

LOCAL NEWS

Easter Here
Miss Dorcas Knowles from Elizabeth City spent the Easter holidays with her mother, Mrs. R. L. Knowles.

From Norfolk
G. G. Barber from Norfolk spent the week-end with his sister, Mrs. R. L. Knowles.

Easter Holidays Here
Dr. Louise Payne from Raleigh, Capt. Richard Payne from Fayetteville spent the Easter holidays with their parents, Mr. and Mrs. E. E. Payne.

Visiting Here
Leigh Winslow from the University of Maryland is spending this week with his father, E. L. Winslow.

Visiting In Columbus
Miss Hulda Wood, RN, left Monday to visit friends in Tarboro and in Columbus, S. C.

Sunday Here
Mr. and Mrs. Mills Roberts from Norfolk spent Sunday as the guests of Mr. and Mrs. R. M. Riddick.

Visiting Here
Mrs. Johnny Broughton and children from Newport News arrived Monday to spend a few days with Mr. and Mrs. Nat Relfe.

Holiday Guests
Mr. and Mrs. I. N. Thomas and daughter, Mary Beth from Asheville, N. C., Mr. and Mrs. Tom Farmer of Norfolk spent the Easter holidays as the guests of Mr. and Mrs. Mark Gregory.

Visiting Here
Mrs. Dozier Sutton and daughter, from Newport News spent several days this week with Mr. and Mrs. T. E. Raper.

From Sanford
Mr. and Mrs. J. O. Brantley and daughter from Sanford spent the Easter holidays with Mr. and Mrs. F. T. Johnson.

Sunday In Greenville
Mr. and Mrs. D. S. Darden, Miss Nancy Darden, Miss Elizabeth Darden and Lt. J. D. George spent Sunday in Greenville.

Returned
Cale White, Jr., who has received an honorable discharge from service returned to his home last week after spending several days with Mr. and Mrs. Nat Relfe.

Sunday Here
Miss Mattie Butler from Elizabeth City spent Sunday with her mother, Mrs. George Butler.

From Victoria
Mr. and Mrs. R. A. Willis and children from Victoria, Va., spent the week-end with Mr. and Mrs. Tom Byrum.

Sunday Here
Mr. and Mrs. George Hoskins from Edenton, Mrs. Elizabeth Crouse from Gatesville spent Sunday with Mrs. Olivia Hobbs and Mrs. Charles Johnson.

From Richmond
Miss Spence Harrington and Harrell Johnson from Richmond spent the Easter holidays with Mrs. Charles Johnson.

Holidays Here
Miss Elizabeth Wood, RN, from Charlotte spent the holidays with her mother, Mrs. Baker Wood.

Week-end Here
Miss Minnie Green, RN, from Tarboro spent the week-end with Miss Hulda Wood at her home.

Easter Holidays Here
Mr. and Mrs. W. A. Gregory from Fayetteville spent the Easter holidays with Mrs. Mary Moore and Miss Nettie Lee Gregory.

Wednesday In Norfolk
Mr. and Mrs. Joe Towe, and Miss Nettie Lee Gregory spent Wednesday in Norfolk.

Week-end With Mother
Keith Haskett, USMC, from Camp Lejeune spent the week-end with his mother, Mrs. Elizabeth Haskett.

Week-end Here
Mr. and Mrs. Shelton White from Raleigh spent the week-end with Mrs. R. T. White, and Mrs. R. L. Knowles.

Week-end Here
Major W. C. Archie from Washington, D. C., spent the holidays with his family here.

From Raleigh
Rex Stephenson from Raleigh visited his wife and daughter here this week-end.

Holidays Here
First Sgt. and Mrs. Marion Riddick and daughter from Buckero Beach spent the holidays with Mr. and Mrs. R. M. Riddick.

Holidays With Parents
Miss Mary Helen Newby from Richmond spent the Easter holidays with her parents, Mr. and Mrs. E. M. Newby.

In Richmond
Mrs. Herbert Nixon and son, Herbie, left Monday to spend a few days in Richmond.

From Edenton
Miss Frances Bennett from Edenton spent the week-end with Mrs. Henry Lewis.

Easter Holidays Here
Miss Frances Newby from Belhaven spent the holidays with her parents, Mr. and Mrs. Guy Newby.

Week-end With Parents
Bobby Holmes, USNR, spent the week-end with his parents, Mr. and Mrs. R. L. Holmes.

