

Colonial Report Says Consumers Spend Less To Eat

Food Prices Lower To- day Than They Were In 1935

Food prices today are lower than they were in 1935 on the basis of working purchasing power, according to figures released in the 1952 annual report of Colonial Stores Incorporated, of Atlanta, large South-eastern food chain.

Largely responsible for this interesting and significant fact, says the report, are the modern mass food distribution and selling methods of chain food stores, which enable them to operate on the lowest net profit of any retail industry in the nation.

Colonial Stores, for instance, with a net profit in 1952 of \$2,302,281 after taxes on income, earned a net profit of 1.1 cent on each dollar of sales, Joseph Seitz, of Atlanta, president of the company, reported.

Colonial Stores' sales in 1952 again set a new record. Mr. Seitz said in his report to shareholders. The \$214,995,018 total for the year was \$12,261,819 or 6 per cent greater than 1951 sales.

Colonial had net earnings of \$3.14 per share on 669,789 shares of common stock in 1952, compared with \$2.96 in 1951 on 668,639 shares.

The Colonial report, in a special article dealing with the growth and progress of the retail food chain industry in the United States, called attention to the fact that the food consumer, with higher wages today, spends less of his income after taxes for food than he did in 1942 or 1933. The report pointed out that in 1933, it took 27 per cent of the consumer's personal spendable income to buy the same amount and type of food that in 1951 required only 19 per cent, according to figures released by the U. S. Department of Agriculture. Actually, consumers are buying more and better food today, requiring about 25 per cent of spendable income, the report said.

TWO MASSES PASSION SUNDAY IN EDENTON CATHOLIC CHURCH

March 22, at 9 and 11 A. M., the Most Holy Sacrifice of the Mass will be offered, including sermon on "The Most Precious Blood of Jesus", Holy Communion, followed by Rosary in Honor of Our Lady of Fatima for Conversion of Russia and immediate, universal and everlasting peace, Sunday School, with confessions for half hour before services, in St. Ann's Catholic Church, Edenton, stated Father F. J. McCourt, rector, who in-

vites everybody to all services. Week-days at 8:15 A. M., Mass, Communion, Rosary for Peace. Lenten Fridays 8 P. M., Rosary, Stations of the Cross, Benediction, confessions. Saturdays 7:30 P. M., to 8:30 choir practice.

Pvt. Cleaven L. White Stationed In Japan

Pvt. Cleaven L. White, son of Mr. and Mrs. James M. White, Route 1, Edenton, is now serving in Japan with the 1st Cavalry Division.

Replacements from the U. S. are getting battle knowledge from veterans of the Korean conflict during rugged field maneuvers.

The 1st Cavalry spent 17 months in combat before being rotated out of the line in December, 1951. It is now part of the security force for the Japanese Islands.

A tank driver in his unit, White entered the Army in January, 1952, and received basic training at Fort Knox, Ky., where he was last stationed.

In civilian life he was engaged in farming.

Vets Question Box

Q—My NSLI term policy has lapsed for two months. But it hasn't yet come to the end of its term. How can I go about reinstating it?

A—You may reinstate it by submitting a written application, accompanied by two monthly premiums provided you are in as good health as you were when the premium lapsed. Application forms may be obtained at any VA office.

Milk Production In N. C. At Record Peak

Milk production in North Carolina during February was estimated at 117 million pounds, a record high for the month. Production during February dropped seasonally from the 124 million pounds produced during January and compares with 115 million pounds produced during February 1952 and the 1942-51 February average of 101 million pounds. There were 378 thousand milk cows on farms in the State during February 1953, comparing with 361 thousand during the same month in 1952.

For the nation, milk production continued at a record-breaking mid-winter rate as the seasonal upswing got well underway in February. Production on farms in the U. S. during the month is estimated at 8.5 billion pounds, a new high for February, and an increase of 5 per cent from the 8.2 billion pounds last year.

Knowledge is proud that he has learn'd so much; Wisdom is humble that he knows no more. —Cowper.



(No. 5 of a series)

Nature is the major enemy of roads — not weight and traffic! Smoothly wheeling weight has no destructive impact on a properly built and maintained road.

