

SAY YOU READ IT ON THE BUSINESS & INDUSTRY PAGE

NEWS AND VIEWS OF BUSINESS AND INDUSTRY

THESE PROGRESSIVE FIRMS SOLICIT YOUR PATRONAGE

Faith In Memorial Art Explained By Carolina Stone Co.

Faith, as it is expressed by Memorial Art, is here explained by the operators of the Carolina Cut Stone company located at 715 MacRae street.

FAITH (Latin Cross)

Faith had brought Him to Calvary. The Betrayal, the Trial, the piercing Crown of Thorns, the torturous road to Golgotha, the cruel weight of the Cross, the hour of Crucifixion, — through all these Faith had led Him on. What wonder, therefore, that the Cross of Calvary, instrument of the Passion, has been throughout the ages of Christianity a memorial of the Faith, the Chosen Symbol? What a power and what an inspiration that Cross has been. When the burdens and the sorrows of life weigh heavily upon us and the road is verily another Golgotha, we can fix our eyes upon Calvary and remembering the tortures He endured on that Cross, we can renew our Faith in the will of God, our Hope for the dawn of that yet more glorious day and our Charity toward all men. For these are the three Christian virtues and the three steps of the Calvary, Faith, Hope and Charity. And if the greatest of these be Charity, then surely Faith, as it is expressed by Memorial Art, is the most sublime in Faith, for Faith is the essence of the Christian life and at Faith's pure shrine we sense the Divinity that shapes our ends and with the apostle Paul we learn that Faith is the substance of things hoped for, the evidence of things not seen.

Christina Rosetti likened Faith to a lily, lifted high and white. How very much like such a lily is the Cross of Calvary, lifted high and white on some lovely site in churchyard or cemetery? What theme in memorial art can better symbolize that pure-eyed Faith and white-handed Hope which Milton likened to the hovering angel, girl with golden wings? To all Christian people, whatever their creed or sect, the Cross will ever remain unrivalled as the most significant of all memorials, for it is inherently a memorial itself, — an emblem of the Christ, a symbol of the Resurrection and a sign of the Faith. Memorial Crosses may take the simple form of the Calvary, they may be enriched with symbolical Lillies or Passion Flower and they may be elaborately carved with the interlaced ornament of the Celtic era. Whatever its form or source, the Cross conveys the same traditional message and appeal. — It alone expresses that Faith which Wordsworth described as the amarantine flower.

Science And Economy Of Broiler Feeding Talked By W. M. Edwards' Firm

"Once a delicacy for a chosen few, the science and economy of feeding has put tender, delicious broilers within the reach of all.

"Hotels, restaurants and discriminating housewives everywhere have come to demand tender, heavy fleshed and well finished broilers. The broiler raiser who is able to successfully fulfill this demand gets the business. "Broiler raising is no longer in the experimental stage. With good chicks, adequate equipment and proper management, the feeder can rely upon Staf-O-Life All Mash Broiler Ration with predictable results, whether chicks are brooded in batteries or under hovers," said the management of the W. M. Edwards & Son concern, local representatives of the Royal Stafolife Mills.

"Young birds increase their weight by rapid growth and not by fattening. This natural tendency is accelerated by a properly formulated ration designed to supply the factors required for growth. Then, too, the feed must be fortified with vitamins A and D for health, bone development and mineral assimilation. It must have bulkiness without excessive fat."

PLANNING A TRIP? Better be safe by riding on a new set of...

GENERAL TIRES Liberal Credit Terms B. & N. TIRE CO. 520 N. 3rd St. Dial 7368

COURTEOUS SERVICE We regard you as a valuable customer — and serve you well in every possible way. CASHWELL BROS. SERVICE STATION Texaco Products 5th at Walnut St.

We Are Official MOTH KILLERS In This Town! Our Dry Cleaning Kills Moths Our Sanitex Service Seals Your Clothes in Moth-Proof Bags Ask Us For Details O'CROWLEY'S 8th and Princess Dial 9631

Improve Your Property Our Quality Millwork will give to your property attractiveness and modernness... inexpensively. Let us discuss your Millwork problems with you. CAROLINA MILLWORK CO. H. A. DeCOVER & SON, Owners 717 S. 17th St. DIAL 9715

"FROM HEAD TO FEET WE KEEP YOU NEAT"



The Modern Cleaners and Modern Shoe Repair Shop located at 118 South Seventeenth street. With up-to-date equipment and skilled labor these two establishments are rendering a valuable service to Wilmingtonians with high quality work done speedily and at most reasonable rates. By simply dialing telephone 7751 you can have these competent cleaners and repairers call for your clothing and shoes and then return them to you looking almost as good as new.

ber. Staf-O-Life All Mash Broiler Ration definitely fills these requirements efficiently and economically "Staf-O-Life All Mash Broiler Ration, as its very brand name implies, is a complete feed — nothing need be fed with it except fresh, clean water. Its economical price and high quality is the answer to the feeding problem of the large commercial broiler plant, the farmer or the city back lotter.

