nothing! You'll love Bates bright new "Laredo" bedspread...for its wrinkle-resistant tweedy texture, for its Navajo stripes in fabulous colors. And wait till you find how easily it washes, how long it wears. Don't miss this special value—order today!

Bates "LAREDO"

Beige background striped predominantly in Red/Royal, Yellow/Pink, Green/Chartreuse. All with smart black and white accents. Generous twin or double size, matching draperies, each only

Blount-Harvey

the most treasured gift of all...

Bates "QUEEN ELIZABETH"

$29.50

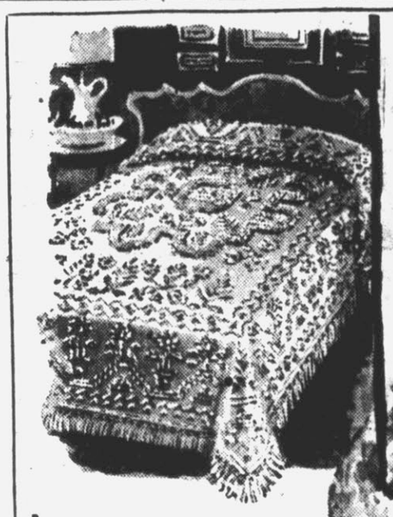


A magnificent gift in a regal presentation box. From a priceless Elizabethan museum piece Bates has made this exclusive translation. Permanently puffed, preshrunk and richly fringed...a masterpiece to be treasured through the years.

GIFT BONUS: *Each registered owner of a Bates "Queen Elizabeth" receives direct from England a beautiful die-cast brass door knocker sculptured with The Royal Coat of Arms.*

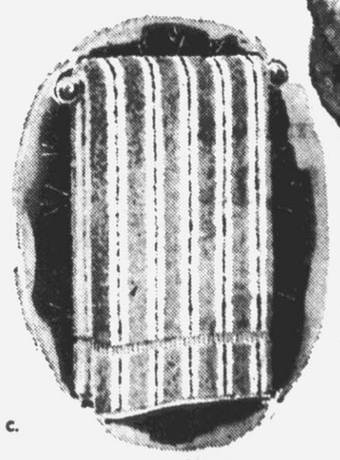
•Order this treasured Bates bedspread now while we have it in Antique White, Snow White, Hyacinth Pink, Aqua, Mint Green, Daffodil and Beige. Single or double.

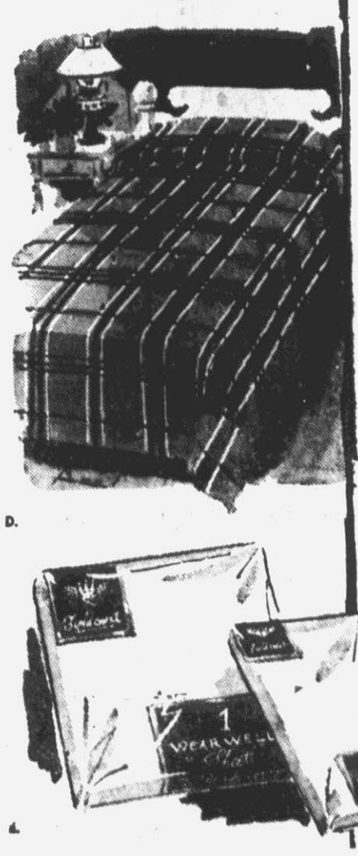
Blount-Harvey



Blount-Harvey

Outstanding Opening Values







Fieldcrest

FASHIONS FOR BED AND BATH

Here's a wonderful opportunity to refill your linen closet at attractive savings! Brighten your home and your budget with these lovely Fieldcrest fashions for bedroom and bath. And, it's a good idea to shop now for future gift occasions, too!

A. **"ROYAL VELVET" TOWELS.** Luxuriously thick, thirsty combed cotton in luscious colors and white. 27" x 52".
Regularly $3.98.... **only $2.98**

B. **"LADY HAMILTON" BEDSPREAD.** Colonial style, bullion fringe Washable, preshrunk. Natural or snow white. Twin or full size.
Regularly $14.98.... **only $12.98**

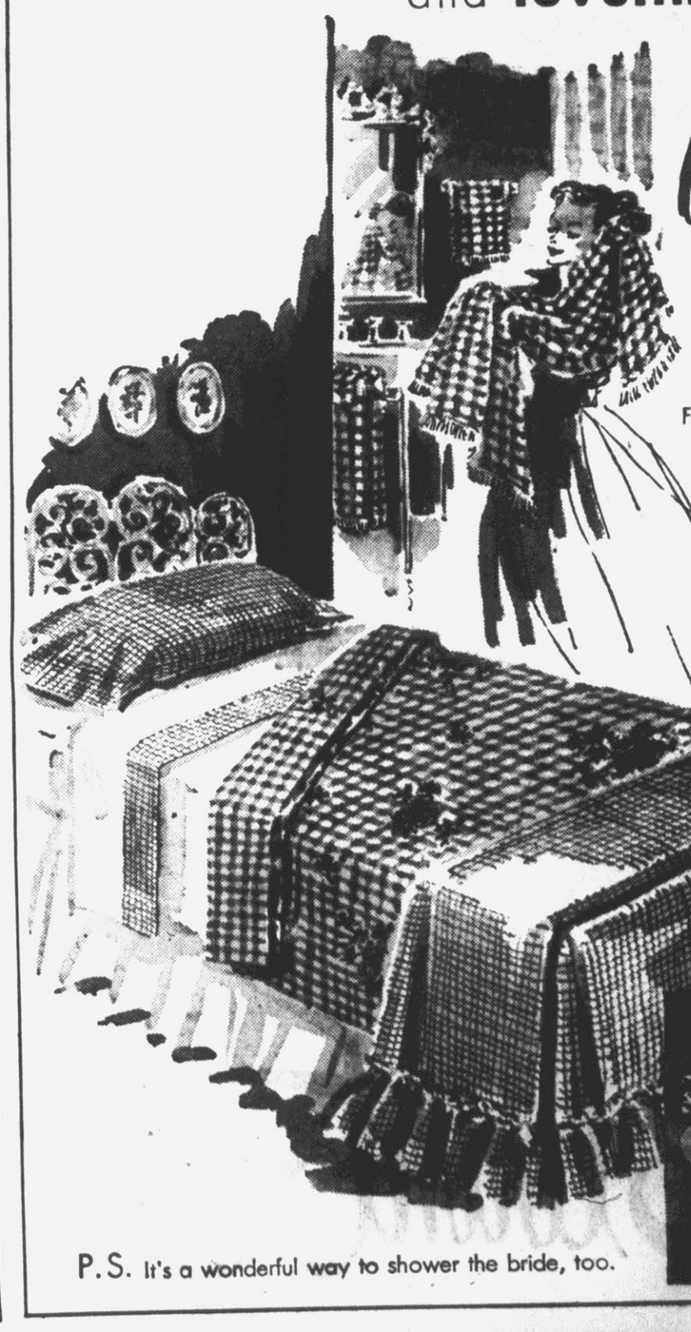
C. **"MONACO" TOWELS.** Gay glamorous pastel and white – gleaming with "golden" Mylar stripes. 24" x 46".
Regularly $1.98.... **only $1.69**

D. **"BONNIE BRAE" BEDSPREAD.** Handsome plaid design woven on beige ground. Sturdy, washable, preshrunk. Twin or full size.
Regularly $5.98.... **only $4.98**

E. **"WEARWELL" SHEETS AND CASES.** Strong, long-wearing, closely woven muslin in bright white and fast color pastels.
72" x 108" twin size. White. Regularly $2.49.... **only $2.19**
81" x 108" full size. White. Regularly $2.69.... **only $2.49**
42" x 36" pillow case. White. Regularly $ .69.... **only $ .59**

Blount-Harvey

picture yourself in the **charm** and **loveliness** of Fieldcrest



Country Flair

freshest fashion treat

Time to check your home with fashion in Fieldcrest's newest "One Look" — a lovely look in pastel checks woven with white. Choose a complete ensemble — from fingertip towel to fashion bedspread — and start counting the compliments! White with pink, turquoise, mocha or lemon.

Summerweight blanket, 72" x 90", 4.98
Percale sheets, white with check border:
twin, 3.98 full, 4.98
Woven check bedspread, twin, 12.95
Bath towel, 1.98, hand towel, 98c
washcloth, 59c

Color-coordinated automatic blanket. 14.95

P.S. It's a wonderful way to shower the bride, too.

Our New Boy's Department On Mezzanine

Complete And Ready For Your Boys School Needs

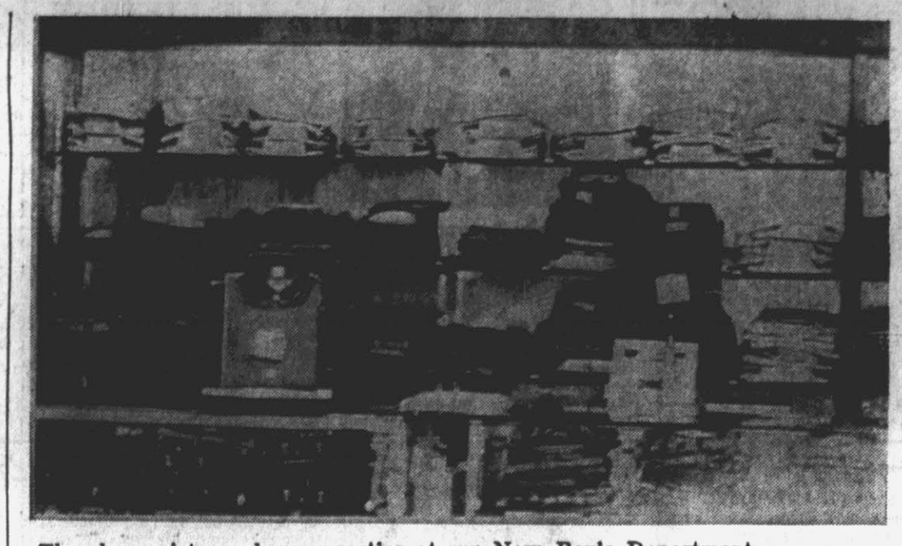
Back to School

Head-of-the-class-values-in

CLOTHES

Your Son Will Shine in these Winning Wearables

For classroom, for dress-up, for rough-and-tumble play, we have the togs that will take your son handsomely through all his school and after-school doings. Long on wear, easy on care, tops in value!



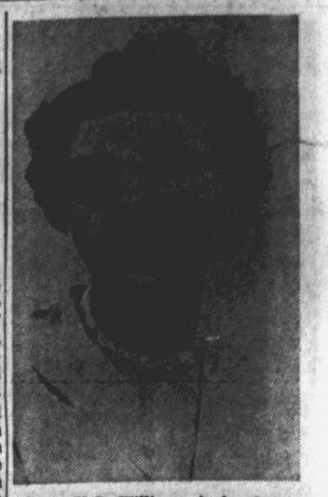
The above picture, shows a section at our New Boy's Department.

This most important area in the Back-to-School picture offers no end of variety in styles. Coats of many lengths are available in a wide choice of models. The suburban coat, the toggle coat and the parka are the leading styles.

Shells of cotton sateen and wool blends are equally important with nylon fleece following. The satin quilted lining is still of prime importance, but orlon pile in both harmonizing and contrasting tones is becoming increasingly popular.

The leather and wooden toggles of last year have given way to square bone and plastic buttons, which are easier to munipulate. Iridescent shells, a striking innovation a few seasons ago in imported reinwear, has become a colorful feature of many numbers. Novelty collar effects, including bulky knit shawl collars . . . turtle neck knit collars . . . and fur collars are prominent features of style wise houses.

The "wash 'n' wear" factor is of importance in outerwear . . . although it is stressed in the medium and better price groups only.



Mrs. E.C. Williams is in charge of the New Boys Department located on the Mezzanine Floor. Mrs. Williams started her career with Blount-Harvey's in 1942. She was employed then to sell in the Boys Department, and has been connectel with Boys Clothes continuously since that time. She invites you to visit her in this new, enlarged, Boys Department where many famous brands of Boys Clothes are stocked. There is a complete line of Tom Sawyer Apparel for Boys, plus Sampeck Suits and Sport Coats, Cresco Jackets and others.

Blount-Harvey OPENS WITH

A Complete Brand New Stock Of

Tom SAWYER APPAREL for real boys

Boys Wear Sold Exclusively In Greenville At Blount-Harvey.

the all-wool PREP by Tom SAWYER APPAREL for real boys



Come in today and see this smart new collection of all-wool prep sport coats in up-to-the-minute styling. TOM SAWYER fashion designers have gone all-out to make this season's selection the handsomest yet.

Prep sizes 13 to 20.

$19.98



NEATER WEAR... . . EASIER CARE

WASH AND WEAR SPORT SHIRTS

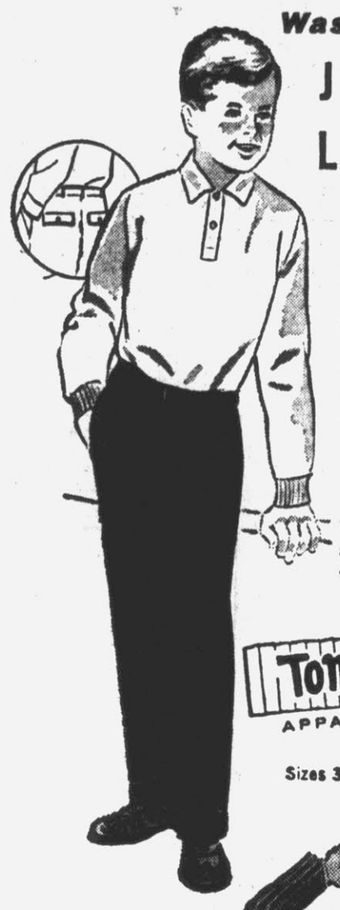
$2.98 to $3.98



Ideal for school or play, these fine shirts wear like iron and are so-o-o easy to care for. Choose from our large selection of patterns and colors. Get several for your boy today. Sizes 6-20

Tom SAWYER APPAREL for real boys

EVER POPULAR... *Wash and Wear* JUNIOR LONGIES



NEATER WEAR... EASIER CARE... These practical and good looking slacks have "adjustable tab waist band" for "growability" In the new "Ivy Look" with unpleated front and flap back pockets as well as the regular Ivy Back-Strap model and the ever popular pleated style. Wide range of fabrics and colors

Tom SAWYER APPAREL for real boys

Sizes 3-12 **$3.98 to $5.98**

"WASH AND WEAR" dress shirt



by Tom SAWYER APPAREL for real boys

- A superb dress shirt of fine combed cotton broadcloth
- Dries quickly and requires little or no ironing
- Unconditionally washable with any bleach!
- Dura-stay collar
- Convertible cuffs can be worn with or without links
- Tailored with famous TOM SAWYER attention to detail

Sizes 6 to 20 **$3.95**

tailored slacks FOR THE "teen-ager" by Tom SAWYER APPAREL for real boys



New "Ivy Look" with unpleated front and flap back pockets in a complete selection of fabrics and colors. You will be "Dressed Right" in these beautifully tailored and styled slacks.

