

RETAIL SALES GOOD

Roger W. Babson, who has recently been checking figures on the retail trade of the country has today issued a preliminary statement. According to his analysis, retail trade is again back to normal.

Some sections are still behind the good years of 1919 and 1920," says Mr. Babson, "but many other sections are ahead. Retail trade was the last to feel the effects of the depression. When a slack business hits a section the financial interests feel its first; the manufacturing and farming interests feel it second; the jobbers and wholesalers feel it third; and finally the retailers hear it. Hence, although retail trade continues good long after Wall street is blue, it does not come back again until some time after Wall street comes back. There are, of course, a few exceptions to this general rule. The profits of firms, like Tiffany, the jeweler, who sells largely to the very wealthy, follow close to stock market movements, but 95 per cent of the retail firms lag a year or more behind.

The most retail trade today is in the industrial cities of the west, where two years ago, mills and factories were shut down. They are now working at full capacity. Cities like Pittsburgh, which a year ago were working only 50 per cent of their capacity, are now back to nearly 100 per cent. Akron, which two years ago had the highest percentage of unemployment in the country, is now advertising for men. Detroit is again back to normal and the volume of retail trade in most of those cities is equal to or greater than it has ever been. Of course, this does not mean that profits are as large. The public is showing more discrimination in its purchases and is shopping about more. The volume of retail business, however, is back to normal in these cities.

"Any concern in an industrial city which is not doing a normal business today should clean house and ascertain where the difficulty lies. Cities which are about to enjoy wave advances are in an especially favorable position. The creation of these cities should be the best business during the next year. The mill cities in new England, in this case, are not back to normal although the volume of their business is what it should be. If we had normal in the boom years of the war, then the factories in the west, in 1922, and in the new cities of the west, in 1923, are in a position to enjoy wave advances.

The average is easy. In the first ten months of 1922, communities of 11,000,000 for school buildings, more than Virginia, South Carolina, Georgia, Alabama, and Tennessee combined and today the school property is valued at \$2,500,000,000. In the last two years, the state has spent \$20,000,000 of bonds, and now the road work equal to all states is completed. In the same amount of time, the southern states with 15 per cent of the population of the United States, have built more roads than any other section of the country. In 1922, the southern states built 10,000 miles of roads, and in 1923, they built 12,000 miles. The southern states have built more roads than any other section of the country. In 1922, the southern states built 10,000 miles of roads, and in 1923, they built 12,000 miles. The southern states have built more roads than any other section of the country.

"During the next months, local merchants should advertise. National manufacturers are utilizing the great power of advertising in the distribution of their products. The successful department stores are also using large space in the newspapers; but the smaller retailer has yet failed to advertise as he should. Perhaps this is why he is small; one cannot tell. There surely is some reason why the people flock to one merchant and pass by another. Statistics curiously indicate that the reason is closely connected with the advertising. Let me also take this opportunity to urge retailers to use the newspapers in a dignified way rather than resorting to the use of large and small advertisements during the past two months. I have noticed everywhere throughout the entire section of the country. At almost every cross road is some sort of sign, a windmill or something else sold to some huck or merchant who thought he had discovered a cheaper or more effective method of advertising than his newspaper offered. As a matter of fact he unconsciously disfigures the highways, endangers life, and makes enemies instead of friends. Merchandising is a profession and should be treated in a dignified way. Moreover, how banks can adopt such cheap appearing methods of publicity is beyond the comprehension of most business men. Yet, I understand the temptation, having once fallen for outdoor advertising myself much against the advice of the Gundlach Advertising agency which handles our copy."

Mr. Babson added a word of cheer to those retailers who fear the chain stores. "Instead of worrying about chain stores," says he, "the independent retailer should copy their good features and avoid their pitfalls. The chain stores are revolutionizing retailing. They are introducing many good features from which every retailer should profit. But chain stores have many troubles ahead. When their employes organize into a labor union—as is inevitable with

PROGRESS OF NORTH CAROLINA HAS GOT ALL STATES TALKING

"There is no state in all these United States which has made more progress in public health work in recent years than North Carolina, but her progress and profit has been by loss, which must be considered in balancing the account," Dr. A. C. Bulla, president, today declared in his annual address to the thirteenth annual session of the North Carolina Public Health Association.

"Providence has so placed this state that its people enjoy the best climate in the world," he continued. "We escape the rigors of severe cold and are free from the oppression that prolonged, intense heat visits upon mind and body. Our soil and seasons, the temperature and distribution of rainfall enables us to grow every important crop grown in the United States.

"In natural water power, we lead all other states east of the Mississippi, except only New York with its Niagara. The state would never have been able to forge ahead as she has without the reservoirs, the river, tumbling down from the heights of the Appalachian and the Blue Ridge in whose bosom we are gathered today. Here is power, wealth and profit, and this is because it comes from the skies.

