



Some Looks At Books

By LOCKIE PARKER

BUSINESS DECISIONS THAT CHANGED OUR LIVES by Sidney Furst and Milton Sherman (Random House \$4.95). Despite its formidable title and a still more formidable introduction, this book is mainly a collection of very readable and interesting American success stories of our time. They concern the invention, perfecting and marketing of such ideas as zippers and kodaks, Kleenex and tubeless tires.

My quarrel with the title is that these things do not really "change our lives." Prevalent as they have become they change some of our daily habits but hardly alter the pattern of family life or anything fundamental. As for the introduction, the two authors who belong to the Madison Avenue fraternity, talk about the nature of business decisions in impressive polysyllables such as "pervasive reorientation" and "objective correlative" but are more confusing than enlightening—at least, I found them so.

However, they have collected seventeen noteworthy cases, and the accounts of these are written in simple, straightforward English by the men presently at the head of the businesses involved. Most of these are modest about their own share in the business's success and take care to point out that this success was not due to one man's decision but to "gradual processes shaped by many minds and hands."

Take even the simple zipper. Whitcomb Judson took out a patent in 1853 on a sroce closure device that was the clumsy device that was the original of today's zipper. He continued to work on it with the backing of Col. Lewis Walker of Meadville, Pa. In 1896 they got an order for "slide fasteners" for twenty mail bags from the U. S. Post Office. But it was not until two more decades had passed with more improvements on the model, struggles with devising machinery to manufacture it and much money

spent that a satisfactory zipper was developed that could be manufactured at a reasonable price. Even then there remained a major problem in persuading garment manufacturers and the public to try it. The idea only really caught on in the twenties but then it went fast, until today you find zippers nearly all over the world and, as Lewis Walker III points out, they will probably soon be on the moon as an astronaut's suit has thirteen zippers.

Equally remarkable tales of early discouragements, persistence and final success with the ideas of the supermarket, the Blue Cross hospital plan, cake mixes, strained baby foods, the compact automobile and a dozen other things that we accept as almost indispensable conveniences round out the book.

WHEN THE BOUGH BREAKS by Richard Kluger (Doubleday \$4.95). This is a good lively novel about a community fight. The locale is "exurbia," about an hour's commuting distance from New York. The conflict arises over a question of zoning. It is proposed to rezone a sizeable tract of woods for a housing development with one end to be used for industrial plants.

Now along one side of this tract runs Forest Glen Road and living there are some substantial people who have chosen the place because of the view of the woods, because they enjoy "unspoiled" country. They organize to stop the rezoning under the leadership of Roy Barton, a somewhat enigmatic character who has money, leisure and seems to welcome a fighting cause. On the other side are the contractors, the owner and the county courthouse crowd.

Feeling runs high and some rough stuff is pulled—threats, rock throwing, a bit of blackmail with other more genteel but no less effective measures. Along with this you get some surprising

Bookmobile Schedule

Monday, Roseland, Colonial Hts Route: R. E. Lea, 9:30-9:45; James Covington, 10-10:10; Larry Simmons, 10:15-10:30; Dr. Morris Caddell, 10:35-10:50; R. E. Morton, 10:55-11:15; Mrs. Viola Kirk, 11:20-11:30; Mrs. Onnie Seago, 11:35-11:40; Calvin Laton, 11:45-11:55; Marvin Hartsell, 12-12:10; W. R. Robeson, 12:15-12:30; Edward Baker, 12:35-12:45; F. A. Monroe, 1:45-1:55; W. M. Smith, 2-2:15; J. J. Greer, 2:20-2:35; Mrs. Betty Creed, 2:50-3.

Tuesday, Niagara, Lakeview, Eureka Route: W. M. Sullivan, 9:40-9:50; C. S. Ward, 9:55-10:25; Ray Hensley, 10:35-11:20; W. D. Mallard, 11:25-12:15; Mrs. E. W. Marble, 12:30-12:40; Dunrovin, 12:50-1:10; C. G. Priest Sr., 1:15-1:20; Bud Crockett, 2:05-2:20; Homer Blue, 2:30-2:55; Mrs. C. B. Blue, 3-3:10.

Wednesday, Union Church Route: J. M. Briggs, 9:30-9:40; Clifford Hurley, 9:45-10; M. L.

actions from people under stress. Tension builds up and reaches a climax when a child disappears, apparently kidnapped.

This is the author's first novel but he is no amateur in the literary field. Richard Kluger has owned and edited his own weekly newspaper and is now book editor of the New York Herald Tribune whose Sunday book section is also used by the Washington Post.