"It will be always our pleasure to serve you in any way," they said, "and we have an abundance of information at your disposal furnished us by the Royal-Stafolife Mills, the South's largest manufacturer of mixed feeds. Whatever your needs we invite you to call for our store located at 116 Dock street."

LIGE LEARNED FAST, BUT HE'S NOT THROUGH MULLENS, W. Va. (AP)—Lige Tanton, who came to this country with his father from Italy in 1933, has received nothing but straight A's for six years of school work. He was valedictorian of his high school class, and played football basketball. He plans to work his way through a Kentucky college next.

BREAKFAST LUNCH DINNER Let us serve you wholesome foods. The New BROOKLYN CAFE 723 N. 4th St.

SPECIAL! for a limited time! \$8 Permanent Waves \$5

★ VOGUE ★ BEAUTY SHOPPE 201 Southern Building DIAL 6724

for juicy, tender, firm-fleshed BROILERS Feed them—

STAFOLIFE ALL MASH BROILER RATION W. M. EDWARDS & SON "Your Staf-O-Life Dealer" 114-16 Dock St. Dial 4977

RADIO FANS! During the Summer enjoy the best reception with HALLICRAFTERS RADIOS French Radio Co. 1304 Market Dial 9878

SPECIAL! 7-Piece Solid Maple Dining Room Suite Only \$69.95 HOME FURNITURE CO. 23 Market St.

Atlantic View Pier And Restaurant Under New Management, Offers Varied Attractions

"It is our aim to make the Atlantic View Pier and Restaurant the most popular recreational and eating place in New Hanover county," said Mr. and Mrs. Archie Seigler and Emil Sells, new operators of this well known establishment on the northern extension of Wrightsville Beach. "We assumed management of the Atlantic View Pier and Restaurant last week and have improved it in many ways for the pleasure, comfort and economy of visitors to Wilmington and the beaches. Each of the many features of our place have been rearranged and are now operated as capably as one could expect to find at such an establishment catering to both ladies and gentlemen. We have the most complete setup to be found on the Atlantic coast, including parking space for hundreds of cars, and facilities to cater to any size party."

Mr. Seigler will be remembered pleasantly here as the operator of the popular Pine Tree eating establishment located opposite Greenfield Park. Mr. Sells, a former Wilmingtonian, has a wide circle of friends here. Mr. Seigler has removed all his dining equipment from the Pine Tree to the Atlantic View where he will continue to serve delicious foods at most reasonable prices. That food delight known as Archie's Famous Golden Fried Chicken is sure to become the most popular food specialty to be found on any of Wilmington's beaches. Equally as good is Archie's pit barbecue, seafoods, steaks, chops and sandwiches. Mr. and Mrs. Seigler will be in complete charge of the dining room and kitchen at the Atlantic View to assure all their old patrons, and the new friends they

are sure to make, the best food ever. Under their direct supervision is a competent chef and corps of experienced waitresses. The Atlantic View Restaurant will remain open almost continuously day and night throughout this Summer, serving temptingly delicious short orders and full course meals morning, noon and night. In addition, their sandwiches and soft drinks and beer will meet with much favor. Mr. and Mrs. Seigler are waiting to serve all their friends and customers good foods "down by the sea."

The recreational activities at the Atlantic View will be under the management of Mr. Sells. The regulation bowling alleys and billiard tables will provide many hours of healthful and interesting sport for the "indoor" sportsman and woman. Popular prices will prevail. The fishing pier for which the Atlantic View is best known this Summer has been made safer and more attractive to the fishing folk. Complete tackle, bait and instructions can be had at the pier from Mr. Sells for a nominal fee. The pier extends over some of the best fishing ground on the Atlantic coast, and good catches are practically assured everyone. Outside fishing expeditions may be arranged by contacting Mr. Sells at the pier. For the bather this popular place offers clean bath houses for those desiring to take advantage of the fine beach off from the pier and restaurant. Out-of-town guests and local people will find at the Atlantic View a number of newly furnished clean rooms, renting for most reasonable prices.

CONSCIENCE MONEY ANDERSON, S. C. (AP)—An Anderson man received \$2 from a man in Charlotte, N. C., as part payment on \$45 stolen two years ago. There was no signature.

LADIES! SCHOOL PUPILS! You Can Bowl for 10c PER LINE Up To 6 O'Clock Each Day (Free Instructions) Cape Fear Bowling Club "Wilmington's Finest" 16 N. 2nd St. Dial 9262

WALKER TAYLOR INSURANCE

SPECIAL! 7-Piece Solid Maple Dining Room Suite Only \$69.95 HOME FURNITURE CO. 23 Market St.