"The state of our manufacturers, more than a billion dollars worth of products annually and valued as a billion dollar state, our four-year average above her, her power, her brewery, her year, exceeded by none in manufacturing, in wealth, in public health, in good roads, in progress of education, 70 per cent pure Anglo-Saxon bloodstock, her in many respects the greatest state in the Union. She is growing greater and richer overshadowing all other states in progress and prosperity.

"Today, we find Virginia, South Carolina, Tennessee and Georgia newspapers asking why North Carolina goes ahead so much faster than her southern sisters in health, work, education, in good roads and industrial development.

"The answer is easy. In the first ten months of 1922, communities of 11,000,000 for school buildings, more than Virginia, South Carolina, Georgia, Alabama, and Tennessee combined and today the school property is valued at \$2,500,000,000. In the last two years, the state has spent \$20,000,000 of bonds, and now the road work equal to all states is completed. In the same amount of time, the southern states with 15 per cent of the population of the United States, have built more roads than any other section of the country. In 1922, the southern states built 10,000 miles of roads, and in 1923, they built 12,000 miles. The southern states have built more roads than any other section of the country.

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"With a population in 1920 of 2,591,223 scattered over an area of 52,746 miles, with an average of 49.7 people to the square mile—with only 55 cities and towns of more than 2,500 population, and only four of these with more than 25,000 inhabitants and none above 50,000—with a rural population of approximately 2,000,000, people, makes this state an ideal place for people to live and to live out their full days of expectancy with as little sickness and suffering as anywhere in the world.

"Of the 100 counties, 28 have whole time health officers, about one-third of the state and a little less than one-half of its population. These counties with health officers last year invested more than \$200,000 in public health work, examined 75,000 children for physical defects, treated 14,500 for dental defects, 2,600 for glandular operations, vaccinated 15,500 against diphtheria, 24,000 against small pox and 57,000 against typhoid fever; approved more than 15,000 urban and rural privies as sanitary.

"The progressive counties are making investments more lasting than their rocks and hills and which will pay a profit until the end of time. But all the health work of the state is not being done by the 28 counties with whole time health officers. "Let us turn to the other 72 counties in which the state board of health has been operating through its several branches. With a corps of nurses, dentists, specialists and field workers, 86,155 children were examined for physical defects, 28 tons of adenoid clinics were held, 2,488 children successfully operated on and 32,382 treated for dental defects; 73,692 persons vaccinated against typhoid fever and 19,140 against diphtheria; 4,579 persons were examined in 30 general clinics, in the same number of counties, and 211 found infected or about 19 per cent.

"They approved 60,100 privies as sanitary. Water and sewerage systems for several towns with a population of more than 10,000 have been approved; more than 1,600,000 pieces of granite were quarried from one quarry to the 5,500,000 produced, and the 12,000,000 gallons of water, these are just a few of the things done in counties with whole time health officers, and those without.

"In the not far distance, in our own progress, we will see a whole time health officer in every county in the state, county hospitals, or a hospital in a city of counties, and a medical college. We will see all births attended by physicians, as they should be. We will see cancer and portio-renal diseases, which are now on the increase, begin to decline. We will see the 700,000 persons infected with malaria and hookworms diminished to a few hundred, and a much larger number of the state's population suffering with impairments of varying degrees, gradually get under treatment.

"We will see the 63,500 white and about the same number of colored tenants and croppers begin to rise into farm owners. The 1,380,000 landless souls will seek homes on the 100,000 vacant lots and the 22,000,000 idle acres of farm land. They will gather into themselves what Solomon called wisdom and understanding and apply it to farm production, farm co-operation, marketing and farm work in general, realizing that education is rooted and grounded in common sense, common sense and long-continued progress," he asserted.

"By Associated Press.

AT THE BAPTIST CHURCH

Mr. Van Housen has rendered valuable assistance in the music in the Baptist church the last two Sundays. We appreciate his help.

The Sunday School numbered 211 last Sunday. Let us make it 200 next Sunday. A number have moved into town during the winter who have not gotten started yet. We give you a hearty invitation to attend. We are glad to have visitors, and new comers to attend.

The amount has not been reached. The carpet will cost about \$350. Some have pledged but have not paid in. You are asked to do so just as soon as possible. SO THAT THE ORDER may be placed for the carpet.

We are planning to have a great time at the Fifth Sunday meeting at Blowing Rock next Saturday and Sunday. We hope all who are on the program will be present. We hope also that many others will attend.

Prayer meeting has been started up again with increased interest. Come out on Tuesday nights.