Everything built by man has to be protected against ravages of the elements. Heat, cold and moisture, in all their extremes, give our highways a terrific going-over around the clock — twelve months a year.

Water works unceasingly to undermine our highways. Innocent drops of rain keep eating away at the shoulder and slab joints. Water destroys surfaces, too. It gets into tiny crevices, freezes, expands and, before you know it, the crevice is enlarged to a point where the entire surface is "pockmarked."



Snow is rough on roads. Salt and other de-icers are necessary for safety, but have a damaging chemical action. Extreme heat and cold expand and contract road-surfacing materials. These and moisture are the worst enemies of the highway.

When A Highway foundation has been weakened by water or snow, when a road surface has been scaled by alternate freezing and thawing, then every passing tire can contribute to further damage.

Weight, which ought to roll smoothly and harmlessly over a highway, will roll unevenly, bumpily. No matter if the car is a light passenger machine or a big truck — no matter if it goes 20 miles per hour or 60 — there'll be added wear when weather has roughed up the road.

That is the only way in which traffic ever hurts a highway. It is distinctly a secondary effect, brought about only after the ravages of the weather have gotten in their dirty work.

It's Invisible
Congressman (to visitor)—Now is there anything else around the capitol I can show you?
Visitor—There is, I'd like to have a look at that "pork barrel" I've read so much about. —Cowper.

Bad Motor Manners Cause Of Greatest Number of Accidents

Failure To Grant Right- of-way Is Greatest Offender

Failure to grant the right-of-way caused the greatest number of auto accidents last March, Highway Safety Chief H. D. Jones of Raleigh says. Accidents in March, 1952, caused 1,113 injuries and 74 deaths, he said, and most of them were the result of bad motor manners. The Motor Vehicles Department's Highway Safety Division and the National Safety Council are featuring Motor Manners as the safety theme for March, Jones declared.

He said there were 3,357 reported motor vehicle accidents in March of last year and appealed to Tar Heel motorists to reduce this by at least 18 per cent this month.

The dollars and cents loss from wrecks came to \$7,030,000 in March a year ago, Jones said. "Have you ever stopped to figure out how many permanent improvements we could have in our state, if only the tax payers and their representatives would decide to stop this useless waste? There's just one step between you and tragedy," the safety chief asserted.

"None of our good citizens would permit anyone to go berserk and shoot down citizens without doing something about it, but still they haven't become aroused or concerned enough to prevent the slaughter that takes place on our thoroughfares most every day." "Death took only five holidays last March, make safe driving — and walking — a habit," Jones concluded.

Thrice is he arm'd that hath his quarrel just, And he but naked, though locked up in steel, Whose conscience with injustice is corrupted. —Shakespeare.

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HAYSEED

By UNCLE SAM

DO MORE

- Do more than talk, say something.
- Do more than earn, save.
- Do more than spend, profit.
- Do more than think, meditate.
- Do more than preach, practice.
- Do more than hear, listen.
- Do more than listen, understand.
- Do more than advise, help.
- Do more than pray, watch.
- Do more than read, observe.
- Do more than resolve, act.
- Do more than pity, assist.
- Do more than advocate, defend.
- Do more than look, observe.
- Do more than assert, prove.
- Do more than promise, fulfill.
- Do more than think, know.
- Do more than hope, work.
- Do more than suspect, be sure.
- Do more than exist, live.

Nothing is denied to well-directed labor, and nothing is ever to be attained without it.

—Sir Joshua Reynolds.

ARTHRITIS?

I have been wonderfully blessed in being restored to active life after being crippled in nearly every joint in my body and with muscular soreness from head to foot. I had Rheumatoid Arthritis and other forms of Rheumatism, hands deformed and my ankles were set.

Limited space prohibits telling you more here but if you will write me I will reply at once and tell you how I received this wonderful relief.

Mrs. Lela S. Wier

2805 Arbor Hills Drive
P. O. Box 8122
Jackson 7, Mississippi

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Kentucky Straight Bourbon Whiskey

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\$3.65 4/5 Qt.

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