

ADVERTISING WILL LURE MONEY OUT OF VAULTS, BABSON

Goods Must Be Made to Look More Appealing than Security of Safe Deposit Boxes, Says World-Famous Statistician. Plenty of Money in Circulation, But Much of It Is Being Hoarded.

Advertising is now offered an opportunity to render this country and the world at large a greater economic service," says Roger W. Babson, world-famous financial statistician in a recent article. "The present trouble with business is under-consumption, not over-production. Human nature always goes to extremes."

"It was popular and fashionable to spend money lavishly back in 1928 and 1929, and people overdid it," he continued. "Now it has become fashionable to scrimp and hoard, and again people are over-doing it."

"Advertising must sway the public fashion back to a sane middle course. It is up to the advertisers to make the desire to buy goods more appealing than the security of safe deposit boxes. The extreme lack of purchasing among the well-to-do classes is now the result of fear and fashion rather than it is of inability to buy. There is still plenty of money in this country. The trouble is that it is being hoarded."

Referring to the hoarding of cash, the economist says: "This hoarding goes on in two ways. First, by the actual withdrawal of currency and placing it in safe deposit boxes, hiding it in homes, and otherwise storing it away; and second, by piling up savings deposits to a point where many banks are refusing to take more money. Moreover, the banks are virtually hoarding it, because in an effort to keep as liquid as possible they are making their accustomed volume of loans and have shut down on their purchases of securities."

"I am not pleading for extravagance," Mr. Babson insisted. "I do, however, believe that those who can afford to buy should do so. If even one-half of the billion dollars now hoarded away were brought back into circulation business would start up immediately. Mere preaching about it, however, will not loosen up those pocketbooks. The best way to break up the 'buyers' strike' is by liberal and intelligent advertising, showing merchandise values the greatest they have been in this generation, and greatest in relation to wage levels they have been in the history of the country."

In concluding the article Mr. Babson says that "manufacturers and merchants must not make the mistake of cheapening their quality. By so doing they will breed ill-will. Rather, they must strive to keep up the quality and pass along the savings in production costs and low raw material prices to the mass of the people who most urgently need goods of long service in return for their hard won dollars. For both classes of consumers, well-to-do and those of limited incomes, advertisers should talk values instead of comparative prices. Concerns merely talking price reduction miss the point."

"Business today is like an engine that is caught on dead center. It takes some unusual push to start it going. Advertising can supply that push providing business men will make the proper use of it. Once recovery starts, hoarded capital will be rushed out of safe deposit boxes just as fast as it was frightened into them by the depression. The most foolish thing a concern can do today is to cut down its advertising appropriations and freeze the money in a bank."

SAVE with SAFETY at your Rexall Drug Store

FOR A CLEAR BEAUTIFUL SKIN...

A smooth, soft textured skin attracts and holds attention as nothing else will. Cara Nome Cold Cream, Skin Cream and Vanishing Cream take away injurious grime and dirt and do not grow hair on your face. Cara Nome Face Powder, smooth, fragrant, blends perfectly with your complexion. Start using Cara Nome Toilettries now.

Sold only at Rexall Drug Stores.
BOONE DRUG CO.
The REXALL Store

New Orleans Suicide Wants Ashes Spread On N. C. Golf Course

Austin Parker, Investment Banker, Leaves Note Saying That He Wants His Ashes Broadcast At High Hampton.

The lure of the mountains is to those who have visited them a gripping, compelling reality. Those who have learned to love the majestic hills, the crystal streams, the mystic shadows and the laurel-shaded glens can never escape their allurements. If you love the mountains you yearn for them even "as the hart panteth for the water-brooks." When you are away from them there is a homesickness that lingers in the heart.

Austin Parker has been in the habit of visiting Cashier's Valley. He, too, had learned to love the mountains. This year he was unable to return to the scenes that had become dear to his heart. The clouds of financial worries and business troubles were gathering about him. His health was bad, his mind disturbed. He could not see the light. Although he lived in a great city, way down near the Gulf, his heart turned to the mountains we love and there he saw peace to his troubled soul. He could not return in the flesh; but he wished his ashes to mingle with the peaceful soul of the mountains, that he might become a part of them.

