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NEWS AND VIEWS OF BUSINESS AND INDUSTRY



COMPLETE REPAIR SERVICE AT YOUR DISPOSAL. All Work Guaranteed. DIXIE RADIO SERVICE. 418 S. 3rd St.

WELDING Electric and Acetylene Portable Outfits All Work Guaranteed. C. D. CASHWELL. 110 S. WATER ST.

DO YOU BOWL? Every able-bodied person has an equal chance to compete in our Afternoon Bowling Club. Ask for Details! Interesting! Valuable! Cape Fear Bowling Club. 15 N. 2nd St. Phone 9106

Let Us Figure With You On Your Beach Cottage Furnishings. MAKE YOUR SELECTIONS EARLY! JONES FURNITURE CO. 18 South Front Street

SERVICE PLUS— GAS TEXACO OIL. CASHWELL BROS. SERVICE STATION. 5th at Walnut. Phone 9107

GET GOOD TIRE REPAIRING! There is a difference. We make guaranteed repairs on all sizes and kinds of tires. Come here for service that's careful, prompt and economical! B. & N. TIRE CO. 230 North 3rd Street. Phone 977

Surely You Want To Look Good . . . EASTER DAY Get Your Permanent Now! CINDERELLA BEAUTY SHOPPE. 120 Nun St. PHONE 1950. BELVIA LOU BEAUTY SHOPPE. 404 N. Front St. PHONE 1305

STAF-O-LIFE ALL MASH BROILER RATION For well fleshed, tender, premium-bringing broilers in record time. W. M. EDWARDS & SON "Your STAF-O-LIFE Dealer" 114-16 Dock Street

RADIATOR REPAIRING Our Methods and Equipment Are Modern Reasonable Prices. McCONNELL & CAUSEY 12th at Market. Phone 88

MILL WORK HOME-BEAUTIFUL: Wise planning, rather than extravagant construction, is what makes a truly beautiful Home. Beauty in Stairwork, in Doors, Floors, Interior and Exterior woodwork. Our Quality Mill Work, to state it briefly! Let us tell you how inexpensively our Mill Work can provide a Home-Beautiful, for you! CAROLINA MILLWORK CO. H. A. DeCOVER & SON, Owners. 117 South 17th St. Phone 1271

OUR SERVICES FAMILY FINISH — THRIFTY SERVICE — SHIRT FINISHING We Invite Inquiries SUNSHINE LAUNDRY 413 — Telephone — 414

Easter Flowers In Bloom At Lucy B. Moore's Shop

"A thing of beauty is a joy forever . . ." What could be more beautiful than a lovely corsage for Easter wear, or a potted plant, or a bunch of cut flowers to decorate the home? The Lucy B. Moore Flower and Gift Shop at 15th and Market streets has a most admirable assortment from which you may choose. Visit this shop and see all the beautiful flowers now in bloom for the Easter season.

If it's a corsage you are going to buy, Miss Moore has many varieties for your selection. Let them make your corsage of roses, lilies, of the valley, violets, gardenias, orchids . . . or a sport corsage of such spring flowers as gerberas, roses and sweetpeas. For the home we would suggest a potted plant or a bunch of cut flowers. So many flowers are in bloom and appropriate for this occasion that we can only mention a few, such as hydrangeas, Easter lilies, azaleas, daisies, calla lilies and begonias in potted plants; and roses, carnations, snapdragons, East-er lilies, calla lilies and mixed spring flowers in fresh cut flowers. For the best service and to assure yourself of the flowers of your selection the Lucy B. Moore shop suggests you phone in your order early. They are also able to handle telegraph deliver, of flowers to any city where you may have friends, and deal only with reliable florists there.

In the United States, about 98,000 workmen are employed in building aircraft—60,000 in airplane manufacturing, 19,000 in aircraft manufacturing, and 20,000 in propellers, instruments and accessories production.

General Dual 8 Tire Specially Built For Mileage And Safety

"Quick-stopping safety, long mileage, extra strength, blowout protection, easy riding comfort, smart style . . . that's what you get when you buy the General Dual 8. All the features you want you can expect from this America's top-quality tire. At its surprisingly low price, the Dual 8 is the tire value smash hit of the year," the Neuwirth brothers, owners and operators of the B. & N. Tire company at 520 North Third street, said last week. "Come in! Whether you need tires for your present car or are getting a new car, let us show you how easy it is to equip it with Dual 8's.

"At this time of the year when Spring rains make driving extra hazardous, it is necessary that we be more careful than ever. It is almost compulsory that our cars be in perfect condition for utmost safety. One of the most important factors is having the proper tread. The convention button tread rib treads squeeze together and close up when the brakes are applied. They become practically as smooth as a worn-out tire at the very moment when the need for traction is greatest. The harder you apply the brakes . . . the less traction.

