

Women's Church, Civic And Social Activities

MISS MAMIE SOCKWELL, Editor—Phone 215

Mr. and Mrs. Tomlinson Hosts At Party Thursday

Mr. and Mrs. Frank Tomlinson were hosts at a delightful party at their home on Ninth street Thursday evening entertaining a number of friends, special guests being Mr. and Mrs. Kent Thomas, of Woodhaven, L. I., who are here visiting relatives. Supper was served at seven o'clock after which bridge and rook was played for a while. High score prizes in bridge and rook for the ladies went to Mrs. R. P. Casey and Mrs. R. T. McNeill, while amongst the men Mr. Ira Baker and Mr. J. M. Crawford were the winners.

Mrs. E. N. Phillips Entertains at Two Parties

Two delightful parties of the week were the ones given by Mrs. E. N. Phillips at her home in Finley Park Thursday afternoon and Friday evening. For the first party three tables were made up for bridge in which Mrs. Claude Doughton scored high and Mrs. William Barber low, each receiving attractive awards. A salad course followed play.

For Friday evening Mrs. Phillips had guests for three tables of bridge and one of rook, and after play served an ice course. The award for the highest number of points in bridge went to Mrs. William T. Long, and in rook to Mrs. Johnson J. Hayes.

Current Topic Club Met With Mrs. Hoyle Hutchens

With Mrs. Hoyle Hutchens as hostess the members of the Current Topic club were delightfully entertained in their first meeting for the fall season at the Hutchens home on E street Wednesday afternoon. During a short business session the following officers were elected: Mrs. E. E. Miller, president; Mrs. R. T. McNeill, vice-president; Mrs. C. G. Poindexter, treasurer; Mrs. Ira Payne, librarian; and Mrs. Chal

Special! Special!

Permanents \$2.00 and up At... Shampoo and Finger Wave 50c Finger Wave 35c Only

BELLE'S Beauty Shop

Over Jean's Dress Shop Main Street UNDER NEW MANAGEMENT — Operators — Lucy Lane Ann Sexton

Wilkes County People Are Most Cordially Invited To

The 1941 Ashe County FAIR

Wednesday, Thursday, Friday and Saturday, Sept. 17th-20th

West Jefferson, North Carolina

MIDWAY ATTRACTIONS—RIDING DEVICES CONTESTS — PONY RACES — BABY SHOW FIDDLER'S CONVENTION FRIDAY BIG DANCE SATURDAY

Farmer's Day Thursday, Sept. 18

School Day Saturday, Sept. 20

Adult contests, free educational movies, midway attractions.

McNeill, reporter. The books are to be distributed at the next meeting.

Rook was played at three tables followed by bingo. The high and second high awards in bingo went to Mrs. Johnson J. Hayes and Mrs. Chal McNeill. At the close of the afternoon Mrs. Hutchens served supper in two courses. The home was attractively decorated with a profusion of mixed flowers.

Mrs. O. E. Triplett Is Bridge Club Hostess

Mrs. O. E. Triplett was hostess to the members of the Young Matron's Contract club and one table of visitors at her home on Ninth street Friday evening. Top score prize amongst the club members, at two tables, went to Mrs. S. T. Taylor and the low score award to Mrs. Alice Stafford. Mrs. Charlie Wright won the prize for the highest score for the visitors. A dessert course was served at the beginning of play. Mixed autumn flowers made colorful decorations for the home.

Civic and Social Club To Sponsor Fashion Show

The Civic and Social club, a department of the North Wilkesboro Woman's club, will sponsor a fashion show at the clubhouse on Trogon street Thursday evening, September 25, beginning at eight o'clock. Clothes to be modeled will be from Belk's and Spainhour's stores and Jean's Shoppe. Mrs. R. G. Finley, master of ceremonies for the evening, will have a number of her dance pupils to show children's clothing along with some song and dance numbers. Wearing apparel for the adults will be modeled by the club members.

A silver offering is to be taken at the door and it is hoped that a large number will attend. The public is invited.

Miss Betty Jo Kelly Is Wed to A. M. Bost, Jr.

Charlotte.—The Little Church on the Lane was the scene of a pretty wedding Friday evening at 8:30 o'clock when Miss Betty Jo Kelly became the bride of Adam McCall Bost, Jr., of Charlotte. Rev. Herbert Spaugh, pastor of the church, officiated. The bride was given in marriage by her father, Barney Virgil Kelly.

Mrs. Bost is the only daughter of Mr. and Mrs. B. V. Kelly, who were former residents of North Wilkesboro. Out of town guests included Mrs. M. H. Stone, Miss Lizette Stone, Mrs. Norris E. Jones, Misses Jo Ann and Loretta Jones, of North Wilkesboro.