A United Press dispatch from New Orleans tells the rest of the story: "Leaving a note requesting that his ashes be scattered on the golf course at High Hampton, North Carolina, on a moonlight night while a phonograph played, Austin Parker, 36, investment banker and prominent socially here, fired a bullet into his brain today."

"The note designated four friends who were to stage a party and take drinks as they pass each bridge on the way to the fourth hole of the golf course with his ashes. The note was addressed to Mrs. Richard Norvell, of Nashville, Tenn., and asked that you, Lew, Dick and Shirley be present."

"No formality. Just a fine, grand party with a drink at every bridge to the fourth hole where the pine needles are nearly a foot thick. And there scatter my ashes under the pines, with the victrola playing, so that I can rest in comfort."

"The body, stretched on a bed, was found by a negro maid at Parker's apartments today. Other notes indicated that financial worries were the cause of his act.—Jackson County Journal.

Todd News

The sixth and seventh grades of Elkland School have organized a literary society, which will hold a meeting each Friday afternoon. Officers were elected as follows: President, Omer Greer; vice-president, Clyde Cox; secretary, Mildred Cox. A very interesting program was rendered last Friday afternoon at the first meeting of the society.

The fifth grade "Writers Club" elected new officers at the meeting last week. Officers for the month of October are as follows: Wanda Mae Howell, president; Roy Lewis, vice-president; Blanche Wall, secretary; Kathleen Winkler, treasurer.

"The Writers' Club" was delighted to receive a letter from Miss Reeves, editor of the Skyland Post, praising their work and extending to them an invitation to visit her and see how a newspaper is "made." The club hopes to accept the invitation sometime during the school.

Superintendent J. B. Hahn visited the school Tuesday afternoon.

Marvin Howell, a member of the ninth grade class, has been out of school the past week, taking treatment at a Charlotte hospital.

Pauline Blackburn, member of the sixth grade class, was taken to the Davis Hospital, at Statesville, last week for an operation for appendicitis. Her classmates and friends are delighted to know that the operation was successful, and that she is improving rapidly.

Miss Mary Krider, of Boone, and Miss Ella Mae Miller took supper with Mr. and Mrs. Fred Krider on Wednesday evening.

Mr. and Mrs. L. E. Duncan and family visited Mr. and Mrs. Brantley Duncan at Boone Sunday.

Mr. T. G. Duncan, of Mountain City, Tenn., visited his parents, Mr. and Mrs. L. E. Duncan, last week.

Rev. and Mrs. H. C. Brackett, of Mooresville, were the guests of Mr. and Mrs. C. E. Graham last week.

Mr. and Mrs. Dillard Lewis, of Smithport, visited at the home of Rev. and Mrs. H. M. Winkler Sunday.

Ruth and Pearl Michael, and Ruth Miller attended the ball game at West Jefferson last Saturday afternoon.

LA FOLLETTE SURE CONGRESS WILL AID NATION'S JOBLESS
Chicago.—Senator Robert M. La Follette of Wisconsin says he is confident Congress will make some sort of provision for Federal unemployment relief.

"Opposition to Federal relief on the grounds that it constitutes the dole does not alter the situation," the junior Wisconsin Senator said. "The fact is that millions willing to work can not find jobs. County and municipal treasuries carried 78 per cent of the burden of helping the unemployed last year. They now are carrying more of a load than they can bear. Hence, the Federal Government must take action."

POULTRY PROFITS ARE AS LARGE AS IN FORMER YEARS

C. E. Parrish of State College States That No Poultrymen Have Lost Money During Present Year. Cost of Feed Lowest in Many Years. N. C. Ranks Eighteenth in Value of Poultry Products.

Raleigh, N. C.—Here is one North Carolina industry—a big one, too—that is yielding profits to close to 100 per cent of all efficient operators in it at this time. It is the industry of producing chickens and eggs, and it ranks, in value of its output, fifth in the agriculture of this State, and third or fourth as a source of income to farm folk.

"There is not among those poultrymen or farmers with poultry as a sideline who report to us regularly on operations a single one that is losing money on poultry," states C. E. Parrish, in charge of the poultry extension work of State College. "I don't believe there is one who has not made money this year. Some have made more money than they did last year, a few have made more money than ever before, and practically all have had fair return for the time and labor given to poultry. Many farmers' wives have said to us that they didn't know what they would have done under recent conditions but for their earnings from flocks of poultry."

