

'SMALL BUSINESS' STILL THE LEADER

Large Corporations Produce Only 40 Per Cent of National Income

New York—Small unincorporated business enterprises still account for about 40 per cent of America's national income. It is revealed in a study by the twentieth Century Fund, Inc. Corporations too small to be included in the big business category account for another 20 per cent while corporations generally identified in the public mind as "big business" make up only 40 per cent.

"Big corporations are so conspicuous in many industries," the report said, "that the public has lost sight of those vast areas of American industry which are not incorporated at all or in which the small or medium size company predominates."

Even in the field of finance, corporations are not as predominant as is commonly supposed, the report said, pointing out that unincorporated concerns produce 44 per cent of the income.

HIGH SPOTS IN THE INAUGURAL ADDRESS OF GOVERNOR HOEY

Sixteen specific aids to the state's economic and social structure were advocated by Clyde R. Hoey in his inaugural address in Raleigh Thursday. They are as follows:

1. Free public school textbooks.
2. Repeat of the sales tax on necessities.
3. Reorganization of the state highway commission for greater attention to the needs of local roads.
4. Cheaper automobile license tags.
5. Discontinuance of diversion of highway funds to other state purposes.
6. Co-operation with other South Atlantic states in the passage of agricultural control legislation.
7. Co-ordination of the work of the central state educational administration.
8. Restoration of teacher salaries.
9. Increased vocational training.
10. Adoption of "reasonable" regulations of working conditions.
11. A careful study of the liquor commission report, with no legislative abrogation of prohibition until another opportunity is given for a full and fair expression of public opinion at the ballot box.
12. A long-time program of increased facilities at state charitable institutions.
13. Additional legislation, amplifying old age and unemployment compensation regulations adopted at the December special session, to embrace the entire federal social security program.
14. A national exposition, along the lines of the Texas centennial, to advertise North Carolina to the nation.
15. A balanced budget.
16. Reappointment of legislative representatives.

Only one dog in a hundred can accept a little petting without making a nuisance of himself.

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IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL LESSON

By REV. HAROLD L. LUNDQVIST,
Dean of the Moody Bible Institute
of Chicago,
Western Newspaper Union.

Lesson for January 17

JESUS THE WATER OF LIFE

LESSON TEXT—John 4:7-21
GOLDEN TEXT—Whosoever drinketh of the water that I shall give him shall never thirst. John 4:14.

PRIMARY TOPIC—Jesus Answering a Woman's Question.

JUNIOR TOPIC—How a Stranger Became a Friend.

INTERMEDIATE AND SENIOR TOPIC—Jesus Meets My Greatest Needs.

YOUNG PEOPLE AND ADULT TOPIC—Jesus Meets Our Deepest Need.

Life, light, water, bread are elemental, fundamental things. Life must come from God. But it can exist only where there is light, and only God gives light.

It is therefore a blessed and significant fact that Jesus was declared to be the life of men. He also says of himself that he is the "light of the world" (John 9:5); "the bread of life" (John 6:35). In our lesson today we see Him as the one who gives "living water" (v. 10).

The incident at Jacob's well in Sychar took place when Jesus, leaving Jerusalem because of increasing hindrance to his work, goes up to Galilee. Unlike his Jewish brethren, who detoured around the land of the hated "half-breed" Samaritans, he "must needs" go through Samaria, "for there was a sin-sick soul that needed him."

Space will not permit a full consideration of all the beauty and the depth of spiritual truth found in this story.

I. A Sinner Tacitly Approached (vv. 7-15)

Every Christian is by his very calling a soul-winner. We dare not delegate this responsibility to the pastor or missionary. As soul-winners we are vitally interested in our Lord's approach to this woman who was far from God, apparently helplessly involved in sinful associations, a citizen of a hostile nation and an adherent of another religious faith.

By asking a favor of her he tactfully placed himself (as does any petitioner) for the moment, on her own plane. He was not a distant, learned religious leader deigning to cast a bit of religious philosophy to her. He was a tired, thirsty man asking for a drink of water.

But he was more! He was the gracious Son of God, ready to give the water of life.