"With General's Dual 8's you get a tire with a squeeze-tread. When you apply the brakes the flexible ribbons of rubber wrinkle, clean a dry track, grip the road for a quicker, straight stop, without skid, swerve or tailspin. The harder you apply the brakes the more it wrinkles and the more traction you have, right when you need it most! "General's Dual 8 is built for easy riding comfort. The whole tire is softer. The patented low pressure carcass plus the flexible tread gives you a tire that is built inside and out for more restful riding. General's Dual 8 is built for long wear. Rubber wears off a tire because of friction. The more spots, knobs and broken up designs the faster the wear. When General's squeegee-tread is running free, the flexible ribbons of rubber are straight . . . that means smooth, easy, silent rolling, slow uniform tread wear, longer mileage! Today, more than ever, General is America's big mileage tire. "General's Dual 8 is built for outstanding strength and blowout resistance. Tire engineers test tires for bursting by inflating them with air until they give way. General's have a bursting resistance of many times normal air pressure. This extra strength comes from top-quality in every ounce . . . exclusive carcass design . . . and is the result of years of leadership in the safety engineering. For your fast stepping modern car you need this extra speed. "General's Dual 8 is built for new safety on curves. If you've been afraid rounding curves, you'll have a new feeling of security with squeegee-tread Generals. The flexible ribbons hold you safely and without the usual whine. The B. & N. Tire company will make you a liberal allowance for the equipment tires that come on your new car. For the lowest new car change-over price in General's history you can have all of General's quick-stopping safety, big mileage and low pressure comfort right from the start. Get them on your present car. Liberal allowance will be made for the unused tire mileage on your present car and will be applied as part payment on new General Dual 8's. There's no need to pay cash. Your old tires may cover the down payment. Convenient credit terms can be arranged for all. Call by the B. & N. Tire store today at 520 North Third street or telephone 977 for information on this sensational tire value.

General's Dual 8 is built for outstanding strength and blowout resistance. Tire engineers test tires for bursting by inflating them with air until they give way. General's have a bursting resistance of many times normal air pressure. This extra strength comes from top-quality in every ounce . . . exclusive carcass design . . . and is the result of years of leadership in the safety engineering. For your fast stepping modern car you need this extra speed.

"General's Dual 8 is built for new safety on curves. If you've been afraid rounding curves, you'll have a new feeling of security with squeegee-tread Generals. The flexible ribbons hold you safely and without the usual whine. The B. & N. Tire company will make you a liberal allowance for the equipment tires that come on your new car. For the lowest new car change-over price in General's history you can have all of General's quick-stopping safety, big mileage and low pressure comfort right from the start. Get them on your present car. Liberal allowance will be made for the unused tire mileage on your present car and will be applied as part payment on new General Dual 8's. There's no need to pay cash. Your old tires may cover the down payment. Convenient credit terms can be arranged for all. Call by the B. & N. Tire store today at 520 North Third street or telephone 977 for information on this sensational tire value.

Fine Arts Department Of Sorosis Will Meet

The fine arts department of the North Carolina Sorosis will hold its final meeting of the 1939-40 season Thursday afternoon at 4 o'clock in the clubhouse. Mrs. John A. Stevens will review the book, "Escape," by Ethel Vance. As the program is expected to be one of the most interesting held during the year, a full attendance has been urged.

SAILOR SLAIN

MANILA, March 17.—(AP)—The slaying of a United States sailor by four Filipinos was disclosed today by authorities who said two prisoners confessed they killed John Randolph Pirschar, robbed the body, and threw it into the sea with a rock tied to the feet. Pirschar, a member of the crew of the U. S. S. Marblehead disappeared February 27 while his ship was in Subic Bay, on the western shore of the island of Luzon, not far from Manila.

GANDHI LEADS

RAMGARH, India, March 17.—(AP)—Mohandas K. Gandhi's leadership held full sway over the all-India nationalist congress as it prepared to open a plenary session here this week amid new tension over the question of India's independence.

EDITOR DIES

SPRINGFIELD, Mo., March 17.—(AP)—Edson K. Bixby, 53, editor of the Springfield Newspapers, Inc., died today. He had been ill with heart disease for several months.

Second Floor, Please . . .



On the second floor of the Home Furniture company's three floors of furniture displays these customers are shown examining bedroom furnishings with the assistance of courteous salesmen. The Home's furniture displays are conveniently arranged for the best inspection. Located in a newly modernized building at 23 Market street, they have one of the most complete furniture stocks in the city.