Waist sizes 25-32

$5.98 to $10.98

CREW-NECK POLOS by Tom SAWYER APPAREL for real boys



Tom Sawyer crew-neck polos from our big selection. Knit of the finest combed cotton, they're yours in colorful stripes or smart solids. See them now in sizes 6 to 18.

Price

$1.98



Juniors go Ivy in SPORT COATS by Tom SAWYER APPAREL for real boys

All-wool sport coats Ivy-styled by Tom Sawyer especially for the junior. Your youngster will be dressed right in fashion in this handsome model. Natural shoulders, three buttons, flap pockets and center vent. Wide range of patterns and colors. Sizes 4 to 12.

$10.95 to $14.95

"exclusive" NO-BELT PAJAMA by Tom SAWYER APPAREL for real boy

$2.98



It's Sanforized!

Count the features that make Tom Sawyer "No-Belt" pajamas your best buy

1. Personalized Fit No-Belt waistband is self-adjusting...never too tight or too loose!
2. Comfort No-Belt waistband gives gently with breathing, twisting, turning.
3. Fine washable broadcloth.
4. Outwears ordinary pajamas...provides plenty of room for growth.

Wide selection of popular colors and patterns in slipover or full-front button styles.

Sizes 4 to 18

Blount-Harvey

opening Thursday

the enlarged, beautifully remodeled

BLOUNT-HARVEY

featuring

famous

FLORSHEIM SHOES

for men and women



Viking





Rhapsody



Cascade

Now, more than ever, you'll enjoy choosing your new shoes at Blount-Harvey Co.—in the spacious comfort of our new store. Every detail has been designed to make shopping pleasant and easy for you. And as you'd expect, our new Florsheim styles are as fresh, exciting and up-to-the-minute as their surroundings.

The FLORSHEIM Shoe

Blount-Harvey



Clipper



Sorrento

New Casual Shoes For Teen-Age Miss

From 9 a.m. to 9 p.m. (at least) the new casual shoes will take the teen-age miss everywhere this fall.

Striking a casual note even in shoes for dress wear, new designs are interpreted in colorful, glove-soft leathers with smooth and silky brushed surfaces that accentuate the lean lines of the tapered toe — the silhouette that predominates this season.

Following prevailing teen-age styles in apparel, chemise and trapeze shoes turn up in several versions. T-straps and ties are two of the most popular treatments in smooth leather pumps. Others feature filigree buckles, flat bows or just plain round or V-throatlines.

On flats, particularly, high-riding vamps, cutouts and buckle treatments are popular, with touches of shiny metals used as buckles, hooks and eyes and lace tips.

Brushed leather is emphasized by autumn leaf colors such as burnished reds, greens, browns and golds. Often, too, the brushed leather is accented with touches of smooth leather in matching or contrasting color.

In the dressier flats, the little skimmers are expected to have top billing in every teener's shoe wardrobe. These are shellptype shoes made in soft, smooth leathers with very flat heels and lightweight, flexible leather soles — in a complete range of colors and almost always unadorned.

For sports wear, the lightweight swede oxford with side lacing and the all-leather "sneaker" type shoe are shown in new slim silhouettes that give the foot a neat, trim appearance.

NEW FASHION AFOOT IS Esquare-toed flats. Left, smooth and suede moss green leathers on stacked leather bobbin heel. Right, saddle - stitched mocassin in mocha suede.

YOUNG OUTLOOK

Short black nightgowns have a very young look this fall. They are trapeze-flared, of pretty nylon point d' esprit and lace over pastel tricot.

Young Shoes Patterned After Adult Styles

A wide range of shoe styles, patterned after the top trends in adult footwear, is ready to fit the needs of evert boy or girl for school, dress or rough-and-tumble wear.

Shown in lightweight leathers that support growing feet without constriction, young shoes follow the trend toward a gentle tapered toe and a general look of lightness.

For little girls, the flatheeled, round-throated pump in colorful leathers is one of the most popular styles. It's varied to include bows at the vamp, swivel straps that can be worn several ways low-set in step straps or T-straps. Slip-on styles feature peaked tongues or tab effects at vamp.

Shoes for young boys accent streamlined lightness, flexibility and sturdiness. Fashioned after shoes worn by Dad or big brother, the moccasin toe, three-eyelet tie in finely textured leather is a popular shoe for all-round wear, as is the traditional wingtip shoe, slimmed down.

Shoes Shine As Style Partners

Slim and tapered to needlepoint toes, shoes shine as complements to the college girl's favorite chemise, trapeze and other free-form fashions this semester.

Among many colors in the new soft leathers, smooth, polished reds and greens are most popular. Instep and T-straps, felt bows, buckles, narrow ties and draped vamps are points of interest, as is the sassy chemise heel which is low, curved and jutting under to set the college miss gracefully back on her heels.

Casual leather flats show feminine slimness, in supple leathers with smooth, lightly textured or brushed surfaces. Simple styles are dramatized by bursts of color, and many have linings of soft leather in brightly colored and printed patterns.

New versions of the sneaker, for an all-around campus walking shoe, appear in soft brushed leathers riding on a lightweight leather sole.

The well - liked moccasin is slimmed down, in various leather grains, with newly tapered, squared-off toes.



Blount-Harvey's Children's Shoe Dept. Offers New Stock Of Shoes

The new Blount Harvey Childrens Shoe Department is located just inside the front door on Evans Street. You will find that no effect has been spared in laying out this department. The stock of shoes offered for sale are completely new. The department has fine quality new furniture, a new carpet has been placed on the floor and the most modern fitting devices with experienced personnel will be available to serve you. The famous Stride Rite Line has been added to the children Shoe Department. The Stride Rite Line for children is a nationally known line and has grown on the strength of it's fine fitting and wearing qualities. These shoes are made from the finest quality leather, and are sure to give excellent wear. Blount Harvey is also featuring the famous Billiken line for children. Billiken's are a good quality, popular priced line with shoes to fit children of all ages.



The prettiest little dress-up patterns . . . handsome, sturdy play and school shoes . . . all PRE-TESTED for FIT, with plenty of growing room for those fast-growing little feet . . . all outstanding for wear and value.

MOTHERS, we believe you'll be particularly pleased, not only with our fine BILLIKEN selection, but with the personalized service and expert care in the fitting of shoes at —

Blount-Harvey

wash your sweaters the Bernhard Altmann way

liquid formula five

89c

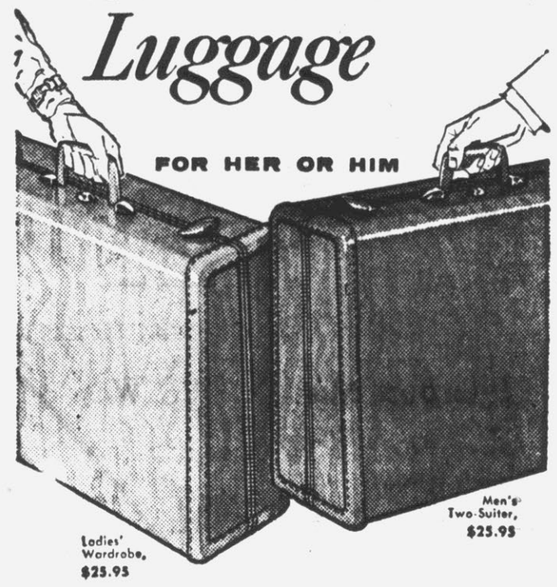


Blount-Harvey

BACK TO SCHOOL WITH

Samsonite Streamlite Luggage

FOR HER OR HIM



Men's Two-Suiter, $25.95

Ladies' Wardrobe, $25.95

It's designed to be part of their appearance...slim, trim, classically smart! Exclusive "travel-tested" finish scoffs at scuffs, wipes clean with a damp cloth, stays "first-trip" new for years. Come in and choose the most suitable shape, size and color from the luggage that out-travels all others...Samsonite Streamlite.

Men's Three-Suiter	$27.95	Ladies' Pullman	$27.95
Men's Companion Case	$19.95	Ladies' Train Case	$17.95
V.I.P.	$19.95	Ladies' Hat Box	$15.95

All Prices Plus Tax

Blount-Harvey

has the most educated shoes



SADDLES BY

MOXEES



Saddles probably go to school more often than any other shoe . . . which makes them, of course, the "smartest" shoes on campus! Got yours, yet?

$7.95

Blount-Harvey

light babies... heavy babies...

wobbly babies...

slim babies... STEADY BABIES...

chubby babies...

they all belong in

STRIDE RITES



. . . designed for every stage of the first walking years, in a raft of sizes and widths. Firm counters, broad heel seats, snug heel fit, flexible soles . . . famous Stride Rite fit. Trust them . . . *and* us!

Blount-Harvey

HOW OLD ARE STRIDE RITES

eleven months...



three years...



five years...



half-past seven...



AND MORE!... 'most all ages and sizes, for 'most all children!

And oh . . . how beautifully they do fit.

Blount-Harvey

Mushroom, Diamond-Shaped Silhouette Hits In Paris

By NADEANE WALKER

PARIS, (AP) — With a mushroom silhouette, Pierre Cardin rang up the second big success of Monday's opening in the new Paris fashion season. He shared honors of the afternoon with Lanvin line also looks like a winner.

Cardin's mushroom gets its shape from big-puff-edover collars and a tapering, stem-like torso. The waistline is either bypassed or belted right up under the bust, and hips are slightly puffed.

The audience started to applaud Cardin's creations almost from the start. For one thing, they don't look as extreme as they did last season, when the whole idea was branded new and nobody was used to the sight of kneecaps. While he has some fresh ideas and original details, Cardin si also exploiting and refining the gold he struck last spring.

Cardin's hats run to balls, Queen Nefritite coifs, cabbage heads and feathery fright wigs. One was a suspended black rose from which a heavy weil dropped, swathing the figure to the knees.

Cardin's mood is not quite as black as Castillo's. He laces it with shocking pink, cherry red, winter white, mushroom shades and several blues. Both designers use a lot of loopy mohair woolens.

Some of Cardin's silhouettes have a front so flat it looks steam-rollered; others have little pouf on the tummy. and a few affect a flattened, hanging bosom, which is draped down over a high stiff belt. Skirts are something cowl-draped, and sometimes drape into a bow above the knee.

Early Trends

So far, trends seem to be: lots of black, with red and strong pink runner-up; very short skirts that just do or just don't cover the knee; outsize collars and an away-up-there waistline.

Back-Tilted Hats for Fall

The back tilt is a general poisition in fall hats previews at milliners and couturiers.

Sometimes the crown is tall and bulky, as in high, square crowned cloches.

Stiffer bases for fabric hats.

Shapes inspired by men's hats.

Leather trimming on felt or ostrich feather hats.

Colorful Headlines

Color in millinery is unlimited for fall. Customers may match their costumes or introduce color as a contrast. Promotional color families are represented in Harvest Hues which are also important in accessories and Cathedral tones which present glowing blues, red and purples. For tie in with Empire and Directoire promotions wht the whole range of mauve and violet tones can be selected from new hat collections in satin, velvet or fluffy bodies. Even with the impact of color, winter is strong in millinery or white touched with black. This includes everything from beaver bodies to white fur and feathers.



Mrs. Alice Crisp is in charge of invoices and merchandise records for the new Blount-Harvey Store. Mrs. Crisp started her career with the Company in 1945, as a salesperson in the dry goods section. She accepted a job in the office in 1954, as change clerk. Alice is now keeping Merchandise Records and Checking Invoices. The new office is located on the Mezzanine Floor.

All Hues Are News In Glowing Palette Of Latest Fashions

It's a season of color in fashion, the most brilliant in many years. Vivid tones take their cue from glowing autumnal landscapes, precious gems, stained glass, Scottish moors and sparkling wines.

The blazing palette of fall foliage is the biggest news. Rich russet shades, sumac reds, maple leaf golds, burnished oranges and forest greens appear alone or in combination.

"Daring" color combinations are, in fact, a leading feature of this colorful season. Expect to see orange and red, blue and green and other two- and three-color combinations.

Among the well-recommended colors are teal and other blue-greens, "hot pink" and purple, in a shade referred to as ultra-violet as well as winter violet and wild plum.

Reds, from clear and bright to gem-tone blue reds and wine shades; greens, from emerald to moss; blues in all hues and browns, ranging from rich coffee bean shades to greenish bronze, have great importance. Fashions in black benefit from the general trend to color, since they stand out with added drama against the many varied and vibrant hues.

PERENNIAL QUEEN

SEDALIA, Mo. (AP) — Being crowned Missouri Queen of Fairs was old stuff to Sarah Kay Burns. Sarah has been Centennial Queen at Caruthersville, Mo.; Miss Mississippi River Queen; National Soybean Queen; National Catfish Derby Queen; Miss Navy Relief Carnival Queen and queen of her high school annual. The 17-year-old's vital statistics are 5-feet-9, 125 pounds.

Blount-Harvey

Presents Hats by . . .

Lazarus



Hats with an Autumn Air

Soft and often Lofty . . . Shapes to Complement Your Clothes . . . Sure to Flatter Hats With Draped Crowns . . . Softly Shared Wide Brims.

Felts . . . Velours . . . Furs

HATS BY . . .

- SCHIAPARELLI
- DANTE MARTE . . . By Lowenthal Hess
- LAZARUS of Cincinati
- NANNETTE, By Kutz

and others

Priced... $5. to $25.

OPENING FEATURE

1 Group Misses' and Women's Felt and Velours FALL HATS $3.00

Now at... Blount-Harvey



these new heavenly soft carefree Ki-Yaks

Little smoothies . . . light and gay . . . beautifully fitting in every way.

Prices $6.95--$7.95

Blount-Harvey

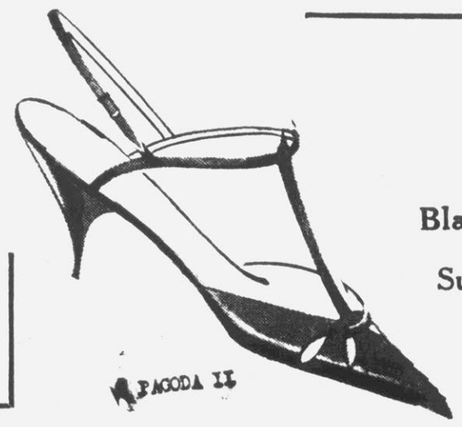
SHOES FOR MOM and SIS

Smart New Fall SHOES

By.. Valentine...