Goals for production by American agriculture in 1942 are the largest in the history of the country.

WHERE LADIES MEET—THERE ARE MEN



WHEN LADIES MEET... there are bound to be men in the picture, which brings this all-star forenoon together, with Joan Crawford, Robert Taylor, Greer Garson and Herbert Marshall as scrambled lovers in M-G-M's picturization of the Rachel Crothers stage success, "When Ladies

Meet." In the amusing new picture, opening Thursday on the Liberty screen, Taylor loves Miss Crawford, who loves Marshall, who is married to Miss Garson. In the end the girls get together and discover who really loves whom. Robert Z. Leonard directed the new hit.

Social Calendar

The Young Ladies Bible class of the Wilkesboro Methodist church will meet Tuesday evening at eight o'clock at the home of Mrs. J. C. Stokes with Mrs. A. S. Cassell as associate hostess.

The Woman's Society of Christian Service of North Wilkesboro Methodist church will meet Tuesday afternoon at 3:30 o'clock at the church. The Franklin circle members are to give the program.

The Presbyterian Auxiliary will meet in the Religious Education Building Tuesday afternoon at 3:30 o'clock. The executive committee meets at 2:30 o'clock.

The Ila Holman Bible class of the Wilkesboro Baptist church will meet Thursday afternoon at 2:30 o'clock at the home of Mrs. Walter Watts with Mrs. Zeb Davis as co-hostess.

Last Horsedrawn Regiment at Bragg

Fort Bragg.—The 112th Field Artillery of Fort Bragg, the last regiment of horse drawn artillery in the armed forces of this country, will hold its final "Maneuvers Limbered" in November of this year, for on December 1st this regiment will be converted into a motorized regiment armed with the new 105 mm Howitzer. The familiar combination of gun and limber will be seen no more with the exception of a small number of horse drawn 75 mm gun battalions at various posts.

The 112 F. A., which is a New Jersey National Guard regiment, is at present armed with the famous "French 75" horsedrawn gun, which, while useful over certain terrain and for anti-tank fire, is limited to large scale mobility when compared to truck drawn ordnance. The 105 mm Howitzer, which will be the weapon for the regiment after December 1st, is the latest field piece put into mass production in the defense program. This piece is highly thought of in artillery circles in the army.

The Jerseymen have been at Fort Bragg since February 7 of this year. The regiment has a complement of 1269 enlisted men and 70 officers. It is under the command of Lieutenant Colonel A. H. Aldridge.

Revival Meeting At Second Baptist

Revival services will begin at the Second Baptist church in North Wilkesboro on Sunday, September 22. The pastor, Rev. George Curry, will be assisted by Rev. Jimmie Bryant, of Roaring River. The services will be held each evening, seven o'clock, and all are invited to attend.

INOCULATE
Inoculation of all legume seed at seeding time is vitally important to the success of the crop, says E. C. Blair, extension agronomist at State college.

IMPROVED
Many of the farm homes in Gloucester and Hogback townships of Transylvania county have been greatly improved for comfort and beauty this year.

National Anthem 'Tops' In America

Fort Jackson, S. C.—"The Star Spangled Banner" is still "tops" with the average American regardless of reflections that are often cast upon his lack of sufficient "patriotic spirit."

That's the opinion of Pvt. Alan W. Baldwin, a Fort Jackson seleetee, who knows whereof he speaks. For Pvt. Baldwin is the co-inventor of a "program barometer" that has been adopted by Dr. George Gallup—creator of the Gallup Post of Public Opinion—as the most accurate test of audience reaction to radio, stage and motion picture programs.

In numerous tests conducted throughout the East—reputedly the center of "I can take it or leave it Americanism", Pvt. Baldwin has found that no dramatic musical or sports feature even approaches the "Star Spangled Banner" in its appeal to an audience.

"The national anthem repeatedly hits the highest point ever recorded in the program barometer," Baldwin said. "And when you consider that our device enables the listener to register his reaction secretly without being influenced by the applause of his neighbor, it's rather evident that his patriotism isn't a false 'front' but the real American product, spontaneous and not forced as it is in some countries."

The "program barometer," invented and developed by Pvt. Baldwin and William D. Horn while both were students at the University of Iowa, is an electrically-operated device used on an audience to determine its favorable and unfavorable reactions to various entertainment programs. A small dial, the size of a half-dollar, is given to each person who turns a small knob to points marked "indifference," "like," "like very much," "dislike" and "dislike very much" to indicate his reaction to various phases of the program. The dial is hooked into a recording meter which shows the fluctuation of the group opinion, drawing a graph, or "program profile," which represents the average opinion of any spot on the program.