COLLIER SUNK AMSTERDAM, March 17.—(AP)—The 2,248-ton Netherlands Collier Sint Annaland struck a mine today and was sinking. The crew was rescued by another vessel. The Sint Annaland had figured in the sea war before, having been bombed and machine-gunned by German warplanes March 1 off the British coast.

CALLING ALL RADIOS. We want to get them in perfect order—to receive spring news, sporting events and entertainment! Reliable Service Reasonable Prices. French Radio Co. 1304 Market. Phone 852

EXTRA SPECIAL! 4-Piece New Walnut Finish BEDROOM SUITE Only \$39.50 HOME FURNITURE CO. 23 Market St.

COLD! If your coal bin is empty and you don't want a ton or half, we can send you 100-lb. BAGS OF COAL. Keep the home fires burning on cool days. INDEPENDENT ICE COMPANY 68 — PHONE — 94

MEMORIALS CAROLINA CUT STONE CO., INC. 718 MacRae St. Phone 3080

for that EASTER PERMANENT Facial Manicure Visit Us Soon! VOGUE BEAUTY SHOPPE 201 Southern Building Phone 92

Modern Cleaners Ready To Handle Easter Work

"The Easter music rings out in rising chords; the words of the sermon travel through the air; those with most meaning halting so your minds may reach out and find their significance tangible. Small children are happy this day; for it has meant delight in new clothes, laughter-filled thanks for the playthings Peter Rabbit brought. Easter is symbolized by the wearing of new clothes for the grown folks, too, because it is fitting that all should be in new raiment on this day that observes the physical fact made known to us in the words: He is risen! Easter is the family's holiday, when parents and children find companionship in each other and sweet serenity in attending together the church of their faith. Easter is the time for all to gather around the dinner table made festive with all the good things denied them during Lent. The glazed ham will come steaming to the table, around it vegetables cut with culinary art to resemble the lilies of the season. Mounds of gaily decorated eggs will take the place of any more formal centerpiece, and for the children there will be egg-rolling on the lawn later in the afternoon. At night, before the young ones go off to bed, will be the time to tell them again the story of Easter, and as their heads nod in drowsiness, and their little bodies become heavy with the utter relaxation of sleep . . . curls moist with perspiration that is like the dew on the Easter flowers . . . there will surge through our hearts that pure love which He best knew.

Such is the day we will all be enjoying next Sunday . . . one of the few happy, revered days in a year . . . Easter Day, Sunday, March 24. For many reasons lots of us will not be wearing new clothes that day. We will select suits, dresses, coats, hats and other apparel from our wardrobe and have them thoroughly cleaned and pressed. The Modern Cleaners, 118 South 17th street, phone 1358, are prepared for the sudden surge of Easter cleaning. Telephone them for their call for and delivery service, or drop in at the plant and enjoy the same high quality service at a cheaper price by sending your apparel through the Cash and Carry department.

There is no need to remind you again as to the high type service the Modern Cleaners are rendering. At one time or another you have had them do work for you. You were more than satisfied with the care and expense they went to giving you quality work. Get that job over with now, don't wait until the weekend to call the cleaners. The address is 118 South 17th street, and the telephone number is 1358. Satisfaction is guaranteed.

Two Departments Cash and Carry 39c Delivery 50c. Regardless of Who Does Your EASTER Cleaning — For Better Results Call Them Early. For BEST Results Call The MODERN CLEANERS PHONE 1358 118 South 17th St.

Boneless Fillets Oysters Shrimp - Clams Fresh Daily. ELDRIDGE FERGUS SEAFOOD MARKET Phone 2985

We Are Dealers for the LENNOX Oil Aire-Flo AIR CONDITIONER. Let Us Estimate Your Requirements. Hanover Iron Works Phone 609. SPECIALS! Kosher Dill PICKLES, 3 for 10c Imported SWISS CHEESE, lb. 69c Imported French Roquefort CHEESE, lb. (40% Bu Herfet) 4 lbs. Edam CHEESE, each \$1.69 CAPE FEAR DELICATESSEN 118 Market St. Phone 435

"Modesty," As Expressed By Memorial Art, Second Of Stone Co.'s Articles

For the second time in their new series of articles devoted to memorial art the Carolina Cut Stone company this week is using the theme of Modesty. Should there be any particular subject you would like published, call the plant at 3080 and they will be glad to fill your request, if possible.