Maverick Brushed Pig $12.95



Black Suede $12.95



Black Suede $12.95

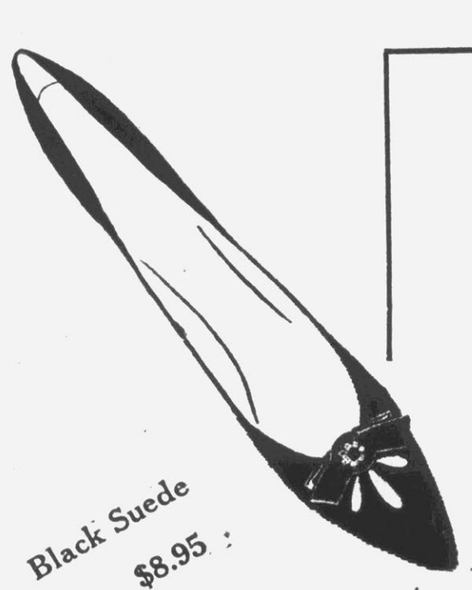
Many Other Styles

Blount-Harvey

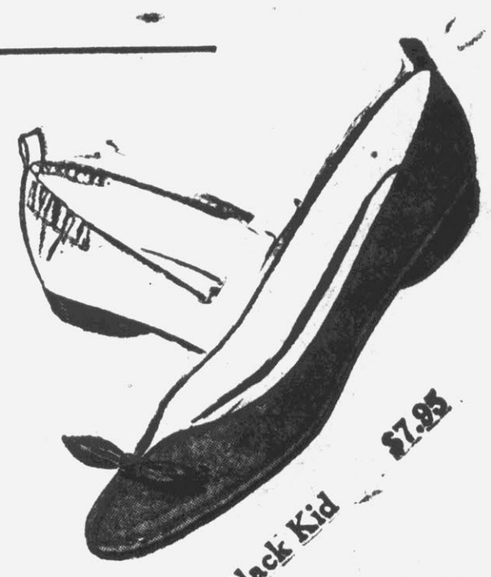
WE'RE OPENING WITH THE NEW COVER GIRL

fall... FOOT WEAR

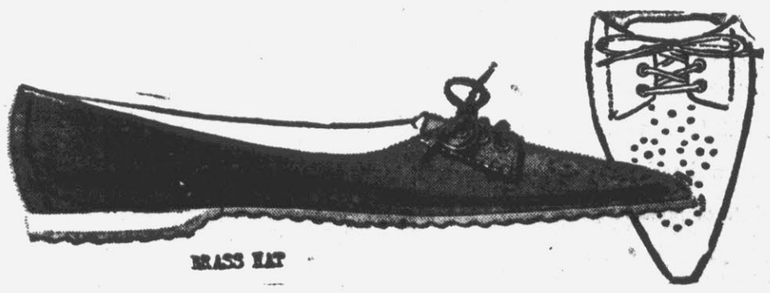
By Friendly...



Black Suede $8.95

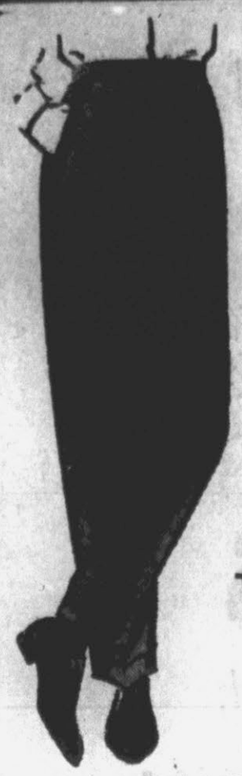


Black Kid $7.95



Black or Brown $7.95

Blount-Harvey



"SUNSET" SLACKS styled by Loeb

Extend Best Wishes to

Blount-Harvey

Devise Formula To Standardize Tricots

A mathematical formula for accurately reproducinga desired tricot fabric with constant course-wale counts has been developed by Tom Johnson, independent textile consultant, and Lee Dyeing Co., Johntown, N.Y.

The formula, according to the company, pre-calculates stitch length for any given knitted width-finished width relationship and thus solves the problem of the length factor in nylon tricot greige goods production. Information will be made available to all tricot knitters on request, without charge.

The company points out that up to now the length factor has been determined by trial and error experiments. Use of the new formula eliminates "guesswork," and "provides the first direct method of producing the best fabric at any given weight," it is stated. They formula can be applied to all denier sizes. Commercial production on sizes from 15. to 40-denier, including the 20-15, has proved highly successful, a company spokesman asserted.

"Use of the formula," it istated, "may be the vehicle by which the tricot trade can achieve the same delineation of fabric standards as is employed by the woven goods industry. This would lessen confusion and thereby increase merchandising potential."

In practice, the knitter would notify Lee Dyeing what weight fabric he requires and any special course - wale requirements. Lee Dyeing, using the formula, would advise the knitter of the proper runner lengths to use. The mathematical accuracy of the formula is, of course, dependent on proper adjustment of knitting machinery at all times, it is pointed out.

PICK FLORAL PRINTS

Among the many "good pickings" in sportswear are floral printed separates, in a garden of gala colors.

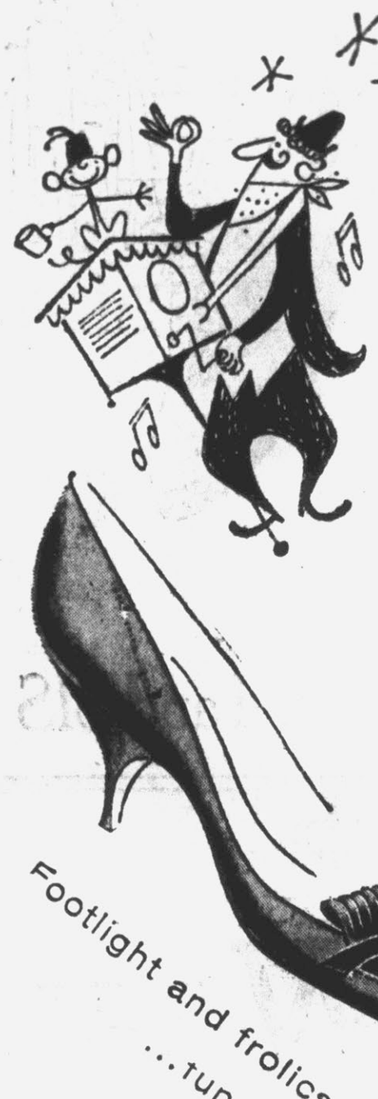
Bates New Fall Fabrics

For the next few months millions will be seeing Bates Disciplined fabrics as they are presented in wholesaler and retailer fashion shows throughout the United States.

Top pattern companies are featuring Bates Disciplined model garments in the fall and winter shows. For instance, McCalls has 55 traveling wardrobes scouring the United States and four Disciplined numbers are included in each. This show got underway this month and will be play to wholesalers for the next four months.

Bates Disciplines print No 15305-4 Shalimar has been picked for Simplicity's Back-to-School wardrobe which will appear in 500 fashion shows starting September 1 and carrying through to February 1.

Simplicity Pattern Company selected Bates Disciplined print No 15308 for its fall fashion show. This show opened July 15 and will travel throughout the country. In addition, the same print has been given an editorial credit in the July issue of Seventeen.



Footlight and frolicsome ...fun-timers by

Pavilia Hand Made



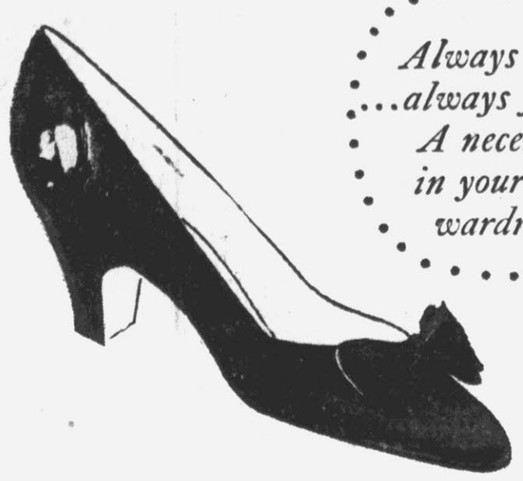
Fancy-free footwear for every happy activity, filled with fashion excitement! Italian-inspired fun shoes... low, light and streamlined to give you lots and lots of mileage.

Blount-Harvey

Naturalizer

THE SHOE WITH THE BEAUTIFUL FIT

black suede
Black Suede
BLACK SUEDE



Always right ...always fashion! A necessity in your fall wardrobe

Naturalizer's soft and supple black suede . . . worn with everything this seasor . . . an absolute necessity in your fall wardrobe. And it fits like a Naturalizer always does . . . with complete flexibility . . . heel-hugging, toe-free fit . . . combination last for perfect comfor..

Blount-Harvey



the vamp makes fashion headlines by

johansen

Some of the newsiest foot-flatterers ever to come out of fashiondom . . . sleek, spirited pumps with a new sauciness . . . vamp drama that's pure bewitchery in these more-leg-less-skirt days!

Blount-Harvey



My, you can turn out beautiful fashions from . . .

Schlang's

Laund-a-Laine

2.98 yd.

other Woolens $1.98 to $5.95

The superior fabric blend that was aproven success . . . now brought to you in mouth-watering, 60% wool, 40%nylon in fast color heathers, checks, tweeds, blocks and nubs . . . that washexcellently. Ready to be whipped up into smart women's, children's andteen-age dresses, skirts and suites. Wide varied pastel color choice . . . 56"wide.

Blount-Harvey

ROSE-WOOD

Fall Fabrics

Now, Just When You're Planning Your Fall Sewing, Now When Fashion Is Featuring The Beauty Of Fabrics - Rosewood Brings You Four Top Fabrics

Kinella—Key West

For Match Mated Co-ordinates, 45 Inch Rayons

98c yd.



Glen-Burrie

Stripes—Plaids—Plains. Yarn Dyed 2 Ply Rayon Flannel. Washable. Bright New Colors. Permanently Crease Resistant.

$1.98

Doveskin

A blend of silk and fine cotton yarns. One of the most beautiful fabrics ever woven. A fabric which will be used in better garments everywhere.

$2.49

Crestwood Co-ordinates

Beautifully Matched Wool-Like Fabric Plain and Novelty Weaves

NOVELTY PATTERNS $1.49

SOLID COLORS $1.29

Blount-Harvey

Blount-Harvey Showing Of

The Newest In Quality Sportswear

Sportswear for Fall 1958 will revolve around a variety of new and exciting silhouettes, fashioned to go 'round the clock. Designers have looked tot he Paris collections for inspiration and are enthusiastic about the trapeze look, high waistlines, sickle backs and soft relaxed skirts. The plaids and colored fabrics are an important factor in the new Fall collections.

Most skirts are designed to accommodate the chemise overblouse, or sweaters, yet will also accept the tucked-in blouse. They feature a large diversity of fabrics and silhouette, ranging from monotone tweeds to giant plaids, from narrow silhouettes to wide flares. The chemise skirts prompts such details as low flounces, pleats, buckled effects and inserts. Bows and fringe are also effective. The trapeze theme is representel by cone shapes, flares and pleats, worn over self stiffenings, or trapeze petticoats. Many of Falls new variations are lined, and some are reversible. Pleated skirts whirl into the fashion picture with knife or inverted pleats. Full and high waisted skirts are in the lead emphasizing the empire line for dressy after-five wear.

Long, Loose and Relaxed, inspire the new blouse silhouettes. Necklines are convertible, many with ties. Overblouses are dominating most lines with the backs getting their share of the detailing. Blousing and parels are some of the devices used for this back interest. Overlbouses are 22 to 23 inches long and are seamed to hug the hips. The trapeze blouse is short and generally designed to meet the waist of at rapeze skirt. Many blouses feature such details as low waisted ties, borded hip belts, low V necks with contrasting insets. The dressy blouse is soft and feminine with the wide use of cowl necklines or standaway collars.

Bulky, Long, Colorful and Highly Styled is the Fall outlook for the Sweater Market. "Back-to-School" means "Dyed to Match". Easy lines are dramatized with a wide assortment of neck treatments. Long pull-overs feature drawstrings, large cowl necklines, and stand up collars. Cardigans give vent to back detailing. Shetland wools and mohairs, alpaca models are most popular in both fine and heavy guage knits. The hand-knit look, jacquard innovations, scarf-necklines designs and bold Brushed wool and orlon are strong!

Distinctive detailing marks the knit dress. The Chemise is in its full glory when applied in this form. The matching dress and coat still complete with the usual Fall ensemble. The cowl neckline, dropped shoulder line all add to the general relaxed line of the knit dress. New this season is the use of Mohair for a soft elegant look.

Jackets, the straight, the belted, and the easy fitted style all have a place in the Fall collections. Many with a low waisted belt drawn through large loose loops. The general trend is mostly toward the chemise line.

Many varied fabrics and colors are shown this season in the versatile suburban coat. Corduroys, tweeds, plaids, many with matching alpaca collars and hoods, some cuffs. Also new is the ¾ jacket with pleated back, low belts, and wide hem brands.

"CHEMETTE" IS NEW

"Chemette" tops, new this fall, take their name from the chemise line. They're sleeveless, usually with a deep V neckline, and are especially popular with schoolgirls.

Buyers Have Their Say

BUFFALO — "'Very exciting" and "most promising," say coat and suit buyers, here, of new silhouettes, fabrics and colors.

Buyers single out trapeze and gathered-back slim coats in mohair loop fabrics, although worsteds will be important in stocks. Some are planning to confine merchandising efforts on cashmere to promotional operations.

One of the most impressive phases of fall coats, it is believed, is color, such as green, blue, wine, bron and others. These should take away some of the popularity from black.



Mrs. Anne Suber joined the Company just recently as Secretary to the President. Mrs. Suber attended Midway High School at Church Road, Virginia . After graduating from high school, she completed a Business Course. She has had seven years experience in the secretarial field. She is a member of the Order of Eastern Star here in Greenville.



Mrs. Mary Alice Howie is connected with the new Women's & Children's Shoe Department. Mrs. Howie was employed by Blount-Harvey Company in 1949 as an extra saleslady. She had experience in yard goods, boy's wear and shoes. Her job in the new store will be with Women's & Children's Shoes. Mrs. Howie was reared in Ayden. She is the mother of two children and they make their home at 201 Vance Street. Mrs. Howie invites you to visit the new Blount-Harvey Shoe Department

Handbags Take Varied Shapes

Following the chemise and trapeze silhouettes, or extending into the long, barrel shape, fall handbags are styled on clean simple lines that emphasize the soft, luxurious look of the new leathers. Decoration, if any, is confined to almost minute touches of gold or gilt at the closing.

The trapeze and chemise shapes which are often wafer thin, feature gusseted sides that expand to hold various handbag essentials without bulging out of shape. These are shown in smooth or finely grained leathers for daytime wear, and in smaller versions in silky suedes for after-five.

Because of the conservative styling, handles are back in the picture bigger than ever. Wide, over-the-arm straps balance the slim, flat handbags and double-strap handcags appear on most of the elongated styles.

