

LIFE INSURANCE NEED HELD GREAT

The needs of the American public for life insurance will become increasingly great, in spite of the rapid social and economic changes that are taking place in our country today, Wayman L. Dean, of Jacksonville, Fla., trustee of the National Association of Life Underwriters, said at the March meeting of the Wilmington Life Underwriters Association held at the St. John's Tavern at 1 p. m. yesterday.

The meeting, under the guidance of Herbert W. Slack, was attended by approximately 30 members of the association and their guests, including L. A. Raney, president of the Chamber of Commerce, and the Rev. C. D. Barcliff, president of the Wilmington Ministerial Association.

Introduced by Thomas Griffin, Mr. Dean praised the magnificent contribution of the life underwriters in the war financing program of the Treasury Department. He stated that 50,000 life insurance men and women volunteered their selling talent in the last War Bond drive and that their efforts received public endorsement by Secretary of the Treasury Henry Morgenthau, Jr., and Ted R. Gamble, head of the War Finance Division. He appealed to the underwriters to continue this vital work "for the duration."

DISCOVERED MUCH IN LITTLE

George Mendel worked out his plant experiments and founded the famous Mendelian laws of plant genetics in a plot of ground only 120 feet long and 20 feet wide.

BUY WAR BONDS AND STAMPS

St. John's Tavern
114 Orange St.
Dial 2-8085

DELICIOUS FOOD
Chicken In The Rough — Friday

TODAY AT THE BAILEY THEATRES

BAILEY Come Early
"Since You Went Away"
With Claudette Colbert
Jos. Cotten, Jennifer Jones
Shirley Temple, Lionel Barrymore, Robt. Walker
Shows: 11:10-1:35-3:00-5:10
Night Prices after 5 p. m.

CAROLINA Today and Saturday
Gay As A Memory!
No Taps! No Sleep!
"THE MERRY MONAHAN"
Starring
Donald O'Connor, Peggy Ryan, J. Oakie, Ann Blyth

ROYAL Today and Saturday
Thrills and Excitement
As Only a Ghost Knew The Secret Behind Six Murders
"THE MISSING JUROR"
With Jim Bannon, Janis Carter, George Macready
Also "The Phantom Harbor"

BIJOU Today and Saturday
Roaring Days of the Cherokee Land Rush!
Allan Lane in
"THE TOPEKA TERROR"
with Linda Sterling
Also: Chapter No. 11
"PATRIOT AMERICA"

TO SPEAK HERE



Changes made by the 1945 General Assembly in the beer control laws will be discussed at meetings planned for Wilmington by the North Carolina Committee-United States Brewers Foundation, State Director Edgar H. Bain, Goldsboro, will meet with the Wilmington beer distributors at 7 p. m. Tuesday and with New Hanover retail dealers at 11 a. m. Wednesday at the courthouse.

Director Bain will discuss the changes made in the laws governing the sale and distribution of beer in North Carolina, and also will discuss the industry's voluntary cooperation program in North Carolina.

Washington Calling

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the Germans was finally removed. It was not just the four years of the cruel occupation. Before that, there had been nearly five years of the savage Metaxas dictatorship. So when the people of the working class, who had suffered the most, came into the streets, it was with wild and violent cries of death and destruction to those who had lived comfortably under Metaxas and under the Nazis and who now seemed to be just as secure and comfortable under the British.

We must know more. We must have greater understanding. Military intelligence is not enough. Far-reaching political intelligence and, what is more important, mutual understanding are essential in our complicated world.

That, it seems to me, is the supreme lesson of the Greek tragedy, and one we must learn quickly.