ICE Summer food bills melt with ice refrigeration. Food wastes gone! Food tastes kept! Ice is economical. BLOCK OR CRUSHED DIAL 6678 INDEPENDENT ICE COMPANY

Local Furniture Firm Offering Free Chairs With Purchase Of Rug

"We're giving away handsome and comfortable canvas folding beach chairs to every customer buying a fibre Summer rug from our large stock of beautiful and long wearing patterns," said the management of the Jones Furniture company, 18 South Front street. Included in their mid-Summer clearance of seasonal furniture the Jones Furniture company has a number of fibre rugs and beach chairs they are placing on sale in combination. All this stock is new and guaranteed satisfactory. During this special sale, or as long as they last, the Jones Furniture company is selling these two Summer items as one at extra low prices. The 8 by 10 size with your choice of a beach chair is only \$9.95, and the 9 by 12 size with a beach chair just \$10.95. Visit this store early this week and make your selection while the stock is more complete. And, whatever your furniture requirements every season the Jones Furniture company invites your visit

THE HEIGHT OF EASE IRONTON, O. (AP)—An unidentified man snored peacefully for more than 12 hours a few inches from the edge of a two foot-wide bridge beam over the middle of the Ohio river. With utmost delicacy two painters awakened him and inspection. Their convenient budget terms are open to all.

ELECTRIC WELDING ACETYLENE Portable Outfits G. D. CASEWELL 110 S. WATER ST.

OUR PLATFORM QUALITY SERVICE MCCONNELL & CAUSEY 12th at Market Dial 9668

YOU CAN SAVE MONEY WITH ICE

Does Wash-Day Get You DOWN? Get out from under—by turning over the family wash to our expert laundresses and pressers. It's proved economical to many smart home makers! SUNSHINE LAUNDRY DRY CLEANERS 135 Hanover Street Dial 3386

THIS WEEK'S SPECIAL \$5.00 DUART PERMANENTS \$3.50 CINDERELLA BEAUTY SHOPPE 404 N. Front Street Dial 9826

We're Giving Away CANVAS FOLDING BEACH CHAIRS with the purchase of FIBRE SUMMER RUGS 8x10 SIZE \$9.95 9x12 SIZE \$10.95 JONES FURNITURE CO. 18 South Front Street

The MOTHS are Coming to eat your "Out of Use" Garments. Better Call For The MODERN CLEANERS 118 S. 17th St. — Dial 7751 Cash & Carry—39c Deluxe Delivery—50c

Cape Fear Delicatessen Has Variety Of Special Foods For Summer Meals

Why worry about Summer meals when it's so easy to select a variety of appetizing and wholesome foods from the Cape Fear Delicatessen in just a few moments? At this food store you can get most any kind of delicacy at most reasonable prices. They can help you to prepare a meal "fit for a king." Their variety ranges from soup to nuts and caviar to cucumbers. This is the season of the year when we most appreciate a good delicatessen to help out in preparing attractive meals for a family with lagging appetites because of the heat. To serve Wilmington's lovers of fancy foods the Cape Fear Delicatessen now has a complete stock of most every kind of fancy food you could expect to find anywhere. Whatever your capacity in the home — housewife, cook or "the man who pays and pays and pays" — a visit to the Cape Fear will prove most helpful in making up an attractive menu for noon meals and evening repasts. Good fancy foods are just as healthful and wholesome as heavy hot foods. Most of us like to sit down to a meal of choice cold cuts occasionally. The Cape Fear has exactly the meats to make that meal a special event... pickles, olives, relishes and crackers too.

We couldn't begin here to name all the tasty cheeses in the Cape Fear Delicatessen's large stock, but we can say there are over 40 different varieties... some in bulk, others in bottles, cans and individual packages. There are cheeses from many foreign countries as well as a large variety of domestic cheeses. Some kind of cheese always proves a favorite on the table at every meal. Treat your family to a different cheese every day... it's not expensive. 1

MORAL: BUY CLOTHES YOU CAN USE

HUNTINGTON, W. Va. (AP)—The cap and gown worn by Genevieve Suiter at Marshall college commencement was the same worn by her parents on five occasions when they received degrees.

R. W. Suiter, former superintendent of schools at Chesapeake, O., received two degrees from Colorado State Teachers college. Mrs. Suiter received degrees from the same school, from Valparaiso (Ind.) and Marshall. Genevieve's younger brother, Fleming, expects to wear the same outfit when he graduates from Marshall in 1943.

GLASSWARE LUCY B. MOORE FLOWER & GIFT SHOP 15th at Market Dial 4038

We are ready to serve you with our new crop of genuine home-made garlic DILL PICKLES (Large Size) 5c EACH CAPE FEAR DELICATESSEN Free Delivery 118 Market Dial 3694

LADIES... For cleanliness, coolness and daintiness, wear fresh lingerie every day. That may mean a more extensive wardrobe than you now have, but it need not be expensive. BUY AT SAM BERGER'S CREDIT CLOTHIERS No. Fourth St.

MONUMENTS Carolina Cut Stone Co. (Incorporated) 715 MacRae Street

for Healthful Recreation and Good Food Visit the ATLANTIC VIEW PIER North End Wrightsville Beach Under Management of ARCHIE SEIGLER EMIL SELL Fishing — Bathing Bowling — Restaurant PHONE 9489 for Information

Get out from under—by turning over the family wash to our expert laundresses and pressers. It's proved economical to many smart home makers! SUNSHINE LAUNDRY DRY CLEANERS 135 Hanover Street Dial 3386

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