Even the envelope bag, shown heretofore without handles, features collapsible handles that disappear into the body of the handbag.

The smaller clutch bag, a perennial favorite, turns up for fall in a wide range of new leather colors to match practically any shade. Some of these have outside pockets held closd by a leather tab and buckle, and others feature a bit of trapunto detailing.

In the general color range, the deep, rich harvest tones are widely featured — true reds or those with a slight blue overtone; tartan and olive greens, golden browns, deep browns and basic black and navy.

Short, youthful formals are fall favorites, with baby-doll fullness, windblown panel treatments or balloon shaped skirts to emphasize a leggy look. On the sophisticated side are long-sleeve Directoire dinner dresses, long, slinky sheaths and the bubble shilhouette.

There is still a preponderance of the chemise shape, the slim style handbag which accentuates the latest fashion trends from Paris



It's the talk of the town!

Bernhard Altmann's

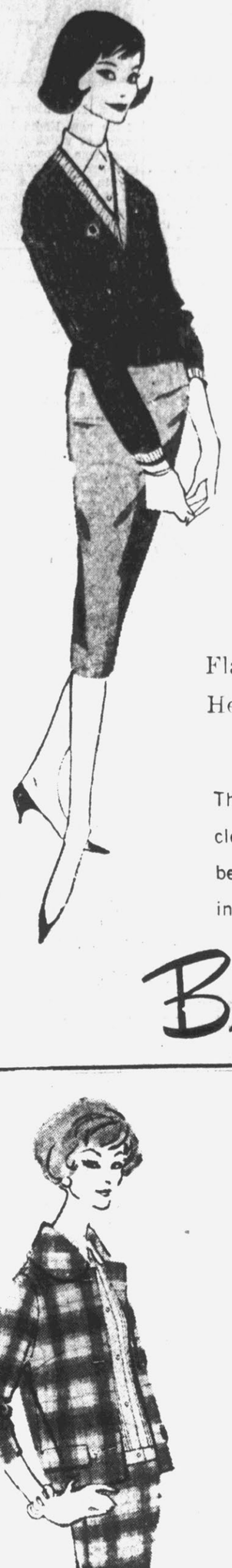
shetland sweater

Top your favorite skirt— slacks and shorts with this versatile long sleeved pullover in pure soft Shetland wool.

Light Blue, Banker's Grey, Charcoal Brown, Navy, Poppy Red, Medium Grey, Natural.

$10.95

Blount-Harvey



KORET OF CALIFORNIA

QUALITY SPORTSWEAR

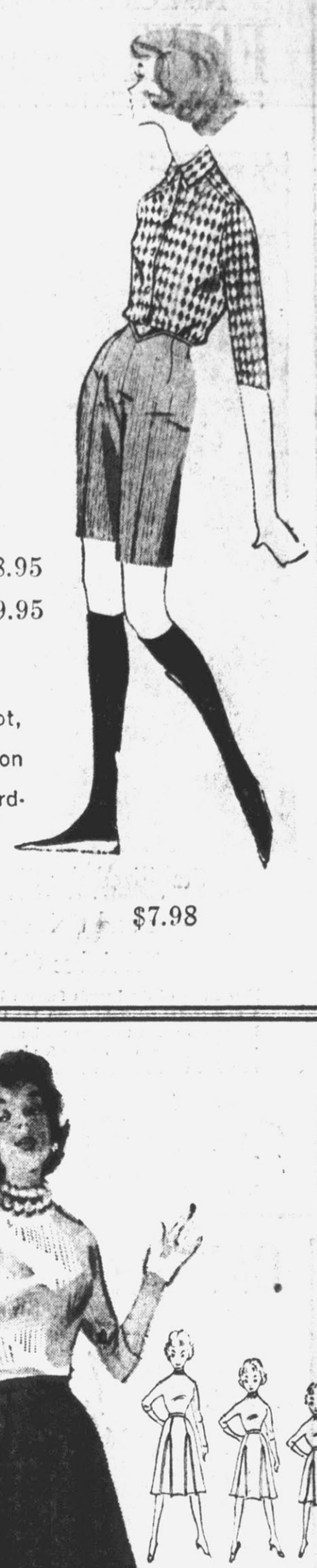
The panel gives you the right answer to the "what to wear with what" question for Fall! Our team chooses the easy relaxed look of sweaters with skirts, jackets, slax and bermuda shorts...designed by Stephanie Koret...in smooth, all wool flannel, luxurious tweed and brilliant plaids. The sweaters, of soft-as-cashmere Ban-Lon® and the knit-by-hand look of bulky Heather Isles, match or harmonize according to individual taste.

Flannel Slim Skirts $8.95

Heather Isle, Slipon $9.95

Singing Cords

The melody is color...the rhythm is hot, clear and loud...with counterpoint fusion between fabrics that mix and match according to individual preference.



$7.98

Blount-Harvey





Style No. 21.

$7.98

and now—the exciting trapeze skirt

Following fashion's most becoming whims . . . a fine 100% wool flannel skirt in the notable trapeze silhouette that's sure flattery fgor every figure. Beautifully tailored with neat slot seams and distinctive arrow accents.

Italia Blue, French Red, Belgium Bronze, Spanish Moss, Scotch Grey, Scotch Tan, Bankers Grey, Black brown, navey. Sizes 9 to -17; 8 to 18. Also available in proportioned Lengths, S-M-L.

Blount-Harvey



SALLY GEE

BULKY KNITS

Pullover and Cardigan Styles

- Small
- Medium
- Large

$5.98 and $8.98

An array of New Colors, A Collection of Smartest Styles Color White, Black, Red, Royal Blue, Runkin, and Some Green. Junior and Misses.

Blount-Harvey

ROSECREST

Fashion news . . . ROSECREST'S easy line jacket with newly widened collar . . . the pencil-slim skirt with back pleats. Both in wool continental plaids. Pin-tucked interest highlights the cotton broadcloth in-or-outer shirt, 8-18.

the skirt 10.98 the jacket 14.98

the shirt 4.98

Blount-Harvey

Charlotte Reports:

Solid Color Bath Towels In Solid With Consumer

CHARLOTTE. — Solid colors and white are predominant favorites for bath towels, store buyers say.

In the higher brackets, above $2, for bath sizes, aqua, rose, blue and light green are favored colors, though not necessarily in that order, with pink and yellow also popular.

In the popular price ranges, pink, green, turquoise and yellow are popular with signs of increasing liking for beige, which takes on a rich tone in the depth of toweling.

Price considerations determine what makes a set in many outlets here. In the lower ranges, a bath towel, guest or hand towel and wash cloth could be matched in color from open stock for as little as $1.67 in recent special offerings, while a three-piece ensemble might run $3.38 and much more than that figure in luxury merchandise.

Beekeepers in North Carolina clip a queen bee's wings, left on the odd year and right on the even year. This helps in telling her age, and prevents her from flying away in case of swarming.

SWEATER FAVORITES

Low-button cardigans with deep V openings vie with pullovers as popular sweater choices for young boys.

If you're bound for college . . . you're bound to need luggage. And smart collegians know that the smartest luggage buy of all is Samsonite Streamlite . . . the luggage that keeps its looks for years. Right now, Blount-Harvey is featuring a full line.



Mrs. Eva Stokes is in charge of the new Home Furnishings Department which is located on the Mezzanine Floor. Mrs. Stokes began her career with Blount-Harvey in 1936, as a salesperson on the Main Floor. During this twenty-two year period Mrs. Stokes has made many friends among her customers. She invites them to visit her in her new Home Furnishings Department.

Washington Week

Signs of the Times

WASHINGTON — The clatter of crisis in the Middle East all but obscured a significant development on the home front this week:

There now are definite signs the 1957-1958 recession has hit bottom and a business upswing is under way. Total consumer spending rose $1.8 billion in the second quarter of 1958; disposable personal income (after taxes) climbed $2.6 billion. Nondurable goods buying, including footwear and many other items, pacing the recovery while durable goods merchants still hurting.

Footwear retailers, all other businesses, faced with higher social security tax liabilities starting Jan. 1, under bill just approved by House Ways and Means Committee. Legislation also would be social security benefit payments to about 12 million retired workers by about $560 million annually.

Self-employed, now paying higher social security taxes than employed persons, may get a tax break; Privilege of using current income to buy retirement insurance with no taxes due on such income until the self-financed retirement plan starts paying off later.

Footnotes: Higher postal rates take effect Aug. 1. Means it will cost more for billing by mail (first class); Post Office Department halting, July 1 to Nov. 1 the 5-cent penalty on postage-due mail. Three per cent Federal freight tax comes off Aug. 1. Congressional leaders have handed Eisenhower Administration a major victory on extension of reciprocal trade agreements program. Rejected by Senate was proposal to give Congress veto power over President's decision is Tariff Commission "escape clause" cases.

With Congress nearing adjournment, fate of several key anti-trust bills in doubt. These include Administration-backed measure to require pre-merger notification to FTC, Justice Department; proposed changes in Robinson-Patman Act on "good faith" defense in price discrimination cases. Fair trade legislation is being talked to death in committee hearings.

See Wash-Wear Ultimate Necessity In Work Uniforms

ATLANTA — Wash-and-wear in uniforms — through not a necessity yet — probably will be sometime in the future, an official of a leading work clothing store said here today.

Noting this trend, George Pierce Clothing Co., said the only thing holding up the trend at present is that wash-and-wear has not been perfected. Consumers, especially those whoh ave had adverse experience, are still mistrustful, he said.

Mr. Pierce expressed the opinion that the relative success of wash-and-wear in the field of work clothing can be laid to the time or money it saves the housewife. "It is definitely a lady's idea," he said.

Cotton twills are the next most popular fabric in spruce green and khaki in that order. The short sleeve work shirt with the square tail and sport shirt collar is a favorite with buyers.

'GOT A MATCH?'

SALINA, Kan. (AP) — Johnny Thomas and Gary Forshee, employes of a Salina tire company, were changing a tire on an earth-moving machine north of Chapman when a helicopter set down near them. The pilot alighted and asked: "Got a match?" He got a light for his cigarette, then took to the air again.

About 25,000 Chinese students have studied in universities in the United States since 1870.

New, Crease Resistant Fabric

FRUIT OF THE LOOM

FASHION PRINTS & PLAIN SHADES



Stabilized for Shrinkage (shrinkage not over 2% average)

Spot and Soil Resistant

Washfast Colors

Now Fruit of the Loom's famous Fashion Prints with a new crease-resistant finish for that stay-fresh look. Keeps it's shape through wash-after-wash . . . *and* low-priced so you can sew more for less! Sew for a fashionable fall with Fashion Prints by Fruit of the Loom.

Blount-Harvey

YARDLEY

Improved

AFTER SHAVING LOTION

$1.10 plus tax



gives all these added benefits:

Helps heal cuts — Reduces infection risk — Won't dry the skin — Soothes razor burn — Conditions, invigorates the skin.

SPECIAL $2.00 DELUXE EDITION $1.50 plus tax

LIMITED TIME ONLY

Blount-Harvey

POINTER BRAND OVERALLS

Thick, Non-Curl Suspenders

Rust Proof Fasteners

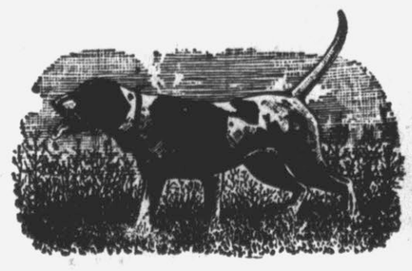
Full Cut Bib, Flap Pockets

Triple-Stitched Main Seams

Reinforced Hip Pockets

Deep Pockets of Boat Sail Drill

Bar Tacked at Strain Points





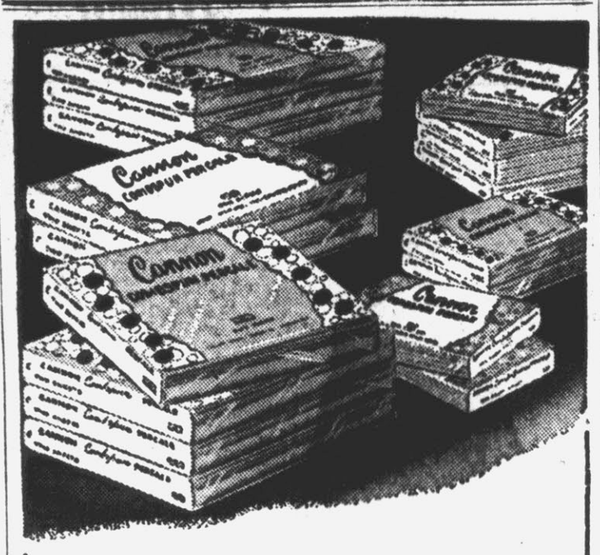
Also

Pointer Brand Dungarees

Pointer Brand Coveralls

Pointer Brand Corduroy Pants

Blount-Harvey



not just percales...

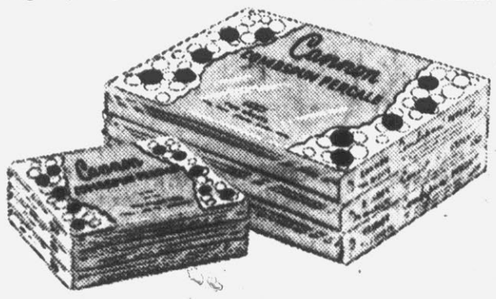
but Cannon Percales

they're Combspun*!

...to last longer...look lovelier

These Cannon Percales... in lovely soft, colorfast pastels or white . . . are luxury smooth and long wearing. Buy a year's supply and rotate them for extra long wear.

Scalloped Hems Slightly higher



DOUBLE BED SIZE $2.98

TWIN BED SIZE $2.79

PILLOW CASE. 79

Blount-Harvey

*Reg. U.S. Pat. Off.

CANNON TOWEL

all ready for guests

No need for special "company" towels when your "everyday" supply is handsome enough to use proudly for guests.

These glorious Cannon towel beauties come in such enchanting colors that they highlight your bathroom every day—to delight your family and impress your guests!

Pick from many sparkling colors, mix with a carefree hand, and buy plenty.

Bath Towel $1.00

Face Towel 59c

Wash Cloth 29c



Blount-Harvey

NORRIS CASUALS

In ever-popular solid colors

For you men who are conservative in your selection of sport shirts . . . we have an excellent selection of solid colors, ranging from delicate pastels to the most handsome of deep tones. You have your choice of many fine quality, fully washable "Drip Dry" fabrics in these Norris Casuals. Come by and select several today.



3.98 to 5.98





3.98

CASABLANCA

. . . intriguing, to say the least

Much of the romance, mystery and intrigue of Morocco's mystic city is captured in the design and styling of these distinctively different sport shirts of combed cotton and chromspun-woven striated yarns. They are beaming with a quality look you would expect to find only in the very finest imported sport shirt. Guaranteed machine washable. Choice of light or deep tones. The Casablanca is among our finest examples of Norris sport shirt craftsmanship. See them today.

