

Peace on Earth

Christmas is more than a day or a season. Its spirit lasts forever with an ever deeper, stronger faith in "Peace — Good Will — To all Men."

Christmas to one and all

PRESCRIPTION SPECIALIST
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PHARMACY

NEWBURYPORT PAYS DESPITE ITS PLAN

Sponsors Deny Idea Was Bad Charging No Cooperation

NEWBURYPORT, Mass. (U.P.) This busy seaport city is keeping step with the rest of the nation's high cost of living these days. It marks the end of a brief spell in the limelight resulting from Newburyport's revolutionary price-plan.

Reverberations were felt even in country hamlets last spring when the Northeast Essex Development Council announced that Newburyport merchants were offering consumers a 10 per cent across-the-board reduction in an effort to curb inflation.

The movement attracted attention throughout the nation and soon some storekeepers in various parts of the country were offering their eager customers a 10 per cent blanket reduction.

But not everybody approved the Newburyport Plan. There were those who said its sponsors were publicity seekers. The American Retail Federation was reported to have advised chambers of commerce to resist any price reductions modeled after the now-famous plan.

Sponsors Unconvinced
In Newburyport today, housewives know what it is to complain about spiraling costs, just as do their fellow-sufferers throughout the nation.

But do sponsors of the now defunct plan feel they have failed? The answer is an unequivocal no.

For instance, ask John Swanson, the hardware merchant who originally conceived the idea for the plan, how he feels about it now.

Swanson would tell you that the Newburyport Plan died because of lack of co-operation from other cities. He felt that Newburyport just couldn't put it across by itself.

Co-Operation Lacking
Swanson said the plan was aimed at manufacturers and suppliers of raw materials who were supposed to co-operate by cutting their prices 10 per cent. In that way, the merchant, Swanson said, would not be left holding the bag.

As things turned out, Swanson continued, some manufacturers co-operated, but the majority did not. And he blames the lack of co-operation on the premise that the plan was misunderstood.

Most of the communities who imitated the plan, he explained, thought of it only as a novel sale designed to reduce heavily-mounting inventories and to bring in some cash. Most of them, he said, did not regard it as an effort to reduce high prices by distributing the burden of reductions.

Think It Helped
But Swanson and the Northeast Essex Development Council do not think of their plan as a total failure. They believe it helped stem the tide of inflation and they think prices would be even higher today if some of the nation's merchants had not shown their opposition to inflation.

Besides, Swanson said, in Newburyport the customer is now the friend of the retailer, even if he doesn't like to pay the prices asked.

This friendship, he contends, is the direct result of the Newburyport Plan, which proved to many doubters that retailers hate high prices just as much as do customers.

Expert Warns Farmers Of Soil Depletion

CHAMPAIGN, Ill. (U.P.) —The University of Illinois has warned farmers that big corn and soybean crops during the war years have intensified the drain of common minerals from the soil.

O. L. Whalin of the university extension staff said firing of corn in Illinois during August was due mainly to the lack of soil nitrogen not the drought.

He estimated that in Illinois alone only 1,500,000 tons of nitrogen were returned to the land in the last five years, compared to the 3,300,000 tons removed in harvested crops.

Meat No Help, Vegetarian Says In Boosting Program

BY DON JENNINGS
United Press Staff Correspondent

HARRISBURG, Pa. — (U.P.) — Donald D. Diebler, vegetarian, wants to know why all the fuss over meatless Tuesday.

"People are better off without meat," he says. "It's only a second-hand food anyway."

Furthermore — and this is where Diebler places the most emphasis — he believes people who eat the flesh of an animal are downright inhuman.

Diebler, who with his wife swore off meat four years ago, considers the vegetarian diet the most healthful and most economical.

His recipes read like a government food-saver's dream.

He can prepare a tasty "steak" that comes in a can and ready to fry. It can be made from wheat gluten, mushroom broth, extract of brewer's yeasts, vegetables, salt, water, vegetable protein derivatives and an artificial flavoring made from what.

