

Patronize Equal Opportunity Advertisers

Rabies Protection

Rabies is a preventable disease that can attack man, dog, fox, cow or other warmblooded animals. It is caused by a virus present in the saliva of a rabid animal.

The rabies virus reaches the brain by way of the

fatal to However, if started soon enough, antirabies treatment in humans will prevent the disease from developing in a majority of cases.

Rabid animals show different symptoms. In the dog one of the first symptoms is a changed disposition. If your animal is sick, seek the advice of your veterinarian and follow his recommendations.

Serious outbreaks of rabies in foxes have occurred in recent years in a few northwestern North Carolina counties.

Reports of rabies in bats in many states are becoming more numerous.

Knowledge of rabies and what to do to prevent it is vital to you, your family and your community.

WHAT TO DO IF BITTEN

In every case of animal bite or scratch, see your physician at once, and follow his advice regarding treatment.

As a first aid precaution, wash all animal bites, immediately and thoroughly for 15-20 minutes with a warm soap solution. This may be done at home if there is to be any delay in reaching a physician.

Notify your local health department. Give them all the facts so that they can investigate.

Do not kill the animal, if it can be captured. Confine in a veterinary hospital, dog pound, or other secure place where it cannot escape and can be fed and watered. The most certain method of proving that an animal does not have rabies is to find out if it remains normal for 10 days after biting.

If the animal must be killed, it should be shot through the heart and not the head so that the brain will be preserved for laboratory examination.

CONTROL THROUGH COMMUNITY ACTION

Millions of people have been protected by vaccines from diphtheria, smallpox, tetanus, whooping cough, polio and flu.

Millions of dogs and children can be protected against rabies through dog vaccination.

You may have your dog vaccinated by your private veterinarian or at health department clinics held in most North Carolina communities in the spring.

Dogs should be vaccinated at 4 mos. of age. Booster doses are necessary at intervals depending on age of animal and type vaccine used.

Dog vaccines are safe and effective. There may be a slight sting on injection but the chance of making the dog sick is no greater than when children are inoculated with many vaccines.

STRAY DOG CONTROL

A majority of counties in North

Carolina have appointed dog wardens and constructed dog pounds.

Unwanted stray dogs spread rabies and are a menace to livestock and wildlife. Report strays to the proper authorities.

Each year these funds make it possible to have stray dog control. A dog listed for taxes is also protected against theft.

All dogs in rural areas should be confined during the breeding season of game. Self-hunting dogs destroy an enormous amount of game.

If your county does not have a dog warden, discuss the problem with your county officials.

REMEMBER

Rabies is dangerous and is fatal.

- Keep your dog adequately immunized
- If bitten, see your physician
- List your dog for taxes each year
- Confine biting dogs for 10 days
- Don't handle strays, report them
- Observe all dog control laws.

Vitamins And How They Work

VITAMIN WHERE IT IS FOUND WHAT IT DOES FOR US

	Butter Milk	Cheese Margarine	Helps keep skin soft and smooth Protects eyes and skin
	Yellow Fruits	Yellow Vegetables	Helps build good teeth and bones
	Leafy Green Vegetables		Helps prevent infection
THIAMINE (B ₁)	Fish Lean Meat Liver Dried Beans and Peas Enriched Breads and Cereals	Pork Chicken Milk	Helps keep nervous system healthy Helps keep appetite & digestion normal Helps body release energy from food Prevents beriberi
RIBOFLAVIN (B ₂)	Milk Liver Eggs Leafy Green Vegetables Enriched Breads and Cereals	Chicken Lean Meats	Helps keep skin healthy Helps keep eyes and mouth healthy Good for general health and vitality
NIACIN	Eggs Liver Enriched Breads and Cereals	Chicken Lean Meat	Helps keep skin healthy Helps keep nervous system healthy Helps body get energy from foods Prevents pellagra
ASCORBIC ACID C	Oranges Grapefruit Lemon Berries	Melon Potatoes Cabbage Tomato	Helps keep gums healthy Helps protect small blood vessels Helps body resist infection Prevents scurvy
D	Butter Tuna Salmon Vitamin 'D' Milk	Sunshine Cod-liver Oil Egg Yolk	Helps body use calcium and phosphorus Helps build good bones and teeth Prevents rickets

Business Profile

Continued From Page 8

3. Competition

Furniture stores not only compete among themselves, but they also compete with appliance stores, stores specializing in floor coverings, department stores, chain department stores, discount chains, and specialty stores selling homefurnishings of various kinds.

Within inner cities, there is also competition from stores offering purported bargains at inflated prices and high credit rates. These stores may advertise special bargains as an inducement to bring shoppers into the store, but the salesman is generally skillful at steering the shoppers away from the so-called bargain. In many instances, stores of this type sell and resell repossessed merchandise, making their profit on a continuing series of downpayments. Fortunately, this type of operation is gradually being phased out with the increasing knowledge of the inner-city consumer and more stringent controls by authorities.

Highly effective and ethical price competition will be faced from the large chain department stores and mail-order houses. These establishments generally feature relatively high quality merchandise at economy prices. In recent years, they have improved their styling, as well. The furniture retailer must

compete with these stores, as he would with department stores and with other furniture retailers, by offering value, style, and efficient service. Maintaining contact with present customers is important, and effect advertising can also be useful in bringing potential customers into a store.

The amount and variety of merchandise displayed by a furniture retailer is important in meeting competition. The opportunity to see a wide variety of furnishings will bring the shopper into the store, and the more choices that can be seen, the greater the possibility that the shopper will find something she likes. Thus, there is a trend toward greater and greater floor space on the part of the independent furniture retailer.

4. Ease of Entry
The individual who has the attributes and skills for success in furniture retailing must nevertheless find the right location and sufficient capital before he can enter the industry.

The right location is a place that will provide the retailer with ample floorspace at a reasonable price in a market which is growing and not overly saturated

Forgot To Swim

One person was so absent-minded he drowned — after falling in the lake he forgot how good a swimmer he was!

with competition. The location must also provide parking space if it is in a suburban area. If it is in the inner city, it must be reasonably accessible to the potential market. Before selecting a location, a careful market survey should be made to determine if there is sufficient business to justify the selection.

A new entrant, who is properly capitalized and who knows his business, should not be frightened away from establishing a furniture store simply because there is considerable competition already

in the area. Unless he is prepared to hold his own in competition with other retailers and the chains, he should not enter the business. Even if competition is relatively scarce at a particular time, he can always expect newcomers or branch outlets of existing firms.

A major factor affecting ease of entry will be the ability to secure sufficient capital for inventory and to finance credit purchases.

Next week: Capital Requirements

Roseboro's Community Fish Market

843 N. Liberty St.

722-0403



Serving Northwestern North Carolina with The Finest Seafoods

VIP HOMES, INC.

Highway 311 Walkertown - 595-2125

Greatest Reduction in History - All 12' Wide, 12' Wide Expands & Double Wides At 10% Over Cost, 10% Down Payment With Approved Credit - Bank Rate Financing.

★ This Coupon Worth \$100.00 Off Sale Price When Presented.

See: John Ellis
Betty Jenkins
Toots Jenkins
Jim Peace

C & E DRYWALL CO.

HANG - FINISH - TEXTURE - STIMPLE

Free Estimates

TELEPHONE
475-9628
THOMASVILLE, N. C.

MAILING ADDRESS
P. O. BOX 313
TRINITY, N. C. 27370