"Suit the action to the word, and the word to the action; with this special observance, that you o'erstep not the Modesty of nature."—Shakespeare

MODESTY (Tablet)

The first of all virtues, wrote Alison, is innocence; the next is modesty. If we banish modesty from the world, she carries with her half the virtue that is in it. And modesty, once banished—said Publilius Syrus—never returns to favour. Critics of our age, and particularly of our youth, are prone to deplore the wane of modesty. Perhaps its crimson glow which gives new luster to the charm of youth is indeed rare in this day of sophistication and frankness, for, as Burke maintained, modesty does not long survive innocence. But if the grace and blush of innocent modesty has gone, have we not in its place the sort of modesty that Shakespeare called the beacon of the wise? In the brilliant achievements of modern youth, in their feats of mind and body, are we not constantly reminded of Sir William Gilbert's lines: Wherever valor or true is found, true modesty will there abound? And when, in the world's history, has arrogance—the antithesis of modesty—ever been so utterly despised as it is today? Goldsmith held that modesty seldom resides in a breast that is not enriched with nobler virtues; and one of the French philosophers tells us that modesty is the chastity of merit, the virtue of noble souls. Surely, then, we can maintain faith in an age that deplores vanity, conceit, egotism and arrogance—an age, to borrow words from Chapin, in which modest expression is a beautiful setting to the diamond of talent and genius? Hafiz likened modesty to the sweet song bird which no open-cage door can tempt to flight and in the glorious achievements of the Lone Eagle—the immortal We—making Eagle—learned that modern youth, despite the plaints of cynics and pessimists, agrees with Lowell in believing that the wisest man can ask no more of Fate than to be simple, modest, manly and true. It was the mighty Napoleon who once observed that the greatest ornament of an illustrious life is modesty and humility. Study the personalities of the men and women who are contributing the most to modern civilization, and you will find a modesty concerning their achievements. And this modesty, which is a national trait, finds expression in the essential simplicity of the memorials erected in our cemeteries today. Display in the form of elaboration and sheer bulk of stone are relics of yesterday. More and more we find the public taste turning to the quiet dignity, the modest scale, the refined individuality of monuments like the subject here describes.

There are so many different subjects, so very many themes we can follow in getting the appropriate resting place of someone who was near and dear to us. The Carolina Cut Stone company located at 718 MacRae street, telephone 3080, will be more than willing to go over that problem of yours with you. You are sure to find satisfaction and consolation in that which is most appropriate.

COLLECTING TABOO

BERLIN, March 17.—(AP)—Stamp collecting is taboo for Jews, so far as the German post office is concerned. Stamp fanciers who have regularly received new German issues found specimens of the new Leipzig fair stamps accompanied by a notice stating that hereafter no Jew will be entitled to this service for collectors.

ANNIVERSARY

WASHINGTON, March 17.—(AP)—Today was the 35th anniversary of President and Mrs. Roosevelt. Mrs. Roosevelt returned from a mid-western lecture tour to be with Mr. Roosevelt, but White House officials said no especial observance of the day was arranged.

SECURITY PAYMENTS

WASHINGTON, March 17.—(AP)—The social security board reported today that payments in January for public assistance and earnings of persons employed under federal works programs totaled \$274,485,000. This was an increase of \$1,033,000 over the preceding month.

FEDERAL DEBT

WASHINGTON, March 17.—(AP)—The national economy league contended today that "outside the budget" transactions of lending agencies had pushed the federal debt to more than \$48,000,000,000, well beyond the legal debt limit of \$45,000,000,000.

Recently purchased by the French army was a "mobile airport," which is a truck weighing 13 tons, and containing everything necessary to repair planes.

O'CROWLEY'S Each Garment 39c Cash and Carry 50c Deluxe Delivery. O'CROWLEY'S 8th and Princess Sts. 554—Phone—355

We Telegraph Flowers Order from us the flowers to be sent away—for someone on EASTER DAY. We Contact Reliable Florists Everywhere. LUCY B. MOORE FLOWER & GIFT SHOP 15th at Market. Phone 354

Regular Home Cooked DINNERS Chicken — Steak Bar-B-Q Bring The Family. The New BROOKLYN CAFE 723 N. 4th St. 24-Hour Service

With Your Favorite Meat Dish COLE SLAW SHRIMP SALADS Try Archie's Golden Fried CHICKEN

PINE TREE (Opposite Greenfield Lake) PHONE 607

Dress up for EASTER SAM BERGER'S CREDIT CLOTHIERS No. Fourth St.

Protect Yourself From HEAVY LOSSES with WALKER TAYLOR INSURANCE

Stimulate Buying Appetites with Fresh Foods Kept Fresh By Carrier Air Conditioned Refrigeration SEE BOEGLI'S 111-13 Grace St. Phone 511 HEATING (Sales and Service) REFRIGERATION