Returned Home
Mrs. G. G. Dixon has returned to her home in Ayden after spending several days with Mr. and Mrs. R. J. Futrell.

Week-end Here
Mr. and Mrs. Robert Brinn and daughter from Norfolk and Claude Brinn from Newport News spent the week-end with Mrs. Rosser Brinn.

From Hampton
Mr. and Mrs. J. M. Eason and son from Hampton spent the Easter holidays with Mr. and Mrs. Joe Towe.

Holidays Here
Mr. and Mrs. Jack Edwards from Greenville spent the holidays with Mr. and Mrs. W. F. C. Edwards.

Holidays With Mother
Miss Ida Lee White, a student at Louisburg College spent the holidays with her mother, Mrs. L. S. White.

From Newport News
Mr. and Mrs. Vincent Hill from Newport News spent the holidays with Mrs. George Fields.

Visiting Here
Mrs. J. C. Reavis and son, Jimmy, from Salisbury, N. C., are the guests of the Rev. and Mrs. B. C. Reavis. J. C. Reavis spent the week-end here but has returned home.

Easter Holidays Here
Mr. and Mrs. T. S. White, Jr., and son from Richmond spent the Easter holidays with Mrs. T. S. White.

Visiting Daughter
Mayor and Mrs. V. N. Darden left Sunday to visit Mr. and Mrs. H. R. Christensen at Willow Run Village, Mich.

From Baltimore
Miss Anne Tucker, RN, Baltimore, Md. is visiting her parents, Mr. and Mrs. William Tucker.

From Greenville
Mr. and Mrs. Frank Jolly and children from Greenville spent Sunday with Mr. and Mrs. Wilson Reed.

From Baltimore
Miss Helen Mae White, RN, from Baltimore, Md., is visiting her parents, Mr. and Mrs. Anse White.

Week-end Guest
Lt. J. D. George from Norfolk was the week-end guest of Mr. and Mrs. D. S. Darden.

Holiday Guests
Miss Elizabeth Tucker from Raleigh, Miss Virginia Tucker from Hampton, Va., and Jimmy Bryant from Asheboro spent the Easter holidays with Mrs. Isa Tucker and Mrs. Jimmy Bryant.

Week-end Here
Mr. and Mrs. J. P. Perry from Durham spent the week-end with relatives here.

Easter Here
Mr. and Mrs. D. F. Reed, Jr., from Greensboro spent the Easter holidays with Mr. and Mrs. D. F. Reed.

Week-end Here
Mr. and Mrs. Randolph Clarke and son from Portsmouth spent the week-end with Mrs. R. T. Clarke.

Easter Holidays Here
Mr. and Mrs. R. L. Keggereis from Raleigh spent the holidays with Rev. and Mrs. B. C. Reavis.

In Newport News
Mrs. L. W. Norman is the guest this week of Mr. and Mrs. C. W. Mangum at Newport News.

Week-end In Raleigh
Mr. and Mrs. J. H. Satchwell and Miss Myrtle Umphlett spent the Easter holidays visiting in Raleigh and Durham.

Easter Holidays With Parents
Clarke Stokes, a student at ECTC, Greenville, spent the holidays with his parents, Mr. and Mrs. H. C. Stokes at their home on Front street.

Tailored For Comfort

Slacks



For smart lounging these gently tailored slacks are what you want. In gabardine; in your favorite color.

\$2.95 and \$3.95

SIMON'S

HERTFORD, N. C.

Yes! Sweeter, Tastier Bread



with **FLEISCHMANN'S**
FRESH ACTIVE YEAST

• This active fresh yeast goes right to work, gives you full value because it's full strength. And bread made with Fleischmann's active fresh Yeast tastes sweeter, is lighter, more tender.

If you bake at home—Get Fleischmann's active fresh Yeast with the familiar yellow label—America's dependable yeast favorite for over three generations.



Always fresh—at your grocer's

DON'T MISS THIS After Easter Sale



Of Ladies' New Spring Fashions

- SUITS
- COATS
- SPRING DRESSES

We are also offering a few children's wool and flannel skirts.

All items on sale are reduced for clearance. Shop early for best selection on these excellent bargains.

These items are all new Spring wearables recently stocked in our store. You cannot afford to miss this sale. It will save you money!

WHITE'S DRESS SHOPPE
HERTFORD, N. C.

STATE Hertford, N. C.