Yet at times this year eggs have been at the lowest price in a quarter of a century and most of the year chickens have sold on a comparatively low price basis. But, say the poultry specialists, production costs have gone down with sales prices, poultry feed costs falling off perhaps a bit more than prices received for poultry products. Mr. Parrish gives the estimate that at present poultry products are selling about 25 per cent lower than at this time last year and the poultry feed can be bought at prices about 30 per cent lower than those of twelve months ago. Those poultrymen who raise most of their own feed probably have saved even more on feed costs.

"During the first ten months of the 'poultry year,' which runs from November to October, the operators reporting to us made, above operating costs, an average of \$1.35 per bird on their flocks," says Mr. Parrish. "Profits for the entire twelve months will average around \$1.60 per bird. This compares with an average of \$2.20 per bird during the preceding 12-months period. The year before that the earnings averaged \$2.14 per bird. When the increased buying power of money is taken into account, earnings have been almost as good this year as during the preceding two years. On that basis, earnings would have been entirely as good but for demoralization of prices last spring. That demoralization was owing in most part to the flooding of eastern markets, even our markets here, with cheap eggs from the Middle West. Low prices, however, have accelerated increasing per capita consumption of poultry products, and this tendency

PASTIME THEATRE

"Place of Good Shows"

THURSDAY, OCTOBER 15
John Mack Brown, Lucile La Verne, Eleanor Boardman
—IN—
"GREAT MEADOW"

FRIDAY, OCTOBER 16
CHARLES RUGGLES
—IN—
"CHARLEY'S AUNT"
Charley's Aunt will put a wide grin on the depressed face of the world.

SATURDAY, OCTOBER 17
TOM TYLER
—IN—
"A RIDER OF THE PLAINS"
A Thrilling Western Melodrama

MONDAY-TUESDAY, OCT. 19-20
Helen Twelvetrees
—IN—
"A WOMAN OF EXPERIENCE"

Western Electric SOUND SYSTEM

makes the prospect for poultry producers in this State good, especially in comparison with that of other producers. There is room for almost unlimited expansion of poultry production in North Carolina.

The State, Mr. Parrish points out, is not on a fully self-sustaining basis as to poultry production. The State's chicken population does not quite treble that of people and the egg output is the equivalent of only about three-fourths of one egg a day per person in the State.

"While nearly every one of them has poultry of some kind, not 25 per cent of the farmers in the State are making efficient use of poultry as a source either of home food supplies or income," says he. "But progress in recent years has been quite satisfactory. In six years poultry production has risen from a back-yard affair to major rank among the State's agricultural operations. In this way we are of 18th rank among the States. We can produce poultry as cheaply as in any and more cheaply than it can be produced in most of the states. Motor trucking is improving our somewhat advantageous situation as to markets."

Appalachian Winner Over King College

The heavy Appalachian State College eleven of Boone rolled up two touchdowns in the first half and another in the final period to defeat a lighter King College team in Bristol Saturday, 20 to 0.

Two forward passes, good for 35 yards, placed the visitors in position to score their first touchdown, Walker circling end for six yards and the score, Fitzgerald missed the try for point. The Teachers mixed passes and running plays to march forty yards for their second score, and an intercepted pass paved the way for Baucum to score the final touchdown in the last period. By periods: King 0 0 0 0 0 0 Appalachian 6 7 0 7—20

Judge T. C. Bowie Is Heard at Gathering

West Jefferson.—The mercantils of the country have been passing through a trying period," Judge T. C. Bowie, United States senatorial candidate, declared in a non-political address to the Lansing Chamber of Commerce at Lansing Saturday. He thought it was unfortunate that this group should have been selected by the last General Assembly for a special tax unless the full measure of relief desired could have been obtained for the overburdened taxpayer.

Turning to his doctrine of economy Judge Bowie said the time has come to live within one's income. "An individual who spends more than he makes is living off somebody else's money and such a course will eventually destroy him and ruin his credit, thereby affecting the whole structure of community life."

He declared that counties, states and the nation must practice the most rigid economy consistent with progress if the country is to recover from its present state of depression. Land and other unproductive investments must be relieved of part of their burden of taxation, he said.