GIRL ON WITCHES' HILL by Mildred Lawrence (Harcourt \$3.25). This author is a favorite with high school girls. Here she writes of Stacey Tilden who in her last year at high school had to move with her family from Cape Canaveral to a quiet village on the New England coast.

Stacey had been enthralled with Cape Canaveral, its rockets and its astronauts. Stimulated by this and her interest in Barry, a classmate who was a whizz at math and science, Stacey had gotten to be quite good at these two subjects herself. She was even helping Barry with his research as he worked for a scholarship.

Then suddenly she was uprooted and moved to a little coastal village where the chief interests seemed to be witches, old

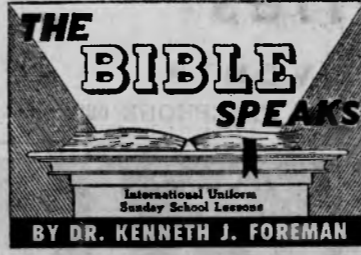
Patterson, 10:05-10:15; Parkers Grocery, 10:20-10:30; Howard Gschwind, 10:35-10:50; Mrs. O. C. Blackburn, 10:55-11:10; Vass Town Hall, 11:15-11:30; Jack Morgan, 11:35-11:45; Mrs. M. D. McIver, 12:45-12:55; Arthur Gaines, 1-1:15; Howard Wilson, 1:20-1:25; Wesley Thomas, 1:30-1:40; R. D. Poindexter, 1:50-2; C. W. Patterson, 2:10-2:20.

Thursday, Glendon, Highfalls Route: Ernest Shepley, 9:30-9:45; R. W. Willcox, 9:55-10:10; Eli Phillips, 10:20-10:30; W. H. Maness Jr., 10:40-10:50; Sam Seawell, 11-11:10; William Seawell, 11:15-11:25; Carl Oldham, 11:35-11:45; Presley Store, 11:50-12; Norris Shields, 12:10-12:20; F. J. Price, 1:05-1:15; Ann Powers Beauty Shop, 1:25-1:35; Harold Purvis, 1:40-1:50; Preslar Service Station, 1:55-2; Edgar Shields, 2:05-2:15; Leon Howard, 2:20-2:30; H. L. Russell, 2:30-2:45; John Singletary, 2:50-3; Wilmer Maness, 3:10-4.

ruins and bird watching. She rents the change bitterly. But two of her new classmates take it on themselves to show the new girl around. How their friendliness and enthusiasm gradually change her attitude until she finds herself interested in a lot of things beside science and Barry makes a warm and interesting story.

FIREMAN SAVE MY CAT written and illustrated by Tony Palazzo (Abelard Schuman \$2.95). This is a thrilling tale about the familiar situation of a cat going where it could not get back. In this case the cat ended up on a ledge two stories high between two houses. The cat howled. Mary Jane who had been playing with it shrieked. A policeman came. All the tenants in the building came running. The fire department was called, then the Society for Prevention of Cruelty to Animals.

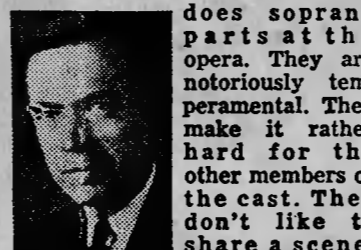
Children of five to eight will enjoy the commotion and suspense and the lively pictures in three colors on each page. The older ones can read it themselves. It is a good story to read to a younger child because the situation is simple, the action moves forward rapidly and there is a thoroughly satisfactory ending.



Leaders Need Help

Lesson for July 26, 1964

PRIMA DONNAS are hard to get along with. It's hard to be in the same house with one, hard to be on a committee or a team with one. A real original prima donna is a singer (the name means First Lady) who does soprano parts at the opera. They are notoriously temperamental. They make it rather hard for the other members of the cast. They don't like to share a scene.



Dr. Foreman they want to dominate it. Now prima donnas in ordinary life are like that. They have plenty of talent, perhaps even genius. But they do not work well on a team. They are star performers and they know it. But there is a difference between a superior performer and a performer who can't forget that he is superior.

Leaders Need Help

There is a difference between prima donnas and leaders. The p.d. is admired, but that's the end of it. The boys in the school yard may admire a boy who can stand on one hand. But if they don't all try to do the same, he's not a leader. A leader is followed. Now some of the greatest mistakes in history have occurred when leaders have tried to be prima donnas or vice versa. Hitler was a first-class prima donna; but he called himself a Leader. He seldom would listen to advice.