Church Covenant and Declaration of Faith which were adopted by the church, and ordered to be put in pamphlet form has been printed and care is being taken for every member of the church.

F. M. HIGGINS, Pastor.

THE RESORT BUSINESS

The Asheville Citizen says the tourists are coming. The spring season in the mountains has had seven thousand visiting celebrations," says that paper, "taking into account only those who came across the hills by rail. Other thousands came by automobile."

Pinehurst and Southern Pines report that thirty thousand visitors were turned away during the past season for lack of accommodations. Entertaining tourists is one of the big businesses of the world and is growing yearly. Southern resorts and North Carolina resorts especially, are becoming more and more popular and do an increasing amount of business each year.

These resorts bring a tremendous amount of money into the South. And besides we are making new friends in this section of the country all the time. Surely no tourist in his right mind can stay a winter, a spring or a summer in the South without going away thinking more of this section than its people than he thought before he came.

There is no finer resort country in the world than the mountains of Western and Northwestern North Carolina in spring and summer and fall. And the future of these sections are big with promise of increasing prosperity every year as more and more tourists learn of their wonderful advantages. There is one reason why it is going to pay North Carolina to establish fish hatcheries in our mountains and stock all our mountain streams with game fish. Nothing is calculated to attract tourists more than good fishing.

By Associated Press.

THE FIRST BATTLE

Life's first battle that is fought, The babe in mother's arms; It is a battle of true love, And does very little harm. It begins at weaning time, When the babe must cease to nurse An awful crying noise we hear, But mother can stand such fuss.

It fights and scratches, bites and claws, Until the buttons are torn from mother's clothes. She spansks and laughs until tears come in mother's eyes; And wit ha sugar teat, Life's first battle is compromised.

Life's second battle that is fought, Is with mother and father's heart. The time has come to say good bye And bid adieu to the old home spot.

The father with quivering lips Takes his son by the hand, Advising him to be brave and good, And make a noble man.

Mother follows to the gate, Embraces him in her arms; Gives a kiss on his cheek That will live forever in his mind. Mother will never forsake enough her rooming in any country or climate; Or overtaken with crime.



The Bank a Good Place to Go To

A place a man or woman is always proud to be seen at. A Bank Account always savors of success. Open one with us. It will help your credit and enable you to get along in life.

With a Bank Account and a Check Book you have all the cash you need right with you, and the correct change too.

All banking matters are held in the greatest confidence here.

Bank of Blowing Rock Blowing Rock, N. C.

Advertisement for the Watauga B. & L. Ass'n. To the Stockholders of the Watauga B. & L. Ass'n: The Annual Meeting of the Watauga Building and Loan Association will be held at the court house in Boone, N. C., on Tuesday, May the first, 1923, at 10 o'clock P. M. for the purpose of electing officers for the ensuing year and any other business that may properly come before the meeting. This is a very important meeting and you are requested to be present. WATAUGA BUILDING & LOAN ASSOCIATION. D. J. Cottrell, President. H. H. Greene, Sec'y-Treas. BOONE, N. C.

Advertisement for CARDUI The Woman's Tonic. "Built Me Up" "I USED Cardui for years and it did me more good than any medicine I ever used," writes Mrs. M. C. Ragsdale, of Fort Towson, Okla. "I used to suffer with womanly trouble that weakened me until I was a mere shadow, nervous, and could not sleep. I did not feel like I could live. "It seemed that nothing helped me till I heard of Cardui and began to use it. It strengthened me and, as 'twas recommended to do, it regulated and built me up till I was like another woman." If you are weak, run-down and feel that you need a tonic, take Cardui, the woman's tonic, the tonic about which you have always heard, the tonic that helps weak women regain their strength. Cardui acts on the womanly system and helps relieve pain and discomfort due to female ailments. Try Cardui, today, for your trouble.

Advertisement for Pee See Re-nu-lac. See what I did with Pee See Re-nu-lac. "Just look at those steps—not a brush mark—and such a beautiful, smooth finish. —and that's just the start. I'm going to refinish all the wood-work, floors and furniture." You'll be just as enthusiastic when you use Pee See Re-nu-Lac and see the wonders it works on worn surfaces. Pee See Re-nu-Lac comes in 20 natural wood and enamel colors, white, gold and silver; 25c and up. Boone Hardware Co. Since 1857.

Advertisement for 50 GOOD CIGARETTES 10¢. GENUINE "BULL" DURHAM TOBACCO. Mr. Babson added a word of cheer to those retailers who fear the chain stores. "Instead of worrying about chain stores," says he, "the independent retailer should copy their good features and avoid their pitfalls. The chain stores are revolutionizing retailing. They are introducing many good features from which every retailer should profit. But chain stores have many troubles ahead. When their employes organize into a labor union—as is inevitable with