IVY STYLED by Norris

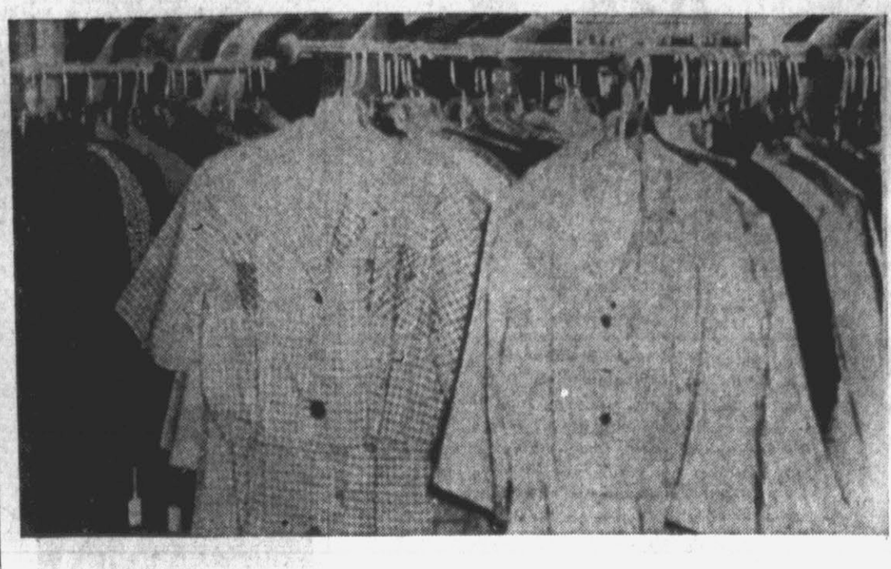
Be smart! Live modern . . . with these contour body Casuals by Norris. Inspired on the campus, these long sleeve, button-down collar sport shirts now enjoy an ever-widening popularity. Make your selection from English maddertone printed foulards and paisleys or woven miniature tartan plaids, checks and stripes. Completely washable in "Easy Care" finish, they have regular shirt tails, two pockets and six-button fronts. Come in and make your selections now!

4.98

Blount-Harvey

Blount-Harvey Eastern Carolina's Newest and Most Modern Department Store Presents Famous Name Brand Foundations

A Store you will enjoy shopping in everytime you come — shop easy. Something new every day



The above picture shows our new Ladies' Coat and Suit Department — 2nd floor.



Miss Mary Ruth Fleming was employed by Blount-Harvey Company in 1934 as Cashier. During this period she has worked with all phases of Office Routine being familiar with Bookkeeping, Credit Department, and Payrolls. She is presently in charge of all cash receipts plus paying of current expense bills and preparing of all payrolls. Miss Fleming invites her friends and customers to visit her in the New Blount-Harvey Office located on the Second Floor.

A total of 28,629 flights were flown by airlines of 14 nations across the North Atlantic in 1957.

By SONI HOLMAN

New foundation collections are short and sweetened.

The shortening is apparent throughout the industry in the presentation of fall lines consisting of relatively few styles, carefully thought out and evaluated in related in relation to other styles already in a given scrupulously avoid duplication, are the rule.

The sweetening shows up in many ways:

More foundation for the money is offered by many firms. Faced with the competitive demand for "value" but unwilling to stray from their usual price categories, many makers are featuring one or several styles that are "specials" in the sense of quality rather than cost.

Design is stressed. Recognizing that retailers are not likely to be in a gambling mood when it comes to fall buying, manufacturers have given a good part of their attention to new styles based on already successful sellers in their lines. An extreme example of this approach is seen at one girdle firm which last season introduced a new panel control feature in a waistline pull-on girdle. The fall line includes a long leg pantie pull-on, a four-section pull-on, a high top zipper style, and the original girdle in several fashion shades, all of them incorporating the successful panel design. This group is the firm's top offering for the new season.



Odessa Johnson was employed by the Blount-Harvey Company in 1946, as an elevator operator. Since the new self service elevator is now in operation, Odessa has been transferred to the Receiving Department. This department receives and marks all new merchandise.



Mamie Barnhill was employed by the Blount-Harvey Company in 1946, as an elevator operator. Now with the new self service elevator in operation Mamie has been transferred to the Receiving Room. She is presently employed to check and mark new merchandise as it is received.



Raymond Scott came with the Blount-Harvey Company in 1957, as delivery and maintenance man. Prior to joining Blount-Harvey's Raymond was employed by East Carolina College for nine years as Janitor. Raymond is familiar with Greenville and delivery work comes easy for him.

Raymond is a veteran of World War II having served as a truck Operator in the Pacific Area.

Now! A bra that's lightly lined
to give you curves
you never dreamed you had!

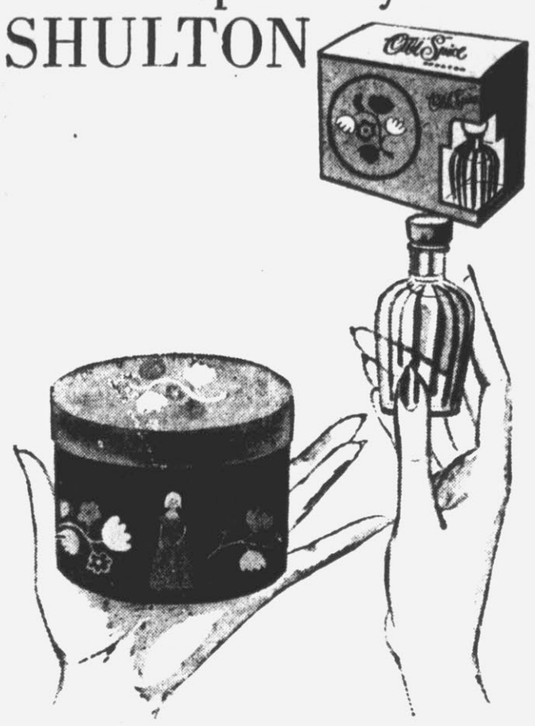


new maidenform® CONCERTO® SHELL 300

All your dreams of glamour can really come true... because look what this bra will do for you! It's lightly *lined* with the thinnest possible foam rubber for lasting loveliness. The cups are *double-stitched* to mould and hold your curves. The band is a wiltless wonder that's backed with felt for cling and separation. And there's a dainty icing of lace! Don't wait... try new Concerto Shell *today!* White cotton broadcloth in A, B and C cups.

Blount-Harvey

summer special by SHULTON



Gift of toilet water with reg. size dusting powder *both for the price of dusting powder alone*

Early American Old Spice 1.50
Also: Desert Flower 1.75, Friendship Garden 1.50
Escapade 1.75 Hurry — Limited Time Offer!

Blount-Harvey



Your uplift... go down the drain?

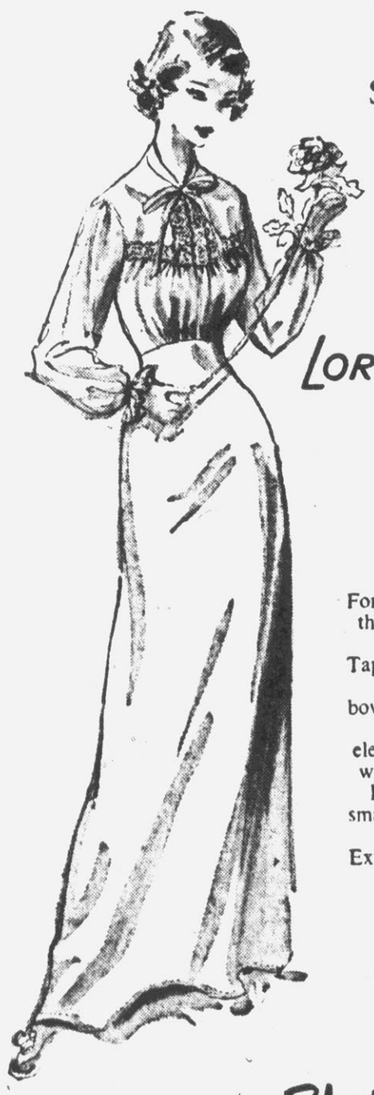
LET PERMA·LIFT SUPPORT YOU!

Going... Going... Gone! Worn for just a little while—laundered so few times—and you washed that uplift right out of your bra. Isn't it about time you let "Perma·Lift"* support you? Here is uplift that can never be rubbed or scrubbed away—uplift that comes from patented Magic Insets designed right into the bra cups. Be fitted in cotton Style #70.

*Reg. U.S. Pat. Off.

Blount-Harvey

Dainty and demure fashioned in Super-Suave acetate tricot by LORRAINE



For those who like their sleeves long and beruffled. Tapered collar ties in a becoming bow . . . smooth fitting yoke is elegantly accented with nylon. Blue, lilac or mint in small, medium and large.
Extra sizes in blue and lilac

Blount-Harvey

greatest little airdle ever designed...



has a new high in figure control

PETER PAN hi-X†

non-roll, non-wrinkle band controls waist

criss-crossing stretch panels slim hips, tummy

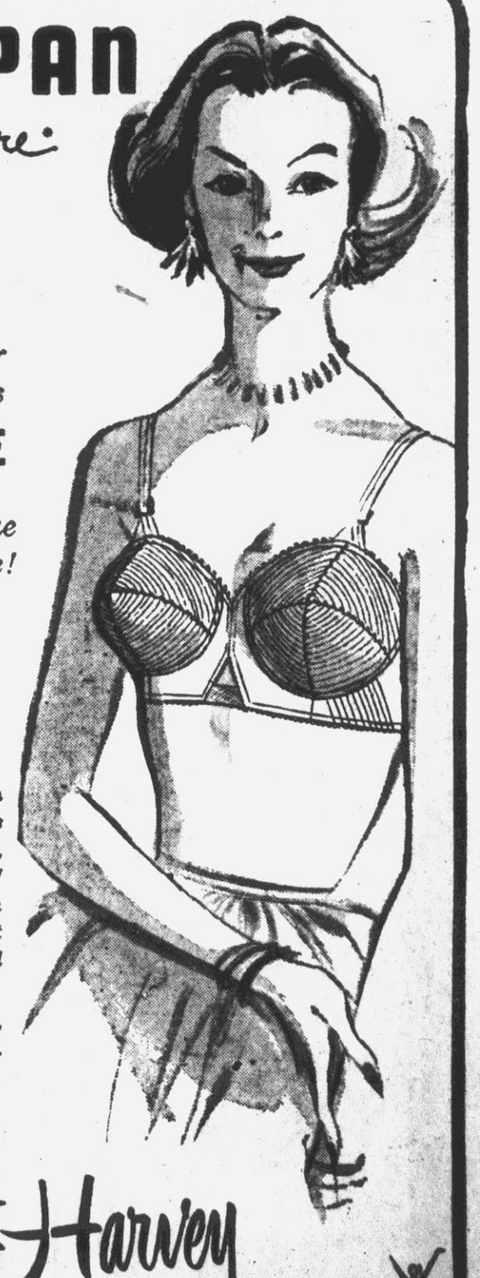
new design eliminates riding up

White featherlight nylon power net — girdle or panty girdle — only **7.95**

Blount-Harvey

PETER PAN
Hidden treasure

now... better-than-ever in lustrous, luxurious
LUSTERCALE
a better-than-ever value at no increase in price!
only **3.50**



New elegance added to Hidden Treasure, the world-famous contour bra that adds fullness, confidentially—without pads! It's soft, rich Lustercale—an exciting new cotton fabric that actually becomes more beautiful with each washing.

At the same low price! White, black, red, pink, blue, beige. Sizes 32-36A; 32-38B.

Blount-Harvey

A famous name
behind a famous product



For all time the fame of Beau Brummell rests secure as the supreme arbiter of elegance in men's dress — a reputation that was achieved largely through his refusal to be satisfied with less than perfection. Beau Brummell Ties are made with infinite care in the tradition of their famous namesake — with never-varying insistence on the ultimate in design, materials and craftsmanship.


Studios of
Beau Brummell Ties

Beau Brummell Ties, Inc.
CINCINNATI
NEW YORK CHICAGO LOS ANGELES

FINE SILK NECKWEAR • 4FOLD PALM BEACH TIES • "TOPPER" FORMAL ACCESSORIES

Blount-Harvey

Buyers Predict A Season Of Novelties In Sport Shirts

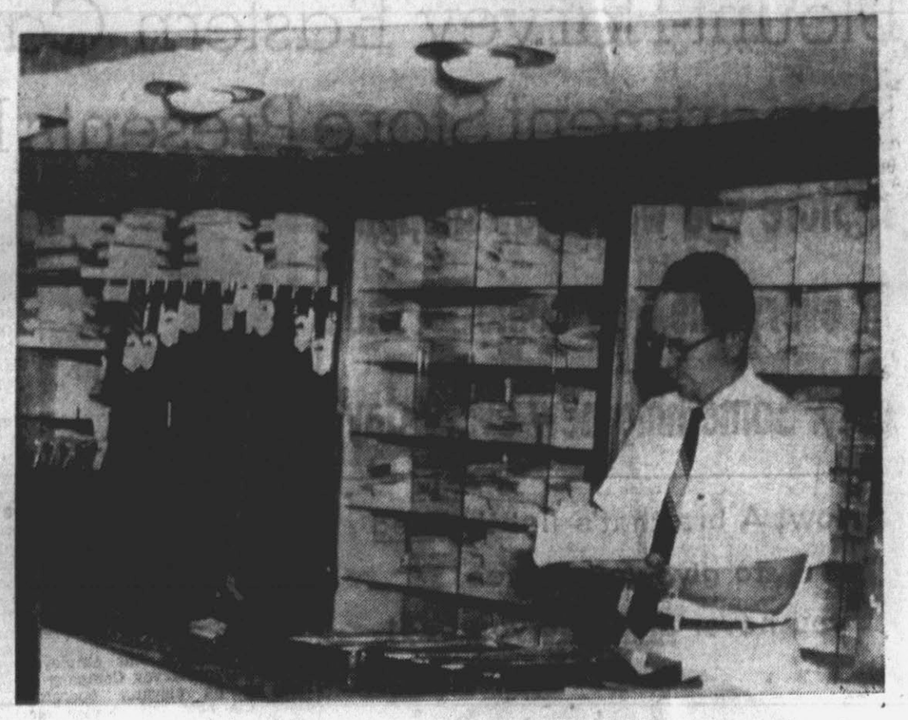
SPORTS SHIRTS — All types of sports shirts and certain walk short styles have moved to the fore in sportswear clearances, according to a number of stores. Resident buying offices report continued calls for these items, with light colors in polished cotton preferred in walk shorts. . .Shirt-jackets are being bought in depth for fall on the basis of current good consumer response. In addition to regular shirt styles with buttoned side vents, stores are showing interest in pullover models and pleated back and bloused back treatments. Solids are said to be preferred over patterns, to date. . .Paisley and foulard ideas in a wide gamut of variations are part of the early fall plans of numerous stores. . .Many buyers feel that this will be a season for novelties in sports shirts, especially in September and for Christmas. Basics are expected to get more attention in October and November. . . .Some southern stores are placing emphasis on lame-trimmed challis, bulk patterns and nylon chest insert ideas among the novelties. . . Traditional ivy patterns, such as stripe and tartans, will be shown on lighter grounds than a year ago. . .Some stores are promoting unusually large assortments of branded sports shirts, with price reductions ranging upward of 25 per cent.