BUY WAR BONDS AND STAMPS

HANOVER
MAFFITT VILLAGE
Today Only
"HENRY ALDRICH BOY SCOUT"

CARTOON SHORT
SAT. ONLY
DOUBLE FEATURE
"SUBMARINE BASE"
and
"DEEP IN THE HEART OF TEXAS"
Also Serial
SEA RAIDERS
and SUPERMAN

INCREASED COSTS SEEN AFTER WAR

By ROGER W. BABSON

BAEON PARK, Mass., March 15.—It may cost you 20 per cent more to live after the war than it did before Hitler blew the lid off in 1939. In other words, your 1939 dollar may then probably be only 80 cents. Since your pay envelope will probably be thinner than it is now, this is something to worry about.

Here is what the bespectacled professor means when he warns you that the cost-of-living is going to zoom: He means that your grocery bill will be bigger than before the war, even though you buy the same amount of food. He means that you will pay \$37.50 for an overcoat when you used to pay \$30. Your fuel, laundry, and ice bills are going to edge higher. That 5 cents candy bar will shrink in size or swell in price to 6 cents or 7 cents. The landlord, the furniture dealer, the ticket seller,—they will all "put the bite" on your weekly pay envelope for a bigger chew than before Hitler.

After World War I the cost-of-living reached a peak which was more than 15 per cent above our present abnormally high levels. That established the all-time record for this country. Since there were then none of the controls which the present government has imposed, cost of the average market basket increased about 130 per cent to its 1920 top. Housewives who were buying food at that time (butter at \$1.00 a pound; sugar at 25 cents are not so afraid of postwar prospects as our younger people who have become used to depression prices.

As a matter of fact, living costs are at present averaging close to those of 1925-1926, and are only 2 per cent or 3 per cent above 1929. This is high enough to give you consumers plenty of headaches. Today is none too soon to start the wise practice of getting the most for your money. After the war, when prices are still high and total take-home pay is considerably lower, you will benefit from this experience. Selective shopping may then be the only way to maintain living standards for the average family.

For a long time I have preached the doctrine of "bargain" shopping. When the Japs are knocked out this is going to be more important than ever. Right now there isn't much choice of brands on grocers' shelves, but after the war it will be a different story. You should be able to keep your living costs down to a remarkable extent by buying the less widely advertised grades of canned goods, the less popular cuts of meat, day-old bread and cake, etc. They are just as nourishing and palatable as the more expensive foods.

Here is my forecast of the pattern of living costs over the years ahead: There is not likely to be any great change until the European conflict is ended. Not long after that happy event, the outlook is for some deflationary pressure on the cost-of-living. Unemployment and the shifting of full war focus to the Pacific area is bound temporarily to curtail public demand for goods.

Reconversion will begin to take hold shortly thereafter. Combined with the still-high Jap-war production, civilian output will begin to take up the slack in employment and ease the buying reluctance of the public. By the time the Japanese yell "Uncle!" (or their equivalent for it), the cost-of-living should be moving gradually upward again.

From then on, the picture depends partly upon whether or not price curbs are maintained. If the controls are thrown out by a Congress weary of wartime restraints, get ready for a real "inflation panic." If curbs are approved, there will still be pressure on the upside, but it will be reasonable. From my studies, both political and economic, I have come to the conclusion that the living cost runaway of 1920 will not be repeated after this war.

Rather, some system of price controls may go on for several years. I have spoken out in favor of this procedure before. I repeat at this time that without the OPA or some such agency, we would now be a lot worse off. And we are, in my humble judgment, going to see a continued centralized control of prices from the nation's capital. However, such will not succeed in preventing inflation; but will only postpone and soften its evil effects. We will adopt the method of "cutting the dog's tail off an inch at a time."

Red Cross Field Director To Explain 'Leave Areas' Over local Radio Station

Wilmington American Red Cross chapter headquarters announced yesterday that Menzo Hainline, Red Cross field director, would appear on radio station WMFD at 6:45 p. m. today on a 15 minute program, describing the Red Cross "Leave Area" clubs.

These clubs are conducted for overseas servicemen on leave who do not have time to return to the United States, it was said, affording them comforts, relaxation and entertainment.

