

REA OPENS DRIVE FOR NEW MEMBERS

State Director Billhimer to Direct Drive in Watauga and Adjoining Counties

R. M. Billhimer, REA state director of membership enrollment, arrived in Lenoir last week to assist the Caldwell Mutual Corporation in a drive for members on the co-operative's electric lines in Watauga, Caldwell, Ashe and Alleghany counties.

The Caldwell corporation is taking an active part in a nation-wide drive for members which will continue for approximately ninety days, and every division of the REA in Washington has been mobilized to aid in the campaign. These groups will attempt to secure more than 25,000 new members in the forty

To Aid In Drive



R. M. Billhimer, REA membership chairman, who will aid officials of the Caldwell Mutual Corporation in its campaign for new subscribers along its electric lines.

states that have REA lines. Mr. Billhimer believes that membership in North Carolina will be increased 6,000 during the drive, and predicts that several hundred will be added in the four counties of the Caldwell authority.

Zone captains for the drive who have been named on the Caldwell Mutual lines include the following Watauga men: Avery Greene, Mead Camp, Clarence Newton, Shull's Mills, Clyde Perry, Sugar Grove and C. M. Watson, Deep Gap. These captains are also active directors of the Caldwell corporation.

Project Superintendent Finley Messick and other officers of the mutual are also taking a leading part in the membership campaign. Mr. Messick this week announced the appointment of Mrs. Pauline Culp as utilization expert. Her duties will be confined to the co-ordination of the many activities of that drive.

The state extension service of the department of agriculture will take part in educational features of the drive, and a number of the leading manufacturers of appliances for farm and home use are offering prizes to workers. These companies are also proposing to sell appliances to workers and new members during the ninety days of the campaign at wholesale cost.

The Caldwell project, says Mr. Messick, will finance on long-term paying agreements the wiring of homes and the purchase of lighting fixtures, water systems and plumbing equipment. Low interest rates will be charged to those who desire this convenience.

Miller's Floral Shoppe

Cut Flowers, Potted Plants, Funeral Designs. Telegraph delivery service. Phone 20. Boone, N. C.

When you see those good shows, don't forget to stop in and enjoy a good sandwich and drinks.

APPALACHIAN SANDWICH SHOP

JOHNNY YOUNT, Manager

SUNDAY SCHOOL LESSON

By REV. ROBT. H. HARPER

A NEW STANDARD OF GREATNESS

Lesson for January 21: Matthew 20:17-28

On the way to Jerusalem the mother of James and John came to Jesus, asking chief places for her sons in Christ's kingdom. The disciples seemed to think that Jesus would establish a great earthly kingdom and all alike desired high honor in it. That is why the ten were indignant when they heard the mother's request. They were erring and selfish then because they had not yet learned the nature of the kingdom.

Retusing the mother's request Jesus improved the incident to give a new standard of greatness. They who serve are great. Which was greater—Napoleon Bonaparte or Louis Pasteur? And which is greater now—the dictator who turns the nations into the shambles of their sons or the man who gives a canteen to a dying soldier?

Too long we have heard of "room at the top." There is room on the level where each can work and each can serve. If the one man seems lost in the complex human machine, let him realize that he shares in the labors of millions of his fellows.

A cartoon of a certain army showed a long line of officers, splendidly arrayed with glittering epaulettes and dangling swords—at the head of the line a private. There are many would-be officers but privates are needed. And remember that real greatness is on the level.

Let others, if they will, find examples in men the world calls great, but turn you to the example which Jesus gives—Himself. If you share in His spirit of service, you will forget all about being great. Yet, as you forget yourself, others will remember you. You will be truly great.

Valle Crucis News

Mr. and Mrs. Charles Wells of Maryville, Mo., recently visited relatives in the village.

Mr. and Mrs. Dale Byrd and Mr. Charlie Byrd of Ochanoga, Wash., are now visiting their parents, Mr. and Mrs. George Byrd of Clark's Creek.

Mr. D. F. Mast has been indisposed for a week and much concern is felt over the venerable citizen's condition. His son Claude of Patterson, was called to his bedside Sunday.

Marvin Cole of Dutch Creek, returned home Saturday from the Watauga hospital where he underwent an appendectomy.

Local citizens welcomed the return of Paul Robertson and Calvin Wentz Friday. They attended the Rose Bowl game in Pasadena, Cal., and enjoyed a tour of the western and southwestern states.