Attend the BARGAIN CARNIVAL

REPORT OF THE CONDITION OF THE BANK OF BLOWING ROCK

At Blowing Rock, North Carolina, to the Commissioner of Banks at the close of business on the 29th day of September, 1933.

RESOURCES	
Loans and Discounts	\$136,149.47
Overdrafts	1.91
All Other Stocks and Bonds	3,940.00
Banking House	2,940.34
Furniture and Fixtures	2,811.69
Cash in Vault and Amounts Due from Approved Depos. Banks	2,195.26
Due from Banks (Not Approved Depositories)	127.13
Cash Items (Items Held Over 24 Hours)	20.10
Other Real Estate	9,451.92
Expenses	984.83
Voluntary Stock Assessment	3,999.00
TOTAL	\$161,712.15

LIABILITIES	
Capital Stock Paid In	\$ 16,000.00
Surplus Fund	13,500.00
Other Deposits Subject to Check	45,453.30
Deposits Due State of North Carolina and Any Official Thereof:	
Secured, \$1,854.10; Unsecured, \$60.10	1,914.20
Other Deposits Secured by a Pledge of Assets or Depos. Bond	18,700.00
Cashier's Checks Outstanding	5.00
Time Certificate of Deposit (Due on or After 30 Days)	26,839.65
Rediscounts	4,000.00
Bills Payable	32,600.00
Voluntary Stock Assessment	3,000.00
TOTAL	\$161,712.15

STATE OF NORTH CAROLINA, County of Watauga:
W. D. Farthing, Cashier, H. C. Hayes, Director, and W. L. Houshouser, Director of the Bank of Blowing Rock, each personally appeared before me this day, and, being duly sworn, each for himself, says that the foregoing report is true to the best of his knowledge and belief.

W. D. FARTHING, Cashier
W. L. HOUSHOUSER, Director
H. C. HAYES, Director

Sworn to and subscribed before me this 12th day of October, 1933.
(SEAL) DOROTHY M. HAYES, Notary Public.
My commission expires February 19, 1933.

Bargain Carnival Prices

Tires Way Down and Special Free Service at our Filling Station. Read the Big Ad

GOODYEAR

Lifetime Guaranteed Supertwist Cord

PATHFINDER

Make of Car	SIZE	Price of Each	Each in Pairs
Ford '25 to '27, Chevrolet '25 to '27	29x4.40-21	6.98	6.48
Chevrolet '29	29x4.50-20	5.60	5.48
Ford '28-'29, Chevrolet '28	30x4.50-21	5.60	5.52
Ford '30-'31, Chevrolet '30-'31, Plymouth '30-'31, Whippet, '27 to '30	28x4.75-19	6.65	6.45
Chrysler '27-'28, Plymouth '29, Pontiac '25 to '28	29x4.75-20	6.75	6.57
Chrysler '30, Dodge '28 and '30-'31, Essex '30, Whippet '29, Pontiac '29-'30, Nash '29	29x5.00-19	6.98	6.80
Essex '28-'29, Nash '28-'29	30x5.00-20	7.10	6.90
Chrysler '28, Oldsmobile '28 to '30	28x5.25-18	7.90	7.65
Dodge '26-'27, Buick '26 to '28, Nash '27	31x5.25-21	8.57	8.35
Chrysler '29-'30, Dodge '30, Hudson '30, Oakland '30, Auburn '28 to '28	28x5.50-18	8.75	8.50
Willys-Knight '28 to '30, Oakland '28-'29, Buick '30, Nash '28-'30, Studebaker '29-'30, Hupmobile '28-'29	29x5.50-19	8.90	8.65
Willys-Knight '27-'28, Nash '28-'29, Studebaker '29-'30, Hupmobile '28, Packard '28 to '30	32x6.00-20	11.47	11.15

\$498 EACH
Size 29x4.40-21

\$480 Each in Pairs

GOODYEAR ALL-WEATHER

You can give your wheels no greater safety than the famous All-Weather Tread.

GAS, OILS, GREASING, WASHING AND POLISHING SERVICE

CENTRAL TIRE CO.

A. E. Hodges, Manager Boone and Blowing Rock, N. C.