Nothing "second-hand" about that steak, Diebler says. The ingredients come directly from nature.

Spaghetti Favored
Italian spaghetti and chop-suey are other favorites in the Diebler

household. Fish or poultry never get on the menu.

The Dieblers class themselves among the higher-grade vegetarians, known as "Vegans," who abstain from animal by-products such as eggs, milk, butter, leather and wool.

One pound of soybeans (grown in his garden) produces eight gallons of vegetarian milk, Diebler found. He points out this is obviously more efficient than feeding a pound of soybeans to a cow and getting only one gallon of milk in return.

Diebler's shoes are made almost entirely of plastic. He said he tries to refrain from using leather products wherever possible.

His garden, one of the healthiest in the neighborhood, thrives without the benefit of animal fertilizer. He uses ashes and other substitutes and says he finds his crops are less subject to plant diseases.

"Shoe Vamp" Hat Styles Forecast For Women

BOSTON (U.P.) — A "vamp" style is forecast for women's hats next spring.

Exhibitors at a Boston fashion

show said the "vamp" did not refer to a type of woman, but was named because the new styles resemble the shape of a shoe vamp.

The back of the head style, they said, is changing into a forward-jutting line, high in the front.

If the air were as dense at all altitudes as it is at sea level the layer of air around the earth would be about five miles thick.



Thank You!


AT CHRISTMAS

While we're going about the business of wishing everybody a Merry Christmas, we don't want to forget that we owe our friends our sincerest appreciation for making possible one of the best years we have ever enjoyed in this community. Thank you, each and every one.

Thrif T Stores
29 South Front St. Inc. Wilmington, N.C.