Mr. Burke Stancill came with the Blount-Harvey Company in 1929 with the Shoe Department. He has served as Manager of the Shoe Department for most of this period and has also done Personnel Work. Burke will be on the main floor of the new Blount Harvey Store as Personnel man and will also assist you in your needs on the Mens side. The Mens Shoe Department will be located on the Mens Side of the New Store where famous brands such as: Florsheim and Jarman will be shown.

Gray Is Favorite

Gray will be the most important topcoat color, accounting for 51 per cent of saxonies, 48 per cent of fancies, 42 per cent of coverts and 26 per cent of gabardines. Tans, which always sell better in the spring than in the fall, percentagewise will be 51 in gabs, 32 in coverts, 22 in fancies and 17 in saxonies. Browns will be slightly more important than blues in all fabrics except gabardines.



The above photo was taken from our new Men's Furnishings Department, main floor.

New Outerwear Ideas For Fall

KNIT SHIRTS — Strong interest will be shown in Wash 'N Wear in this classification — particularly in orlon combinations.

The Fashioned Collar model will still be number one in style, also coming up in popularity, the new Italian collar model.

In addition to the cotton and synthetic blends, Acrilon and Banlon will continue to soar in demand.

Colors will feature heathers and marl colors and red will continue popular.

OUTERWEAR — Some of the new outerwear ideas for fall will feature lighter weight — longer lengths — iridescents — Wash 'N Wear also stronger emphasis on the inside of the garment.

Suburbans will still continue as a strong promotional number and will highlight bouncle tweeds, wool and cashmere and fleecy finishes.

Nylon Fleeces in reversible three way knit or self collars and bottoms will continue to be strong again for Fall. Here the chest stripe and V pattern are holding in popularity.

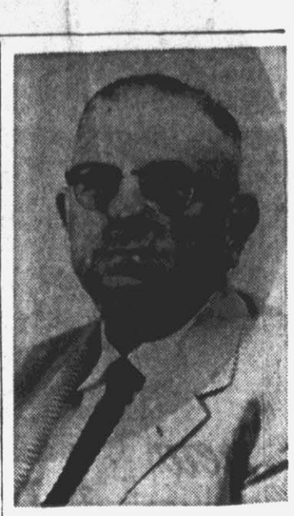
SWEATERS — Cardigans will continue to build this classifications volume next Fall. Bulkies will still be popular, but they will be much lighter in weight due to the extensive use of lighter weight yarns and the use of mohair.

SLACKS — Wash 'N Wear — A really big selling factor this Fall.

Worsted Flannels to be seasons most important single fabric — and here too will feature Wash 'N Wear.

Colors will be medium dark to dark — light colors will be featured only in cottons.

Style will feature the narrow tapered look — no pleats and flap pockets — less on buckle back.



Mr. W.B. Phillips is a salesman on the mens side, devoting the main part of his time to mens furnishings and accessories. Mr. Phillips began his career with Blount-Harvey in 1943, and has continued to sell fine clothes to his many friends and customers since. He invites you to visit him in the new and enlarged mens department. Mr. Phillips states that he appreciated the many friends that he has served over the years. Many he recalls serving from childhood. He wishes to continue serving you and feels that he can better do so now in the fine new Blount-Harvey Store. Mr. Phillips makes his home in Ayden, N.C.

Polished cottons will still sell well for back to school in light as well as dark shades.



YOUR NEW FALL WARDROBE

These are the times to make sure it's a Kuppenheimer... correct in style, in fit, in all-around value

Clothes don't make the man. That's sure! But, the self-confidence that comes with knowing your appearance is right can go a long way toward making you a better man. Kuppenheimer clothes give men a definite feeling of comfort and confidence that lets them forget their appearance and concentrate on the job. See the new slimline styling, the rich deeptone and midtone colorings that flatter with inconspicuous smartness. Make your investment in good appearance—today!

The shorter, trimmer topcoat you'll wear,—not carry

Castilian worsted in the slimline 3-button, natural style

Colorful SparTweed—ideal for travel or business

British woollen sport coat in the new Fall deeptone shades

an investment in good appearance

Blount-Harvey

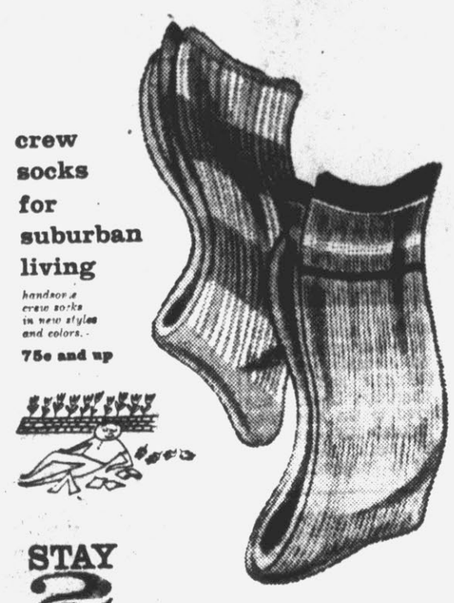
KUPPENHEIMER

DRESS RIGHT—when you look your best, you do your best.

crew socks for suburban living

handsome crew socks in new styles and colors.

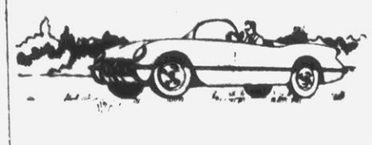
75c and up



STAY 2 FEET AHEAD WITH Interwoven Socks

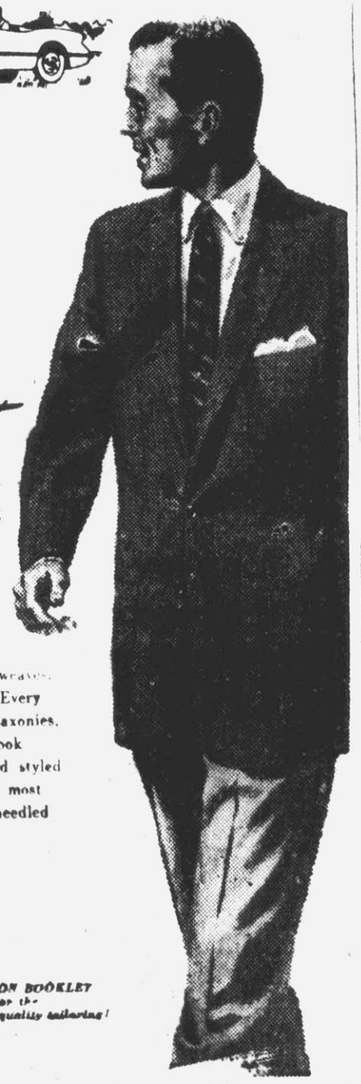
Blount-Harvey

imported



SPORT COATS by Top-O-Mart

Here are those new, exciting imported sport coat fabrics you've been reading about in the leading men's fashion magazines. Bet you never expected to see them at this easy-on-the-budget price! Muted checks and textured weaves, quiet flecks of rich colors. Every fine fabric too—shetlands, saxonies, Orlon blends. All luxury-look tailored and Full-Fashioned styled by Top-O-Mart, one of the most respected names in hand-needled clothing.





Look for this GOLDEN RIBBON BOOKLET in the pocket for the inside story on quality tailoring!

Blount-Harvey

At Your Leisure Best!

NO MATTER WHERE YOU GO.. YOUR STYLE NAME Slacks ARE IN GOOD TASTE!

TAILORED BY Lissner

Time was when a man wore slacks only "pour le sport." Now, the superb tailoring, luxury fabrics, exciting colors of fine Quality Slacks by Lissner, make them acceptable anywhere, anytime. Mix or match them with your favorite jackets or smart shirts.

$12.98 to $17.98



Blount-Harvey

Men's New Fall Hats Are Light, Flexible

Comfort plus colorful good looks are the male hat story this Fall. American men have expressed their preference for lightweight flexible felts and these new hats give them plenty to choose from for wear with their cold weather outfits.

The new lightweight winter hats are available in both dressy and casual models. The newest shape is called the "Centre-dent." It is a becomingly small model that adds a smart front pinch to its center creased shape. It also has a narrow silk binding on its brim edge that ensures a smart snap.

The tight telescope with a solid color band and back bow continues as one of the most popular shapes.

All hats are smaller in over-all size so that they are now an integral part of the slim fashion silhouette

Mixture felts blended of multi-colored furs, hats with crown and brim in softly contrasting shades, and factory-shaped telescope effects are also very popular. Trim brims-up, off-the-face hats and homburgs set the pace in dressier hats while rough textured felts and smooth suede finishes and velours in Tyrolean shapes are great for sportswear.

While there is a complete range of colors available, middle tone of gray and brown, rather than deep char tones, are high fashion choices. There is also an interest green, hickory brown and medium blue.



Fashion-approved hat shape for fall is the "Centre-dent." Lightweight, the overall dimensions of the hat are narrow.



Triangular-shaped telescope hat will find many adherents this fall, especially among younger men. This one has tweedy band.

Neckwear Strikes A Livelier Note

Ties for Fall 1958 will be a lot livelier than they have been for several years. There are signs of a sure shift from the toneddown muted effects that have set the style pace in neckwear during the past several seasons.

Both in woven designs and in prints there are more colorful and bolder designs to liven up the very popular medium to dark shades of clothing. Look for more silver grounds, brighter stripes, and an increase in the number of off-beat cotton prints.

ABSORBED IN PROBLEM is this high schooler in sleeveless cardigan sweater worn over classic sweater shirt.



Take a Holiday From Ironing with drip-dry

MIRACLE COTTON

SPORT SHIRTS

by

VAN HEUSEN

These fabulous new cottons, styled by Van Heusen — need little or no ironing! Just wash — they drip-dry. And Van Heusen has designed new plaids and stripes that are spectacular in themselves. Exclusive Collarite *sewn-in* stays keep the collar neat and flat. No more lost stays!

$5



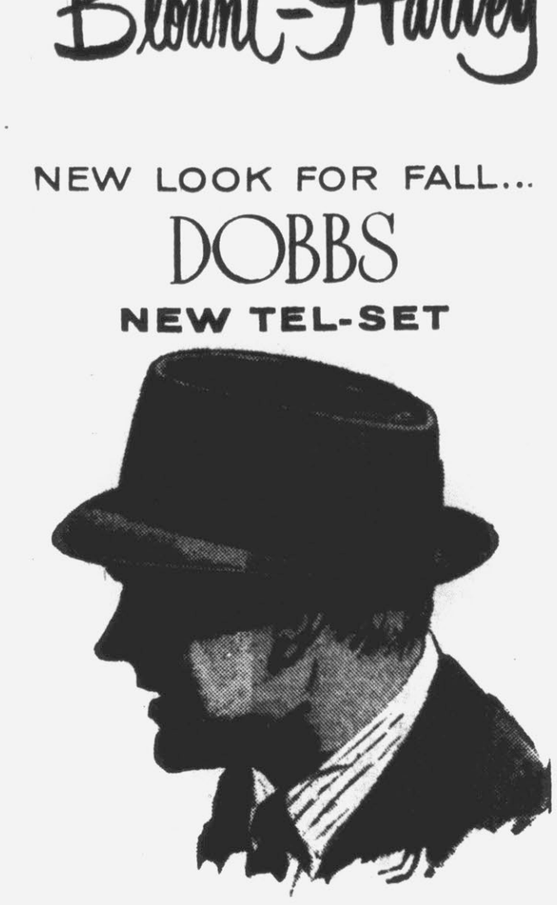
Blount-Harvey

REVERE SWEATERS and SPORTSWEAR . . .



Blount-Harvey

DOBBS



For Many Years A Leading Famous Brand Name At...

Blount-Harvey

NEW LOOK FOR FALL...

DOBBS

NEW TEL-SET

For new dash! For new flair! For a totally new concept of what a new idea in hats can do for *YOU*, see the new Dobbs Tel-Set; lower-crown . . . tight telescope . . . slim brim. It's a Dobbs exclusive. See it today!

$10.95

'AMERICA'S MOST FAMOUS LIGHTWEIGHT'



it's the DOBBS Cross Country

Eyes *light* when they light on you in the Dobbs Cross Country, one of America's finest lightweights. That's true whether you wear it pinched or pork pie, brim up or brim down. For this knockout of a knockabout easily assumes any shape you like, holds it as long as you like. Why not? It's the Dobbs!

$10.

DOBBS



DOBBS HATS

New Fall & Winter Styles . . .

PRE-SHAPED
LO-SET
ALWAYS HOLDS ITS SHAPE

Note how Dobbs has lowered the crown to achieve this trimmer look. This means more alert styling. And the smart telescoped top is blocked in crisply . . . to stay. Note Dobbs new hat colors are keyed to the season's suitings.
DOBBS "LO-SET".

$10.95

NOW ON DISPLAY MAIN FLOOR . . .

Blount-Harvey

"Eastern Carolina's Shopping Center"

Topcoats For Fall Are Shorter, Lighter In Weight

Men's topcoats and overcoats are definitely shorter in length this Fall, thus combining style and practicality for highly satisfying results.

The new coats lose none of their warmth because of their shorter length, and are more perfect garments for either walking or motoring.

Among the new models are those with the popular "split-raglan" construction. These appear to have set-in sleeves at the front but when viewed from the back, they have the easy fitting raglan shoulder.

Dressy models patterned after the "American Ambassador" suit style are available while the traditional big shaped balmacaans, the semi-fitted chesterfields and the roomy box coats use lighter-weight but very warm fabrics in new colors and new weaves.

The double-breasted coat shows signs of returning in the form of a short length British Warm model. These coats are patterned after the officer's military model but come in many shades and cloths.

Fall topcoat tweeds show a flat surface — no longer rough or nubby. Lightweight wool hopsacking is favored for early autumn. The muted plaid Saxony covert topcoat, both single-breasted and raglan shouldered, will be chosen by many businessmen.



Universally appealing SPORTS JACKETS in the university manner

A three-button classic, handsomely "Sampeck" tailored of pure woolens in new spring patterns and shades. Featuring the natural shoulder line; center vent, and flapped set-in pockets.

$25.

SIZES 34 to 40

Blount-Harvey



A Partial View of Our New Shirt and Underwear Department for Men.