Today (Friday)—
Matinee 3 P. M. Night 7-9 P. M.
LORETTA YOUNG
GARY COOPER
—in—
“Along Came Jones”

Saturday—Show Opens 1 P. M.—
SUNSET CARSON
—in—
“Oregon Trail”
“Zorro's Black Whip” No. 5

Sunday—Shows 2:15, 4:15 and 9:15 P. M.—
BRYON BARR and LOTUS LONG
“TOKYO ROSE”

Monday and Tuesday—Matinee 3 P. M. Night 7-9 P. M.—
BARBARA STANWYCK and GEORGE BRENT
—in—
“MY REPUTATION”

Wednesday—Matinee 3 P. M. Night 7 and 9 P. M.—
DOUBLE FEATURE
Second Feature
VINCENT PRICE
LYNN BARI
—in—
“Shock”
First Feature
JACK HALEY
ANNE JEFFREYS
—in—
“Sing Your Way Home”

Thursday and Friday—Matinee 3 P. M. Night 7 and 9 P. M.—
DOROTHY LAMOUR and ARTURO DE CORDOVA
—in—
“MASQUERADE IN MEXICO”

What is your GUESS? on our profits...

SOMETIMES, although an idea is wrong, it does no harm. Like the idea that a square jaw is the sign of will power. That winters aren't as severe as they used to be, or that red hair denotes quick temper.

But there are other wrong ideas, which are definitely harmful to public confidence in and understanding of industry. One such idea is the current "guessing" about profits made by large business organizations.

Many people are apt to grossly exaggerate the money made by business. So Opinion Research Corporation (an independent organization) made a survey to learn just what the public thinks about profits. Compare these guesses and yours with the International Harvester profit figures given below.

Public guess on war profits... **30.0%**

In four war year average profit... **4.9%**

In this survey, the average of the guesses by the public of the wartime profits made by industry was thirty per cent (30%).

But in the four war years of 1942, 1943, 1944, and 1945, the profits of International Harvester Company averaged only... 4.9% on sales. Less than one sixth of what the general public "guessed" for all industry.

For this period, the year by year per cent of profits on sales was: 1942—7.34, 1943—5.59, 1944—3.95, 1945—3.93.

Public guess on peace profits **18.0%**

In four pre-war year average profit... **7.17%**

In the four peace years of 1938, 1939, 1940, and 1941, the profits of International Harvester Company averaged... 7.17%. This is well under half of what the public "guessed" for all industry.

Majority think fair profit in normal times is... **10%**

In ten-year average is less than **7%**

The survey indicates the public knows that in our economy profits are indispensable. And the majority regard 10% as a fair

rate of profit in normal times. Many large businesses, including ourselves, would consider it a banner year if we could reach this figure. Our average profit for the last ten years—four war and six peace—was 6.43%—more than a third less than what the public considers fair.

All these figures show that our profits are not high. As a matter of fact, the entire farm machinery industry is a low profit industry. In 1944, the Federal Trade Commission published a list of 76 industries ranked in order of their ratio of profits to sales. The farm machinery industry was 57th on the list.

When the War ended and we planned our peace-time production, we had hoped to be able to serve our farmer customers at the same level which has held since 1942, regardless of war-time increases in costs of wages and ma-



terials up to that time. But recent developments have forced a change in our plans.

Wages and materials consume nearly all of every dollar Harvester takes in from sales. A Government board has recommended and the Company has agreed to pay a general wage increase of 18 cents per hour for Harvester factory employees. The Government has also allowed price increases on raw materials which we purchase in large quantities. Steel has had an average increase of 8.2%.



There has been no general increase in our prices since they were frozen by the Government early in 1942.

So our situation today is what we BUY costs us 1946 prices. We will be paying average monthly wages 56% above 1941. For what we SELL we get only 1942 prices. This condition cannot be met out of our present percentage of profit.

Future Prices on I H Products
It is plain that price relief will be needed to meet the increased wage and material costs which we must pay.

We regret this necessity. We prefer to lower prices, when possible, rather than raise them and we know our customers prefer to have us do that. We had hoped to be able to "hold the line," at least.

But we do not see how we can avoid operating at a loss if our prices continue to remain at their present frozen levels. We will NOT "cut corners" on any of our products, because QUALITY IS THE FOUNDATION OF OUR BUSINESS.

Our customers can be certain that we will seek no more than a moderate profit, both because of our policies and because we have approximately 300 competitors fighting us vigorously for your business. Our request for price relief will be no more than is necessary to insure continued service to our customers, continued work for our employees, and a reasonable return for our stockholders.

INTERNATIONAL HARVESTER