II. A Moral Problem Faced (vv. 16-18)

One may speak knowingly of the promises of God's Word, and may understand the "way of salvation," but one will never find peace and joy until there is a frank and open facing of sin in the life. Let us make no mistake at this point, for the moral law of God is the same now as it was on that far-off day when Jesus brought the woman of Samaria face to face with her own sin.

III. A Theological Problem Solved (vv. 19-21)

Possibly in an effort to evade her moral problem by theological discussion (a common practice in our day, too!), and partly because of her ignorance of true worship, she asks a question about a controversial matter relating to outward ceremony. Is it not a singular thing how men who know nothing of spiritual life delight in the propagation and defense of organizations, and in the conduct of outward religious exercises?

True worship is revealed (v. 23) as being (1) "in spirit." We do not cast aside all external helps to worship, but real worship goes through and beyond both place and symbol to real soul-union with God (2) "in truth." Sham, superstition, hypocrisy, have no place in true worship. We can worship in truth only when we really know the truth. MacLaren rightly said, "The God to whom men attain by any other path than his historical revelation of himself is a dim, colorless abstraction, a peradventure, an object of fear or hope, as may be, but not of knowledge." Truly spoke Jesus—"We know what we worship" (v. 22).

IV. The Messiah Declared (vv. 25, 26)

Jesus honors this poor fallen woman by making to her his first declaration of himself as the Messiah. He is the high and exalted one, but he is at the same time the friend of sinners. To the learned ruler of the Jews, Nicodemus, he spoke of the new birth. To the poor woman of Samaria he declares his Messiahship.

And she forthright left her water pot and went to bring others to him.

Height of Our Destiny

It is from out of the depths of our humility that the height of our destiny looks grandest. Let me truly feel that in myself I am nothing, and at once, through every inlet of my soul, God comes in, and is everything in me.—W. Mountford.

Love and Fears

The warm loves and fears, that swept over us as clouds, must lose their finite character and blend with God, to attain their own perfection.—Emerson.

Singing Mouse on Air



"Minnie," singing mouse, with manager Herbert Gensch of Woodstock, Ill., has been booked for radio and stage work. "Minnie" had her radio audition at NBC studios here and made good with a bang, screaming several bars of music on command.

A. S. T. C. BOXERS VICTORIOUS OVER TENN. UNIVERSITY

Clark Out of Schedule for Remainder of Season; Yermala Star of Appalachian Ring

In a blizzard of left hooks, uppercuts and straight jabs, the Appalachian fighters met and vanquished the strong University of Tennessee team in the local gymnasium last Friday night. The opponents were able to win only two of the matches and tie another, the remainder of the meet going to the Brewer-coached boxers. In the 145-pound class, Clark was able to break down the defense of his opponent and obtain a technical knockout in one minute and eight seconds of the second round. In the combat Clark broke his hand and will be out of the schedule for the remainder of the season.

Yermala, the Appalachian ace, met his man with leather flying, and knocked out his opponent in the first 15 seconds of the first round. Little and Bowen won by decisions for Tennessee as they outpointed Wilson and Martin, respectively. Fitts and Walker were unable to outpunch each other, consequently a draw decision was awarded by the judges.

POULTRY FLOCKS LAY MORE EGGS PER BIRD

An average increase of 27 eggs per bird in the annual production of demonstration poultry flocks in North Carolina has been noted during the past nine years.

Some of the poultrymen keeping records on these demonstration flocks have secured much bigger increases, said C. F. Parrish, extension poultry specialist at State College.

But the average is held down somewhat by new producers who have started demonstration work within the last few years, he added.

When the work first started, the average was 132 eggs per bird. During the 1934-35 year the average was 152 eggs per bird, and the 1935-36 average was 159 eggs per bird.

The poultrymen send reports on the flocks to the State College poultry department every month, and the specialists make recommendations whenever they believe improvements can be made in the way of flocks are handled.

The greater production is only one of the ways in which the demonstration flocks have been improved by the adoption of better practices, Parrish pointed out.

The increase in the number of poultrymen who are keeping careful records indicates the growing interest in better methods of breeding, feeding and management, he also stated.