D. Sam Cox, Resident, Named Ambassador of Good Will For State

D. Sam Cox, of Bear Creek and Wilmington, has been appointed an "Official Ambassador of Good Will" from North Carolina by the Governor's Hospitality Committee of the Department of Conservation and Development, it was announced yesterday by J. C. Baskerville, executive secretary of the committee.

The appointment stated that "since you have been acting as 'Unofficial and Self Appointed Ambassador' for North Carolina for so long, and are so well known as an outstanding North Carolina booster, we feel that this action is hardly necessary. But we do want you to know that the committee appreciates the fine work you are doing in making North Carolina better known throughout the country."

Japs Admit Heavy Losses To Superfortress Foray

(Continued from Page One)

populace was thrown into a panic beyond control of authorities and that even six days later thousands of refugees were trying to leave the city.

Special trains were run last Sunday and Monday for people without tickets, Tass continued. Asahi was quoted as saying "there is a limit to transport power, so sufferers must wait two or four days more." Hospitals were "overcrowded," the newspaper reported.

After making a tour of Tokyo's stricken areas, a personal representative of Premier Kuniaki Koiso reported relief was inadequate and asked forgiveness for this situation.

Ever larger "carpet bombings" were predicted by Domei which added: "Hitherto the enemy's targets

have been essential factories, air-dromes and harbor installations; now, heedless of the objective, he has started to bomb city streets, secluded mountain areas and transportation systems indiscriminately. He no longer wants a week to 10 days to get ready. He raids us every other day."

While the enemy radio said that U. S. announcements of 300-Superfort blasts at Tokyo, Nagoya and Osaka within the last week were just "propaganda," and that the number never exceeded 130, it was nevertheless reported these cities and also Yokohama and Kob would be cleared of all citizens except war workers.

The evacuation decision was reached Thursday by Premier Kuniaki Koiso's cabinet, said a Berlin Intercean dispatch broadcast heard in London. The move of populations will be on a voluntary basis at first, but "special measures will be taken" if the people failed to respond, Intercean reported. The government also issued fur-

ther orders for prominent Japanese newspapers to combine publication operations outside Tokyo in single plants. Previously it had ordered six Tokyo papers to use one plant jointly because of air raids and the war situation.

Participation in the British fleet in American operations against Mindanao Island, Philippines, was claimed in an unconfirmed enemy broadcast.

DETECTED BY DESIGN

Land mines were not the only dangers that lay hidden beneath the African sands during the African campaign. The venomous sand viper buries itself as a protection against the midday sun, and soldiers learned to detect its presence by the scroll-like design in the sand.

RELIEVE WATERY HEAD COLD
2 drops in each nostril check sneezes, sniffles. You feel better fast. Caution: Use only as directed.

PENETRO NOSE DROPS

The Jewel Box GIFT SHOP
Wilmington's Only Downstairs Store
Headquarters For
FINE GIFTS
Come In and Make Your Selections!
Located Downstairs
In
THE JEWEL BOX
109 North Front St.

MANOR TODAY and SAT.!

ON STAGE — IN PERSON —
"BANJO EDDY"
World's Fastest Banjoist
He makes a banjo sound like a 20 piece band. He's good. He's right in the swing with hot and sweet music. You'll like Banjo Eddy!

ON SCREEN — 2 BIG HITS!
JOHNNY MACK BROWN—in
"GHOST RIDER"
Plus **"RHYTHM PARADE"**
ALSO PHANTOM NO. 11

Stage Shows: 1:45-4-7:15-9:15

LATE SHOW TONITE—SAT. 10:30
"Shake Hands With Murder"

Announcing
VIRGIL WEST
and
HIS ORCHESTRA
Every Nite Except Sunday

Dine and Dance to the music of this Popular Orchestra

WE SPECIALIZE IN
CHOICE STEAKS
CHICKEN IN THE ROUGH

—OPEN 7 DAY A WEEK—
JO'S CLUB
4 Miles Out—Carolina Beach Road
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