God's leaders

You might think that God's leaders would not need help, but they do. Don't they have the help of God and isn't that enough? No; God's providence calls on other men to rally behind leaders. Not even God's chosen leaders can lead without help of any kind. This is true of your local minister: where is the church that can get on without a committee or board or council or session or vestry or some group of leaders from the congregation to help the minister? It was true of Moses too. There was a man of God if ever there was one: immortal in human memory as one of the greatest leaders in all history... yet even he was tempted to play prima donna. Because he could do anything better than most others, he tried to do everything. Because he was a good judge, none better, he made the attempt to judge everything. Now every man has his limitations. No man, for example, can do more than he has time to work in. Even if his powers were unlimited, which they are not, he cannot do in ten hours what calls for twenty hours to do it right. Ministers have been known to suffer nervous breakdowns because they thought they did not need help; and Moses was headed for the same kind of trouble, till old Jethro gave him the advice which saved the situation.

The humility of a leader

Moses was one of the best educated men of his time, and immensely superior to the other Israelites. Jethro, his old father-in-law, was on the other hand one of the most ignorant of men. He had never lived, so far as we know, outside that rocky wilderness. When he ventured to give Moses advice on how to handle the crowds that came before him from dawn to dark, demanding his decision on innumerable problems large and small, Moses did not brush him off. Moses listened; one of the humblest acts recorded of any leader in history. It was a humble thing old Jethro advised him to do, too. Appointing subordinate judges to help solve the people's problems would be, in a way, governing by committee, and we can imagine Moses had no great liking for that. But the mere admission of others (none in his class, either to the administration of national affairs would be admitting he could not do it all. Well, even the greatest have to admit it: they are not superhuman, and though they are God's men, there are no more hours in a day for them than for any one else. The great man may accept help grudgingly, but God's leaders accept gratefully. They take helpers as God's gift and not as insult.

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Sunday School 11 a.m.
Wednesday Service, 8 p.m.
Reading Room in Church Building open Wednesday, 2-4 p.m.

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Sunday School 10 a.m., Worship service 11 a.m. and 7:30 p.m. P.Y.F. 8 p.m.; Women of the Church meeting 8 p.m., second Tuesday, Mid-week service Thursday 7:30 p.m., choir rehearsal 8:30 p.m.

EMMANUEL CHURCH (Episcopal)
East Massachusetts Ave.
Martin Caldwell, Rector
Holy Days, 8 a.m. and 11 a.m.
Family Service, 9:30 a.m.
Church School, 10 a.m.
Morning Service, 11 a.m.
Young Peoples' Service League, 4 p.m.
Holy Communion, Wednesday and Holy Days, 10 a.m. and Friday, 9:30 a.m.
Saturday 4 p.m., Penance.

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Sunday, 6:00 p.m., Youth Fellowship
Women's Fellowship meets 4th Thursday at 12:30 p.m.

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Sunday Masses 8, 9:15 and 10:30 a.m.
Daily Mass, 7 a.m. (except Friday, 11:15 a.m.); Holy Day Masses, 7 a.m. and 8:30 p.m.; Confessions, Saturday, 4:30 to 5:30 p.m. and 7:30 to 8:30 p.m.
Men's Club meeting: 3rd Monday each month.
Women's Club meeting, 1st Monday, 8 p.m.
Boy Scout Troop No. 878, Wednesday, 7:30 p.m.
Girl Scout Troop No. 118, Monday, 8 p.m.

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Jack Deal, Pastor
Worship Service, 11 a.m.
Sunday School, 9:45 a.m.
L.C.W. meets first Monday 8 p.m.
Choir practice Thursday 8 p.m.

ST. JAMES LUTHERAN CHURCH
(Missouri Synod)
883 W. New Hampshire Ave.
John P. Kellough, Pastor
Sunday School, 10:30 a.m.
Worship Service, 7:00 p.m.

BROWN MEMORIAL CHURCH
(Presbyterian)
Dr. Julian Lake, Minister
May St. at Ind. Ave.
Sunday School 9:45 a.m., Worship Service 11 a.m., Women of the Church meetings, 8 p.m. Monday following third Sunday.
The Youth Fellowship meet at 7 o'clock each Sunday evening.
Mid-week service, Wednesday, 7:30 p.m.

FIRST BAPTIST CHURCH
New York Ave. at South Ashe St.
Bible School, 9:45 a.m., Worship Service 11 a.m., Training Union 8:30 p.m., Evening Worship 7:30 p.m.
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Scout Troop 224, Monday 7:30 p.m.
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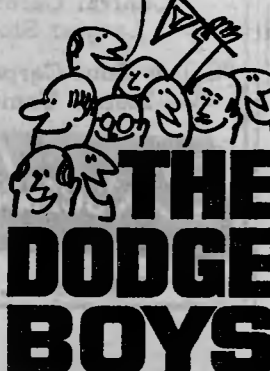


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