

Industry Attracted To North Carolina

144 Industries Started or Announced In State Last Year

North Carolina industry is becoming more diversified and is moving into eastern and western counties with increasing strength, Paul Kelly reports to the State Board of Conservation and Development.

Kelly, chief of the board's division of commerce and industry, said that last year 144 new industries either were started or announced for North Carolina. These offer prospective employment for 11,700 workers, with investments of more than \$37,000,000. Besides, there were 91 expansions of existing industry at a cost of \$23,000,000 which would employ 4,500 more workers.

And since no prepared that report late last month, Kelly added, 10 new projects have been announced or are about to be announced which will employ 1,800 more workers.

Weekly Devotional Column

By JAMES MACKENZIE

During a year at Richmond, Virginia, I spent much time interviewing and counselling those unfortunate youngsters who lived at the Juvenile Detention Home there. The reasons they had been convicted and sentenced as juvenile delinquents were almost as numerous as the boys and girls themselves. Some, for example, were there for petty theft, others for house breaking, still others for constantly running away from home. But all of them, white and colored, were victims of one circumstance—their parents did not love them. Not all had come from broken homes, but all had come from homes where they were not wanted.

Often, I fear, we fail to realize that children are people, with the same fundamental needs and desires of adults. One very basic desire, stemming from the inherent dignity of human personality, is to be accepted by some group, and to be a necessary part of that group. In the plan to God, that group is the family. But when parents fail to make a child feel he is a very necessary part of the family, the child turns to some other group for acceptance. Often that group is a good one, such as a church, or an independent youth organization, and the child's need for acceptance is filled in a wholesome way (though not in the way God intended). At other times, however, the child will unite with other children whose parents have made this same mistake, and form a gang. And that's where juvenile delinquency begins. Search the records, and you will find that the vast majority of hardened criminals today, as well as dope addicts, sex per-

Would you trade a Penny for a Dollar?

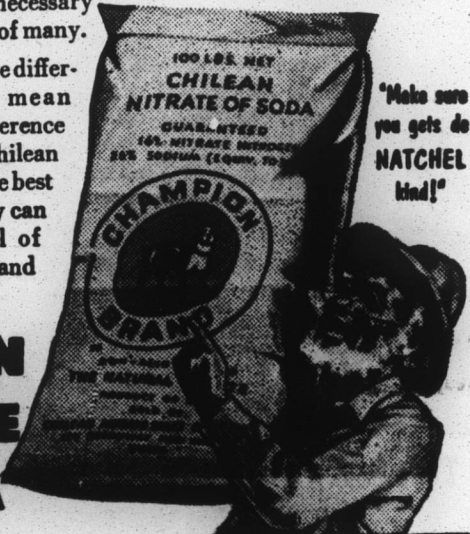
● You can if you use Natural Chilean Nitrate of Soda for your top-dressing and side-dressing needs. It costs a little more because it's worth more. But the difference in cost usually can be measured in pennies per acre, while the difference in value often amounts to dollars per acre.

Chilean "Bulldog" Soda gives you generous extra value. The nitrogen is 100 per cent nitrate. It's 100 per cent available (quick-acting); 100 per cent dependable. The minor elements make crops stronger, healthier. The sodium—26 pounds in every 100-pound sack—is a key to maximum returns on your entire fertilizer investment. It offsets the bad effects of acid-forming fertilizers...increases the efficiency of mixed fertilizers containing them. It releases "locked-up" potash in the soil...increases the availability and efficiency of soil phosphate...reduces potash, calcium and magnesium losses by leaching...develops larger, deeper root systems.

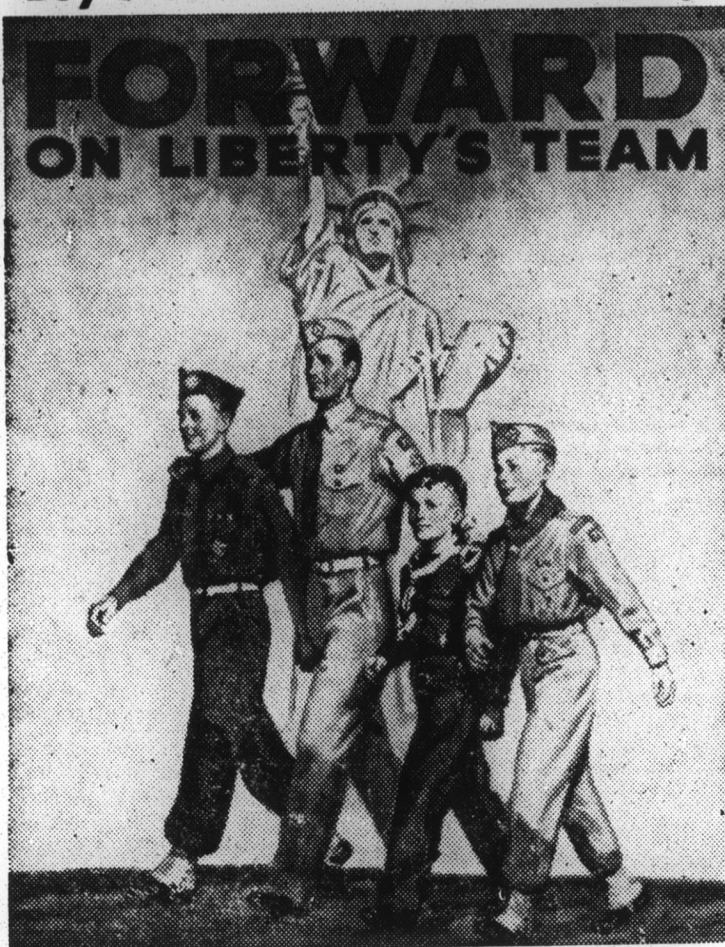
Sodium builds up the productivity of your land—more each year. It's an essential element for some crops...beneficial to most and necessary for maximum yields of many.