The findings are used by Dr. Gallup, who is associated with a New York city advertising agency, to revise the programs of his clients to eliminate "dead spots" in the show. Among the more popular radio shows which Pvt. Baldwin and his partner have tested are those of Bob Hope, Eddie Cantor, and "The Silver Theatre." They also made research tests on the motion pictures, "My Favorite Wife" and "Irene."

The "program barometer" is regarded by Dr. Gallup as the most concrete method of program breakdown, measuring reaction completely throughout the show. Not only is it an obvious improvement over "applause meters" which can be used only at the end of a program but it likewise gives an unbiased reaction of the audience, none of whom are influenced by their neighbor's opinion or enthusiasm.

Pvt. Baldwin was an electrical engineering student at the University of Iowa when he and Horn, who was majoring in psychology, hit upon the idea for the "program barometer." They worked on it in their spare time, Baldwin developing the technical features and Horn the psychological

Raymond Garris of Rt. 1, Deep Run, Lenoir county, has mutton for the larder, wool for the m... ket. He recently bought eight grade ewes and a purebred Hampshire ram.

THURSDAY - FRIDAY

A Hollywood Parade of Stars In One Great Entertainment!

★ JOAN CRAWFORD
★ ROBERT TAYLOR
★ GREER GARSON

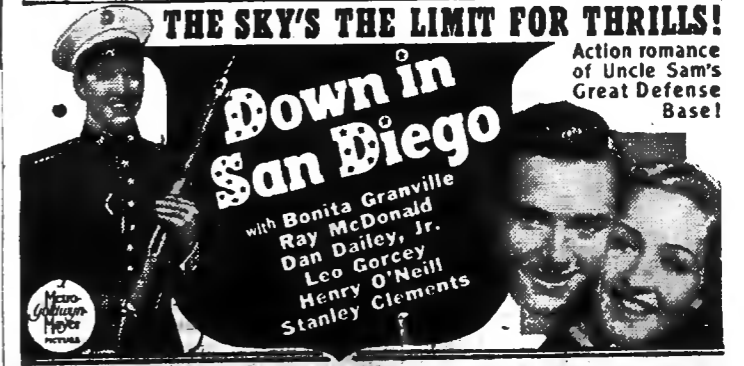


When Ladies Meet
1941's most notable cast... in the sensational Broadway play that now becomes one of the screen's gayest hits!

with Herbert MARSHALL
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LIBERTY

TODAY AND TUESDAY

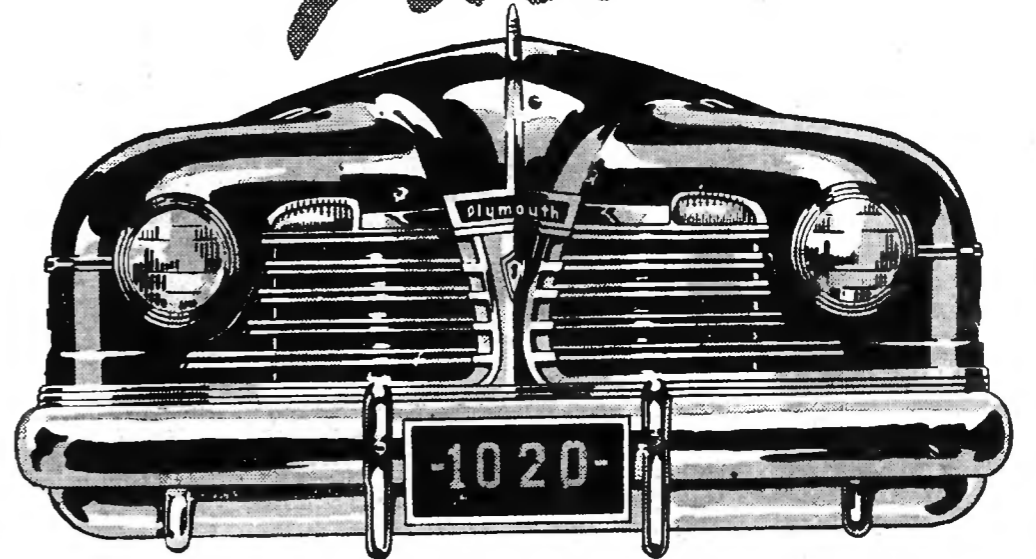
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Action romance of Uncle Sam's Great Defense Base!

Drive the MOST BEAUTIFUL LOW PRICE CAR!

Plymouth's Finest!



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