Mr. James E. Mauray is in charge of the Blount-Harvey work clothes department. Mr. Mauray started his career here in 1948. He has been a salesman on the mens side since and is now assisting in buying, and selling mens work clothes. Jim, as he is known oiiby his friends, invites you to visit him in the new work clothes department which is located on the main floor. You will find a new and complete line of work clothes consisting of known brands such as Dickies, Blue Bell, Pointer and others.

Men's Shoes Follow Slim, Trim Lines

From tapered square toe to lightweight, soft flexible leather sole, the new leather shoes carry out the slim subtle line of men's apparel so apparent this fall, even to the smooth dark-toned leather linings. Lasts are generally narrower and more subtly tapered; patterns are more refined; custom stitching adorns otherwise smooth unbroken expanses of leather; leather welts are narrow — but no less rugged.

The Continental or so called Italian look has become all-American. Store windows abound with hand-sewn moccasins with square toe in smooth and textured leathers. The same European influence is reflected in traditional types such as wing tips, straight tips, plain toes and moccasin fronts.

Generally, there are fewer eyelets, with three and four eyelet ties most popular. You'll find stitching — from the most intricate handwork to imple machine stitches — on most of the new Fall styles. Slip-ons have moved from the casual category to dress and business wear. You'll see them in all styles from the classic unadorned plain toe to the perforated wing-tip. Many in both smooth and brushed leathers have details such as straps and buckles, or crossed straps.

Leathers vary from the high polished smooth leathers in brown or black to rugged brushed leathers in tones ranging from cinnamon to green. Grained leathers show up in both dress and casual shoes, with finer grains more predominant in the former and accented grains in the casual foot-gear.

The big switch - over is to brown, after several seasons where most shoes were black. The browns tend to be dark.

Accessories

Correct jewelry rounds out the well dressed man's emsemble. Tihis Fall's selections include both medium and small pieces in cuff links and tie bars crafted of silver and gold colored metals. Enamels and colored stones add colored metals. Enamels and colored stones add color and eye-appeal. Designs range from modern to traditional.



Mr. Roy L. Elks is connected with the Blount Harvey Implement Company as a tractor mechanic. Mr. Elks started working for the company in 1957. He has had seventeen years previous experience as a mechanic. Fifteen of these years were spent on one job. Mr. Elks makes his home in Beaufort County.

Senate Reports Out Bill On Size Of Parcel Post

WASHINGTON — The bill (S 3899) to liberalize parcel post size-weight limitations today was reported out by a Senate Post Office Subcommittee "without recommendation" to the full committee for consideration.

This bill would set a uniform limitation of 84 inches and 40 pounds for parcel post shipments between First Class Post Offices, with 100 inches and 70 pounds limitation between all other post offices. The current 100 inches and 40 pounds limit would be continued for books and agricultural products.

LUXURIOUS SLEEPING

Luxury silks and nylons in glowing tones are favored for sleepwear. Silk satin and nylon sheer georgette are liked for gown-and-peignoir ensembles. Lowuc-t bodices are etched with hand-cut Alencon lace.

FEATURE FUR

Tuxedo-jacket walking suits feature lavish fur trimmings of lynx or fox.

LIKED FOR EVENING

Luxurious fabrics for evening wear include cut velvets, printed satins, lace, chiffon, brocade, and lame.

The "hurst" at the end of a name of a village or town means that plenty of trees are in the vicinity.

Fall Shirt Picture Has Two Sides



The new trim look in men's sports wear this fall is typified by this wash and wear cotton shirt cut to taper toward waistline. Woven in a brown, white and blue plaid. By Arrow.



Just the ticket for travel is this white cotton dress shirt with a permanent finish that requires no ironing and one-piece soft collar that won't wrinkle. Van Heusen's "Vantage."

Ivy League Styling Is Tops Among Little Boys

Little boys have found the styling they want in Ivy, and they're staying with it. Ivy's even more popular this fall than in past seasons.

Some changes have been made. After several years of strict Ivy tailoring, this neat look is branching into brighter colors and variations in style.

Being shown along with the classic dark stripes, gray flannels and conservative tweeds are the new bold stripes, bright-colored tweeds and a wide variety of prints.

New touches have been added with the introduction of fur and fur-like trim in outerwear, print shirts and the liberal use of bright red.

Outerwear makes news in a choice of several lengths and styles. Popular are the classic suburban coat, the surcoat, midway-length jacket and the toggle coat.

FABRICS CORDINATE

Coordinated fabrics play an important part in fashion.

Soft, shaggy texture of mohair, important in fall fashion, is used here for a sophisticated beret, in a warm golden tone. It's by Betmar.

Headache Bands

Headache bands, vamp bands—whatever the name, head bands are headliners in the fall fashion news.

Variations range from gingham and plaid ribbons to velvet bicycle clips ornamented with jewels, roses, bows, buttons or small brass motifs.

Matching head belts and waist belts are offered in a choice of leathers and colors.

Good Fall Footing





Blount-Harvey

IT'S HANES FOR THE MAN OF THE HOUSE

Every man wants his comfort, so Hanes is his favorite tee shirt. Wearing it he finds snug fit combined with plenty of action room. Absorbent soft cotton knit stays snowy white, will never shrink or stretch in the wash. The neckline is reinforced with durable nylon to insure permanent, non-sag fit. The time is now to stock up on the shirts he'll need for months to come. Buy them in men's S-M-L sizes.

$1 6 FOR $5.90

BUY SIX AND HAVE A YEAR'S SUPPLY OF HANES





the name's HANES

man-sized value for boys

65¢

Double-panel briefs. Nylon-reinforced at stress points, with new double-panel seat for extra wear and absorbency. Fully-combed, whiter-than-white cotton. Heat-resistant elastic. Sizes

HANES fine cotton knit briefs

$1 6 for 5.90

There's absolutely no brief like Hanes for trim, comfortable fit! Made of fine combed cotton knit, it features double seat panel, nylon tape. White, 30-44.

HANES cotton knit undershirts

79¢ 6 for 4.70

Here, the undershirt with the nylon reinforced neckline that keeps shoulders and neck smooth; no binding at armholes, either. In white combed cotton knit. 36-46.

HANES vee-neck tee shirts

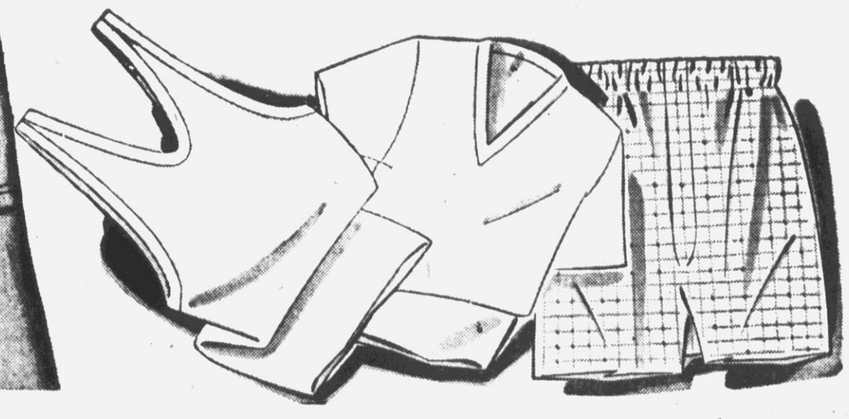
$1.19 6 for 5.90

This is the tee-shirt he likes to wear under his sports shirts and sweaters, for it won't show when collar is open. In Hanes' fine white cotton knit. Sizes S-M-L.

HANES fine broadcloth shorts

$1 6 for 5.90

Made on the bias and amply cut to insure plenty of action room and comfort. Boxer waist or snap fastener style. In stripes, prints, on cotton broadcloth. 30-44.



BLOUNT-HARVEY

Blount-Harvey

you'll have MORE FUN in a

RUGBY SPORTCRAFTER JACKET

ONLY $7.95



Designed for you with ten outstanding features GUARANTEED TO PLEASE!

- CONMATIC FASTENER for jam-free operation
- MIRA-TWILL with Norane water repellent finish
- DOUBLE OVERSHOULDER YOKE gives extra rainproof protection
- ELASTIC BOTTOM for snug fit
- CONTINENTAL COLLAR to give high "button-up" protection
- "HIDDEN TREASURE" zip pocket so you won't lose keys and change
- PENCIL POCKET with "Sportcrafter" dieler pencil
- FULL FREE ARM MOVEMENT SLEEVE
- "TAPER-TITE" cuffs
- TEN COLORS from which to choose

Blount-Harvey

Blount-Harvey Is Proud Of Their New Men's Clothing Department

FAMOUS NAME BRANDS

Kuppenheimer
Michael Stern
Varsity Town
Kingsridge
Timely

Regular, Short, Long, Stout
Complete Range Of Sizes



Mr. R.L. "Bill" Taylor is in charge of the fine new Blount-Harvey Men's Department. Bill has served the people of Greenville with clothing for the past seventeen years. He invites you to visit him for all your needs and gifts of fine quality merchandise. Some of the brand names to be found at Blount-Harveys are: Kuppenheimer suits, Dobbs and Stetson hats, Arrow shirts, Hathaway shirts, Beau Brummel Ties, Interwoven socks, Florsheim shoes and many others.

Dress Shirt Success Blazes Trail For Other Furnishings

The development of a non-chlorine retentive finish for the cotton wash-wear dress shirt was the turning point for a furnishings market that had long been asleep.

The dress shirt has dominated the wash-wear story, not only in furnishings, but, generally speaking, in the entire men's wear picture. This, observers say, is because of the tremendous promotional and advertising campaigns waged by the major shirt brands as well as the fact that a natural fiber — cotton — is now the subject of attention. Add to this a popular price appeal, and the market has the elements of a real drum-banging promotion.

The growth pattern of wash-and-wear in dress shirts from its early nylon days may be reflected in these figures of one big brand, showing wash-and-wear as a per cent of total sales: In 1950 (the peak year), nylon was 2.5 per cent; 1954, filament Dacron polyester fiber 3.9 per cent; 1956, Dacron-cotton 9.5 per cent; fall, 1957, cotton wash-wear, 33.9 per cent, and fall, 1958, cotton wash-and-wear 80 per cent, then readjusting to 70 per cent in 1060, and stabilizing at 65 per cent of the total market by 1961.

Although, according to one report, at least 50 per cent of the consumers have not yet bought a wash-wear shirt, most sources nevertheless believe there is bound to be some sort of reaction against wash-and-wear on the part of certain consumers, when the peak is reached, accounting for the downward readjustment. It is further believed that the Dacron-cottons, which have been completely overshadowed by the cottons, will begin to recover some of the wash-and-wear market once the furor over the cottons and new finishes dies down.

SPORT SHIRTS

Wash 'N Wear to be the important feature — watch the growth in popularity of prints in both traditional, foulard and paisley patterns. Ivy models will still be good.

Colors will feature Red but look for the new muted madder tones also the lighter blue as new strong fall color ideas.

The popularity of cardigan sweaters has encouraged the creation of interesting center panel shirts which will be strongly featured this Fall.

Bernhard Altmann

TAKES A STAND FOR CASUAL ELEGANCE!



...with luxurious two-ply cashmere — the finest anywhere! He ribs it lightly for surface intrigue... and takes a stronger line at the V-neck and cuffs. Take your preference among charcoal, banker's or light grey, natural, canary, ecru, black, charcoal brown, navy, fireman red, light blue.

$29.95

Blount-Harvey

"EASTERN CAROLINA'S SHOPPING CENTER"

GOOD CLOTHES FOR BOTH CONSERVATIVES OR YOUNG MEN'S MODERN STYLES AT MOST REASONABLE PRICES.

The Natural Accent

NEW YORKER FLANNEL



Worumbo's fine and famous flannel in a variety of shades makes these New Yorker suits the class of our Fall offerings. Cut and styled by Michaels-Stern in models with The Natural Accent to give you that smart, rich look every time you wear one.

Tailored Exclusively by MICHAELS-STERN $65.

Blount-Harvey

"EASTERN CAROLINA'S SHOPPING CENTER"

ALWAYS SIZES IN STOCK TO FIT ANY SIZE, REGULAR, SHORT, LONG, STOUT

TAILORED EXCLUSIVELY BY MICHAELS-STERN



Selection is the spice of this Collection

HEATHERCHROME Sport Coats

Come in and satisfy your style sense — revel in sport coats galore — from the smoothest of saxonys to the roughest of tweeds — from subtle plain shades to the most unusual of patterns — and all done in casual, comfortable models by Michaels-Stern for your pleasure. $35.

Blount-Harvey

"EASTERN CAROLINA'S SHOPPING CENTER"

TAILORED EXCLUSIVELY BY MICHAELS-STERN



The man who plans beyond his business wears

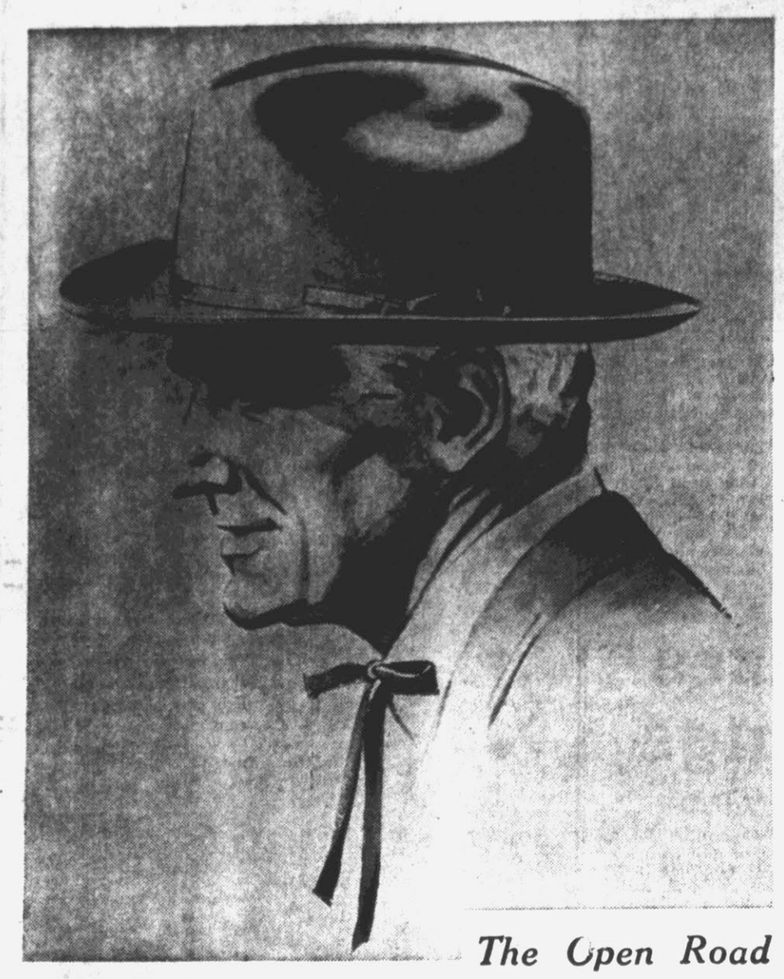
NEW YORKER WORSTEDS

Yes, if you're looking for a suit to take you all places you'll find your selection of one of our famous Michaels-Stern New Yorkers pays dividends both business-wise and socially. The fabrics are rich and fine and the models cut and tailored to perfection to make you an important part of any gathering—day or night. Plan to come in and review the greatest group of Michaels-Stern suits ever. $65.

