MY FELLOW SOUTH CAROLINIANS:

The plan and purposes of the South Carolina Products Exposition is typical of the new spirit of enterprise now being manifested throughout South Carolina. The people of our State are awakening to the vast opportunities that lie in the complete development of our own natural resources and in the energy and capability of our own people.

South Carolina is leading the nation in the field of industrial development. During the past 3 years, more than $330,000,000 in new industries have begun operation, started construction, or been announced for construction. The investment of this huge amount of money means the creation of 38,000 new jobs for our people, and more than $92,000,000 in new payrolls to bring higher standards of living to South Carolinians.

Our people are learning that we have "Acres of Diamonds" here in our own backyard, if we will develop our own resources.

Our task is not only to tell the world about the natural advantages of South Carolina, but also to awaken in our own people a
new awareness of the great worth and variety of South Carolina products. As consumers, we must support our own industry and business first, by demonstrating a willingness to buy and use the many fine products now being offered for sale by South Carolina firms. Our loyalty to South Carolina products will, in turn, encourage the rest of the world to buy them, too.

It is a pleasure to me to join the people of our State in "selling South Carolina to South Carolinians" through the South Carolina Products Expositions.

Thank you.