Pennies-per-acre difference in cost may mean dollars-per-acre difference in value to you. Chilean "Bulldog" Soda is the best fertilizer your money can buy. Use it for all of your top-dressing and side-dressing needs.

CHILEAN NITRATE of SODA



Boy Scouts Observe 44th Birthday



44TH ANNIVERSARY 1954 BOY SCOUTS OF AMERICA

Official Boy Scout Week Poster

The 44th anniversary of the Boy Scouts of America will be observed during Boy Scout Week, Feb. 7 to 13, by more than 3,300,000 boys and adult leaders. Since 1910 more than 21,000,000 boys and leaders have been members.

Boy Scout Week will highlight the "Forward on Liberty's Team" theme which seeks to produce a

greater functioning manpower and provide a higher quality program for an ever-increasing membership.

In countless communities, Scouts, their parents, local institutions and public officials will pay tribute to the leaders of 89,000 Units for the contribution they are making to the boyhood of America.

We will not anticipate the past, so mind, young people—our retrospection will be all to the future.

—Sheridan.

High School Students Told Of Advantages In Teaching Profession

Salaries for teachers are steadily increasing, and the field is much more attractive than it used to be from the standpoint of working schedules and teacher load as well as remuneration.

These points are emphasized in a 16-page recruitment booklet received by high schools in this county from the University of North Carolina at Chapel Hill. The School of Education has embarked upon a recruitment program designed to attract qualified young people to the public schools as teachers, administrators, and educational specialists.

The booklet points out that there is a great shortage of teachers in all states, especially in the white elementary schools, and that "teaching is no longer the thankless, underpaid, un-

skilled drudgery with which so many of the uninformed still regard it."

Basic state salaries in North Carolina for a Class A certificate holder, the booklet points out, are \$270 a month for beginners.

Graduate certificate holders, with a Master's degree and 12 years of teaching, can earn in certain North Carolina city systems as high as \$4,500 for nine months work.

"We want to get this message across to young people," said Dean Phillips in distributing the first issues of the booklet, "that teaching in both the regular and special fields of public schools today requires real talent, and pays good dividends to both the young men and women entering the profession and to communities where they will serve."

Cotton Dress Show At The Betty Shoppe

The Betty Shoppe is conducting its annual cotton dress show which began Tuesday of this week and will continue through Saturday, February 13. In the dress show will be seen the finest collection of newest and smartest cottons for the summer of 1954, which the general public is invited to inspect.

Just As Soon

Caller—I'd like you to paint a portrait of my late uncle.

Artist—Bring him in.

Caller—I said my late uncle.

Artist—Well, bring him in as soon as he gets here.



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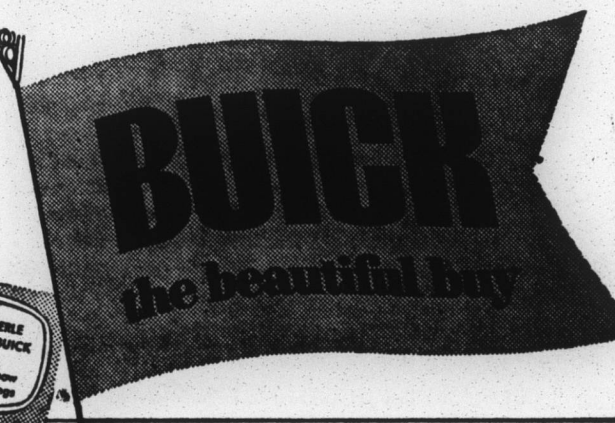
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To give you getaway with immediate response—cruising and hill-

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