Blount-Harvey

"EASTERN CAROLINA'S SHOPPING CENTER"

the mark of STETSON *the world's most famous hat*



The Open Road



The Bomarc



The Tela-pinch

Why your next hat should be a STETSON and why it should be from Blount-Harvey

Why your next hat should be a STETSON and why it would be from Blount Harvey.

Why Stetson?

Style... Stetson hats have been setting the pace since Mr. John B Stetson originated the first western and the first truly lightweight hat.

Quality... A tradition of craftsmanship and "Know How" maintained for close to one hundred years has won Stetson Hats a consumer acceptance (Demand, would be more accurate) unparalleled in the men's wear industry. It is a matter of record that more Stetson Hats are worn than any other brand. This is true in the United States and throughout the world. Such popularity over such a long period of time must be deserved.

Why buy at Blount Harvey?

Because Blount Harvey has a selection of styles large enough to assure you of getting just the right Stetson Hat. And you'll be properly fitted, because to our staff of expert hatters nothing less than perfect fit will do. The same goes for proportions—only an expert hatter can advise you as to what crown height and brim width are best for your face.
Why not stop in to be fitted with your Stetson Hat today?



The Gun Club



The Whippet



The Centredent

Blount-Harvey

"Eastern Carolina's Shopping Center"

Sportswear Presents A Bold Look

Men's sportswear really looks like sportswear this Fall. New models in sports jackets, new fabrics of bolder design, trimmer more comfortable slacks and outerwear garments patterned after the best American and Continental designs are the key features of the garment slated for new season leisure wear.

Sports jackets for Fall 1958 are seen more and more frequently with "action backs which allow complete freedom of movement. Some of the new jackets are made in modern versions of the classic belted Norfolk styles.

Deep vents, roomy pockets in both set-in and patch styles and colorful fancy linings are among the other features of these coats.

Blazers Are Popular

"Blazer" jackets in solid colors as well as in stripes are high up on the list of favorites.

Stripes, hopsackings, diagonals, herring bones and some bold checks and plaids lead the new pattern parade.

New slacks are slim and trim without being binding. Self-supporting styles made with one pleat, two pleats or no pleats at all are as popular as the belted plain front models in the "Ivy" styles. Many of the latter have discarded the familar back-straps in favor of hip pocket flaps.

Flannels, wool - worsteds whipcords, subtle stripes and checks, and winterweight wash-wear fabrics are all available.

Outerwear jackets range from featherweight washable nylons and poplin blends lined with man-made fleece and pile to great big suedes with self-shearling linings and collars.

The "fur-look" is evident in linings as well as in collar treatments. Some of the furs are the real thing such as raccoon and mouton, while others are of the man-made fibers.

Car Coats Favored

Warm double-breasted models and longer lengths in finger-tip and "clicker" jackets figure to be big items. Suburban and car coats are more popular than ever and regular buttons are used more frequently than the old toggle and loop closures.

Water-repellant hooded parka-style jackets are ready for the outdoorsman and some of the coats with the new knit collars have sailor-like knitted togues to match.

WHITE IS FASHIONABLE

With the development of soil sheding, wrinkle-resistant fabrics, white has come into its own as a fashion color. These fabrics need nothing more than frequent laundering in soap or detergent suds—and perhaps a mild touch with the iron.

American Wife Has Hard Life

By DOROTHY ROE
Associated Press Women's Editor

Sara Little is a pint-size career girl who is all steamed up about the hard life of the American housewife.

Sara is an industrial designer who spent 15 years as an editor of a national home furnishings magazine.

"Builders, architects and appliance manufacturers are making suckers of American housewifes," she says. "They get things all prettied up, so they will look good in color pictures, and forget about the poor woman who is going to have to live and work in their dream house.

"The classic example, of course, is the picture window that faces the street. For several years, every split-level ranch house in the country had to have a picture window, whether there was any picture to look at or not. People moved into the houses and put a lamp in the window to make it look pretty. Then they realized the whole world passing by could look in at the window, and privacy was just another word. So they hung curtains to cover the picture window, and there they were — right back where they started from.

"Then take kitchens. The American kitchen is supposed to be the world's peak achievement in modern convenience and beauty. Millions are spent every year on its research and design. So what do we get? Well, we get those cute separate ovens set into the wall, often half a room away from the rest of the cooking area. We get burners set in counter tops, and sometimes, no space to set a mixing bowl."

Sara believes that the world's best home planner is the housewife herself, who knows how she wants her home arranged for ultimate comfort and ease.

WORK CLOTHES

WORK GLOVES — Increases in the wholesale prices of staple work gloves may soon be in the offing, according to market information. Several manufacturers are understood to be studying their costs with an eye toward possibly adjusting prices upward by about the beginning of September. No definite plans are reported in the works, but market observers feel that such a move has long been forthcoming, and that in September the time would probably be ripe.

WORK PANTS — Polished cottons, which have been the dominant fabric in buckle-back ivey-styled pants for spring, have also been getting considerable attention in walk shorts in this ivy model, according to market observers. Tan, powder blue, charcoal, black, and white have all been in demand, in both wash-wear and non-wash-wear finishes, they report . . . Retailers seeking promotional buys for fall tell of a closeout of corduroy pants in buckle-back ivy models.



Mrs. Peggy Sawyer is in charge of Bookkeeping Records for the Blount-Harvey Store. Mrs. Sawyer joined the Company in 1955, as an assistant, and is now responsible for posting and keeping of charge accounts for the store. Mrs. Sawyer graduated from the Winterville High School in 1954. After graduation she took a course in Business and then began her career with Blount-Harvey Company. You will find Mrs.Sawyer in the new Blount-Harvey Office which is located on the Mezzanine Floor.

The gold-mining industry in and around Johannesburg, South Africa, employes 383,000.

WHAT'S NEW?

Champion

HICKOK MATCHED SPORTS ACCESSORIES



Hickok "Champion" Sports Jewelry. Cuff Links, $2.50. Tie Bars, $2.50. Sets, $5.00.

Are you the outdoor type? For true sportsmen: matching accessories with symbols of their favorite sport. Authentic Champions on hand-rubbed Bootmaker Brown leather.

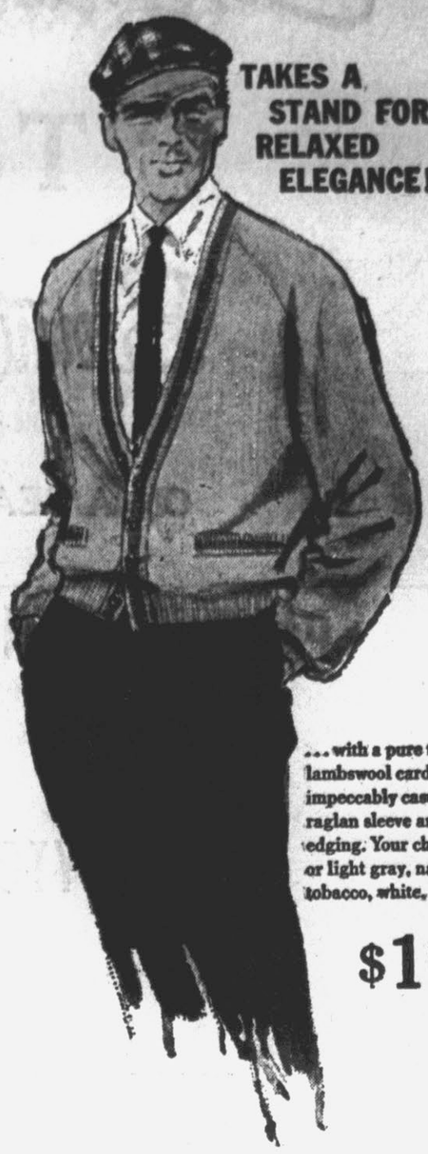
Prices plus Fed. Tax where applicable

HICKOK
POSITIVELY FINER

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Bernhard Altmann's

TAKES A STAND FOR RELAXED ELEGANCE!



. . . with a pure two-ply lambswool cardigan . . . impeccably casual with its full raglan sleeve and contrast edging. Your choice of banker's or light gray, natural, tobacco, white.

$19.95

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BLOUNT - HARVEY PRESENTS Manhattan...



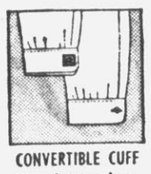
the no-iron cotton shirt that takes care of itself

Manhattan MANSMOOTH®

New 100% Cotton Shirt that drips dry...needs no ironing



NO IRONING
Drips dry smoothly and quickly.



CONVERTIBLE CUFF
Wear buttoned, or with links.



MANSTAY COLLAR
No stays to remove. No stays to lose. No collar curl.



PLASTIC HANGER
Ideal for drip-drying . . . Shirt is packed in plastic bag, also.

Mansmooth is the kind of fabric everybody's dreamed of: 100% cotton that washes easily, drips dry, needs no ironing. Perfect at home; perfect for travel. This shirt has a fashion extra, too—the new MANHATTAN Convertible cuff he can wear buttoned or with his favorite links! Manstay collar has permanently sewn-in stays—no stays to remove . . . no stay to lose . . . no collar curl. MANHATTAN Mansmooth has a handy plastic travel hanger, perfect for drip-drying.

$5.95

MANHATTAN SHORTS
WHITE BOXER
$1.00
65% Dacron 35% Cotton
$2.50

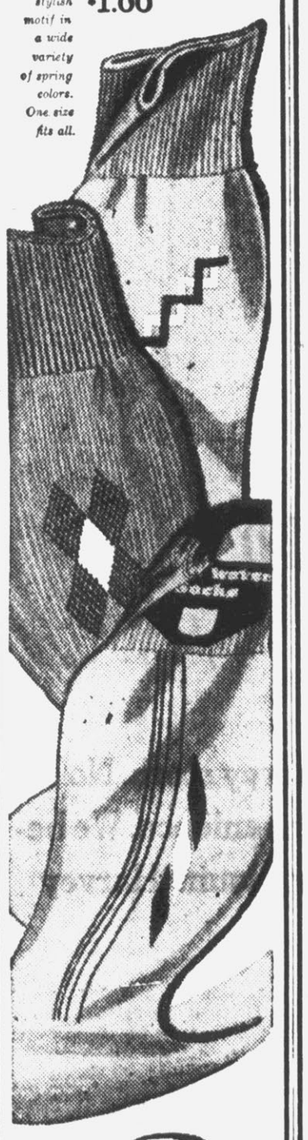
Manhattan
UNDERSHIRTS
ALL COTTON
$1.00
DACRON and COTTON
$2.50

MANHATTAN TIES
SMART
FALL STYLES
$1.50

MANHATTAN PAJAMAS
Solid and Prints
Sizes A. B. C. D.
$3.98 to $6.98

new smart patterns in one-size socks $1.00

Stretch nylon socks with a neat stylish motif in a wide variety of spring colors. One size fits all.



STAY 2 FEET AHEAD WITH Interwoven

Blount-Harvey

back to school in smart fashion with everything ARROW ...tops in campus appeal



Get a smart start back to school with Arrow all the way! For the Arrow Look is first in fashion—on campus or on the town. Choose handsome shirts in whites, tones and fancy patterns—tailored to fit just right of selected "Sanforized" shirtings that keep that perfect fit washing after washing. See standout styling in comfort-designed Arrow Sport Shirts. And, for fashion-right finishing touches, choose new Arrow ties and fine quality Arrow handkerchiefs.

Dress Shirts	$4.00 up	Sport Shirts	$4.00 up
Harmonizing Ties	$1.50 up	Handkerchiefs	35c up

BLOUNT-HARVEY

Congratulations

To...

Blount-Harvey

ON A BEAUTIFUL STORE

PAINTING and INTERIOR DECORATING

BY

CLAYTON PAINT

AND

WALL PAPER COMPANY

Clayton, N. C.

Telephone—Clayton Walnut-26297

Congratulations

To...

Blount-Harvey

WE ARE PROUD TO HAVE HAD A PART

In Blount-Harvey's New Store

The Construction Of Blount-Harvey's New Exterior, Front and The Complete Remodeling Of The Interior of This Fine New Store Was Accomplished by . . .

ROGERS CONSTRUCTION CO.

HOME OFFICE

Smithfield, N. C.

Congratulations

To...

Blount-Harvey

Their New Store Is A Credit To
Greenville and Eastern Carolina



We Furnished Building Material and Hardware for This Store

HOME BUILDERS SUPPLY CO.

2000 Dickinson Ave. Telephone 4151

ANOTHER FIRST FOR GREENVILLE

BEST WISHES TO

Blount-Harvey

Now Presenting

THEIR BEAUTIFUL REMODELED AND EXPANDED STORE

Shopping will be a real pleasur in the new Blount-Harvey store. No effort has been spared in planning for your ease and convenience. We believe you, too, will be delighted with the inviting new Blount-Harvey store.

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WADE MANUFACTURING CORPORATION OF CHARLOTTE

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To...

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WE ARE PROUD TO SAY WE INSTALLED THE ELECTRICAL WORK AND LIGHTING IN THEIR NEW AND MODERN STORE . . .

We Invite You To Inspect This System
Their new store is a masterpiece of arrangement with quality. Greenville can be proud of this fine institution in their midst.

FREE ESTIMATES ON YOUR NEEDS

Moseley Electric Co.

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Congratulations

To...

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On The Occasion Of It's
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NOW ONE OF NORTH CAROLINA'S FINEST DEPARTMENT STORES

HEATING WAS OUR PART IN THIS FINE STORE

WE SOLICIT YOUR BUSINESS

C. L. Russ - Plumbing & Heating

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Congratulations

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Automatic Fire Protection

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For Your Shopping Pleasure

At

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Shop In A Relaxed Atmosphere

Background Music System Installed

By Long Engineering Company

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Winston-Salem

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Congratulations

TO A

PROGRESSIVE INSTITUTION...

Blount-Harvey

The Electrical Wiring And Fixtures...
Throughout This Modern Store Building
Were Supplied By The...

General Electric Supply Co.

OF GREENVILLE, N. C.

A DIVISION OF THE GENERAL ELECTRIC CO.

Installation Through Moseley Electric Co.

WE INVITE YOUR INSPECTION
OF THE NEW "POLYCUBE" CEILING
COMPLETE ILLUMINATION . . . MAIN FLOOR