The first year, only five flock-owners made completed records. In the 1934-35 year, an average of 176 owners reported on 33,388 birds each month. During the past year, 287 owners reported monthly on a total of 55,277 birds.

During the year, these 55,277 birds consumed \$97,617.73 worth of feed and laid eggs valued at \$208,729.

The first thing a business man must learn to do is to face the facts, ugly though they be.

Vilas News

Pastor Roby Painter filled his regular appointment at Willowdale Sunday morning. Mrs. Planter and the children accompanied her.

Miss Lucile Walker, of Newland, spent Sunday with her parents, Mr. and Mrs. Wiley Walker.

Mr. and Mrs. Dwight Cable, of Watauga Falls, are spending a few days with Mr. and Mrs. C. C. Edmisten.

Miss Ruby Glenn, of Hickory, has been spending a few days with her parents, Mr. and Mrs. Conley Glenn.

Mr. and Mrs. D. F. Horton entertained at Sunday dinner Mr. and Mrs. James Mast and children, Prof. and Mrs. S. F. Horton and children, and Mr. and Mrs. Clarence Watson.

In the afternoon, Rev. and Mrs. Paul Townsend, Mrs. D. D. Dougherty, Mrs. J. L. Qualls and Mrs. Arlene Qualls, all of Boone, were callers.

Mr. and Mrs. Joe Moody and Mrs. Enoch Adams were recent visitors in the village.

SEEDS SHOULD BE KEPT DRY WHILE IN STORAGE

Crop seeds protected from dampness in storage will have a better chance of germinating and producing strong plants even when handicapped by unfavorable weather.

Dampness in storage has a tendency to start the germinating process, and this weakens the seed, explains Dr. R. F. Poole, plant pathologist with the N. C. agricultural experiment station.

Capping the sweet potato banks so they will shed water will help protect the potatoes against excessive dampness.

Irish potatoes stored in banks should be aired frequently to prevent decay.

Corn, small grain and other seed should be kept in leak-proof buildings with adequate ventilation to prevent the accumulation of too much moisture.

However, this does not mean that the seed should be openly exposed to infestation by insect pests, Dr. Poole cautioned.

Dr. C. D. Grinnells, associate professor of animal husbandry at State College, also pointed out that sweet potatoes may be used as a dairy feed.

Experiments conducted in Louisiana indicate that 100 pounds of potatoes have the feed value of 250 pounds of corn silage.

The American wage scale is the highest in the world. A recent study taking the wage scale in Great Britain as 100 shows that wages in the United States equal 133; in Canada 153; in Germany 73; in Spain 10; in Italy 39.

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JANUARY 1st, 1937

We have had wonderful response and fine sales of shares in this series, for which we are deeply grateful. Here is a list of our new subscribers. Ask yourself the question: "Can these good people be wrong?" We have already sold more than 300 shares and we want to sell two hundred more before February 1st.

Who will be next to join this group of substantial, thrifty and far-sighted citizens of our county?

Here are their names; look them over:

- Dewey Shook
- Mary Frances Linney
- Helen Underdown
- F. C. Miller
- Vann Teague
- Kenneth Linney
- Dr. R. H. Hardin
- John Spencer Conway, Jr.
- B. G. Teams
- Mrs. P. A. Coffey
- C. L. Younce
- Richard E. Kelly
- D. L. Wilcox
- Elijah Reid
- Clyde R. Greene
- Mrs. Annie Teague
- William Rush
- M. W. Beach
- Chappel Wilson
- Joe Todd
- E. F. Wilson
- A. D. Wilson
- Dr. W. M. Matheson
- W. H. Brown
- Ralph Wilson
- W. R. Winkler
- A. E. Hamby
- Paul Critcher
- Josephine Hodgkins
- Mrs. Helen Thompson Hall
- Mrs. E. B. Fox
- L. M. Trivett
- John H. Norris
- J. C. Brookshire
- L. M. Hodges
- Milt Pennell
- Mrs. Emma H. Moore
- Mr. and Mrs. D. C. Redmond
- Mrs. Julia Lewis
- Mrs. W. H. Greene
- Charley W. Rowe
- Ralph Estes
- Walter C. Carroll
- Joe C. Mast