Jeff Bentley underwent a mastoid operation in Lenoir Sunday.

On Sunday evening Mr. and Mrs. Ralph Church entertained at a lovely buffet dinner the following: Misses Gladys Taylor, Wilma Baird, Nina Church, Mr. and Mrs. Henry Taylor, Mr. and Mrs. Richard Olsen, Messrs. Paul Robertson, Calvin Wentz and Frank Taylor.

Mr. Arnold Mast left Sunday afternoon for Nashville, Tenn., to enlist in the navy.

Mr. B. H. Merrimon has accepted a position in the Colonial hotel in Pineville, Ky.

Mrs. Dargan Butt plans to leave this week to spend sometime in Memphis, Tenn.

A daughter was born to Mr. and Mrs. L. F. Townsend last week.

Miss Nancy Taylor has resumed her work in the Watauga hospital, Boone.

Miss Gladys Taylor and Frank Taylor visited Mr. and Mrs. Charles Menzies and Charles III in Hickory last Sunday.

CRIME PROBLEM AMONG YOUTH IS CALLED SERIOUS

New York, Jan. 14—The large number of youths who contribute to more than 90 per cent of all major crimes in the United States was seen as a matter "worthy of the deepest concern" in a report issued today by the American Law Institute.

The report, prepared by Dr. Thorsten Sellin, University of Pennsylvania criminologist, and covering part of a two-year investigation by the institute into the crime problem among youths from 16 to 21 years of age, and that the youth of the nation doubled its expected quota in robberies and thefts, tripled it in burglaries and nearly quadrupled it in auto thefts.

The report showed that these offenses made up more than 90 per cent of all major crimes.

CARD OF THANKS

The wife and children of H. C. Hodges wish to express their thanks to their neighbors and friends for their many acts of kindness and sympathy shown during their recent bereavement. Also for the beautiful floral offering. May the blessings of God rest upon each one.

BOONE DRUG CO.

The REXALL Store

RELIABLE

PRESCRIPTION

SERVICE

G. K. MOOSE, Manager

Vilas News

Miss Mattie Thompson of Mabel, and Mr. Clyde Edmisten of Watauga Falls were married in a ceremony performed at Trade, Tenn., last Sunday by Rev. W. C. Payne.

Mr. and Mrs. Silas Holtzclaw who have been visiting at the home of Mr. and Mrs. W. L. Henson, will leave this week for their home in Seattle, Wash.

GOOD SWAP

By changing from the old variety of corn he had been growing in the past to a prolific variety, G. W. Davenport of Mitchell county, increased his yield from 40 bushels to 101 bushels to the acre.

So prone are book borrowers of London libraries to using strips of bacon as bookmarks, that 1,500 books annually are withdrawn from library shelves because they have become hopelessly greasy.

SPEED'S FINE IN HOCKEY BUT NOT IN CIGARETTES. I LIKE SLOW-BURNING CAMELS...THEY'RE MILD AND COOLER!



Roy Conacher, high-scoring forward of the Boston Bruins

In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them. That means, on the average, a smoking plus equal to



FOR EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR—CAMELS Slow-Burning Costlier Tobaccos

Orange and lemon trees are being planted on Baldhead Island, North Carolina's unique tropical belt.

Plenty of Bargains At the Lowest Prices

IN OUR

January Sale

Crowds have come from a wide area to purchase the exceptional values offered in this, our annual sales event. Plenty of fine, reasonable merchandise is still displayed on our shelves and counters, and the reduced prices will continue during the month!

BETTER DROP IN THIS WEEK AND BUY CLOTHING FOR THE WHOLE FAMILY AT PRICES THAT'LL PLEASE YOU!

Bare's Fair Store

McGuire Bldg.

Boone, N. C.

NOTICE

The Caldwell Mutual Corporation will pay a reward of \$25.00 to anyone furnishing evidence for conviction of any person doing damage to the said Caldwell Mutual Corporation's power lines or anyone receiving electric current from said lines without the same being metered.

Caldwell Mutual Corporation

Tremendous public acceptance of the 1940 Chevrolet has brought in the finest stock of used cars in all history.

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people bought used cars and trucks from Chevrolet dealers during the last four years.

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Your CHEVROLET DEALER IS NOW FEATURING THE GREATEST USED CAR AND TRUCK VALUES OF THE YEAR!

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