Christmas Greetings

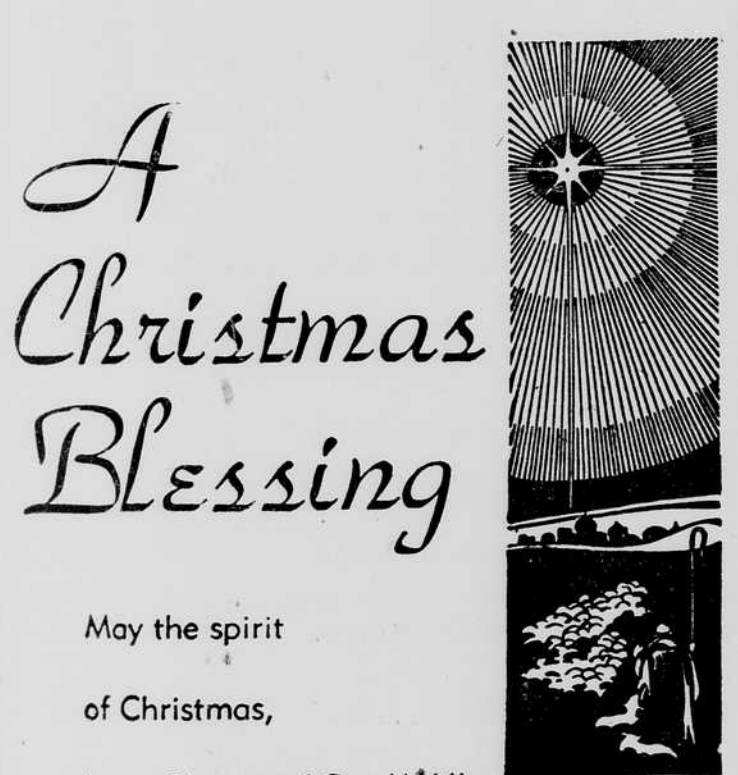
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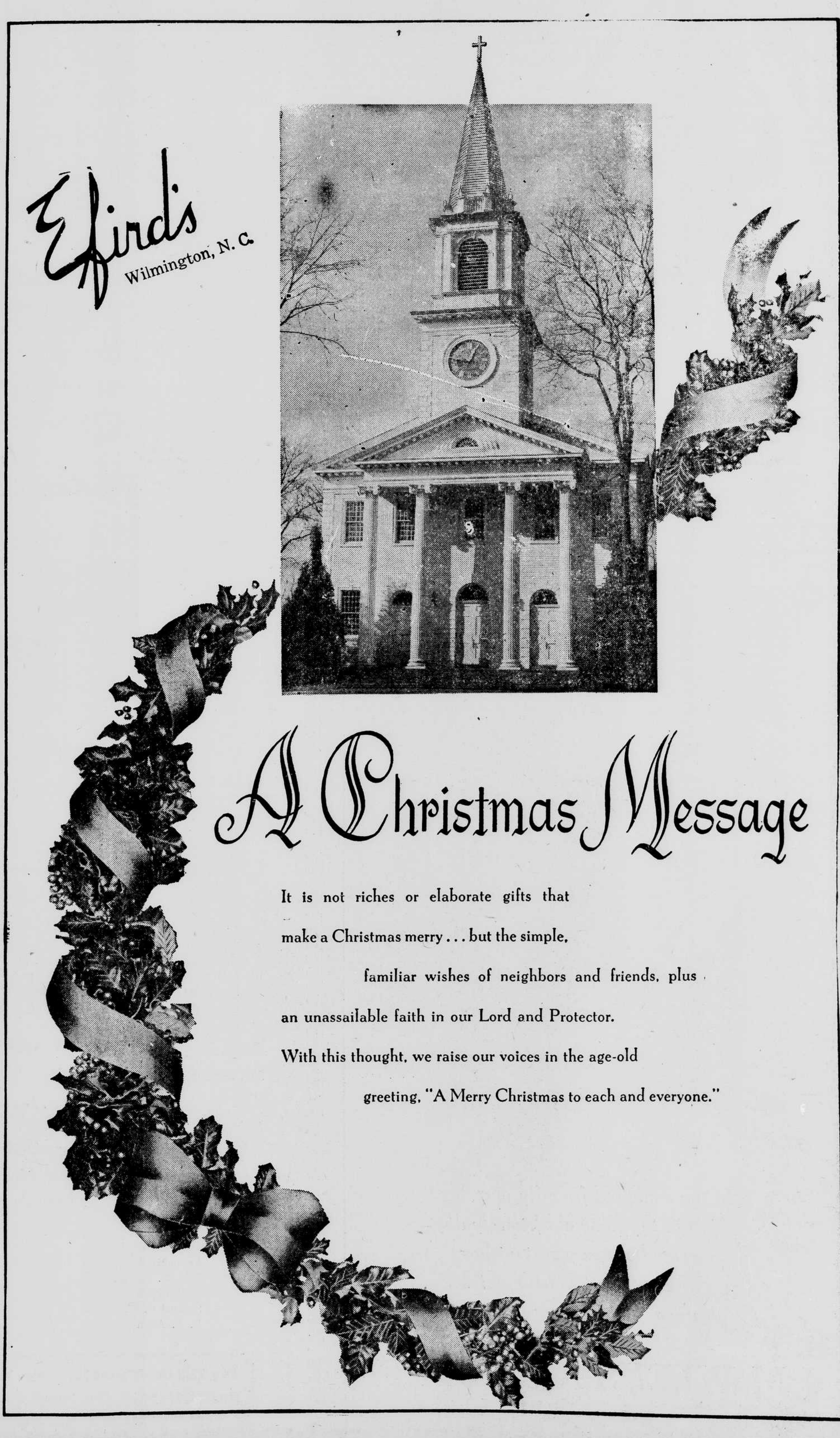
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Good Friends
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A Christmas Message

It is not riches or elaborate gifts that make a Christmas merry... but the simple, familiar wishes of neighbors and friends, plus an unassailable faith in our Lord and Protector.

With this thought, we raise our voices in the age-old greeting, "A Merry Christmas to each and everyone."