

CHAMBER OF COMMERCE COLUMN

By R. E. L. NIEL

Appraising the work of a chamber of commerce Silas H. Strawn, president of the United States Chamber of Commerce at the meeting of the national directors of that body held a few days ago in Detroit said:

"Assuming, as we must, that chambers of commerce and trade associations are valuable in good times, how much more necessary are they in slack times? I am not here as a salesman, but I submit, without fear of successful contradiction, that there never was a time when memberships in chambers of commerce and the trade associations were more valuable than today. I believe they are the most profitable investments business men can make."

Salisbury is not an exception. Not by any means. Carrying on under somewhat trying circumstances the Salisbury Chamber of Commerce is keeping the faith and contrary to the scriptural quotation has not finished its "course." It has fought a good fight and whether or not there is laid up a crown of righteousness is beside the question. It will continue its "course" and with a realization of the truth spoken by President Strawn this people will appreciate that at no time more than the present is their co-operation valuable to the community as a whole and individuals generally.

There are some, perhaps, who wonder why more stress is not being put upon securing manufacturers and increasing payrolls instead of attracting travel through Salisbury on U. S. Highway No. 29. To these it may be pertinently stated that new industries are absolutely not being established in these present times and that those who would move their plants are either hopelessly involved or not worth their room, while the five billion dollar tourist crop that is annually produced in these United States is a potential opportunity for those who having the foresight go out and seek their share.

Hence it is that the conductor of this column, the executive officer of the Salisbury Chamber of Commerce, is bending every effort, all his energy, and calling upon all of his talents, such as experience has bestowed, in securing for this Heaven favored section a rightful and legitimate share of the harvest.

A ten days tour of Maryland and Pennsylvania during the immediate past has disclosed the fact that travel can more conveniently use the Piedmont Highway on the eastern side of the mountains and receive considerable greater "quid pro quo" is entirely unknown. Touring bureaus and chambers of commerce were astonished to learn that there was any other route south to Atlanta and New Orleans and to Florida than via the Shenandoah Valley or the plains east of the foot hills or perhaps the coastal route and when the new highway without a toll bridge or a detour was mapped out for them they gladly included it in their itineraries to be offered to the wayfarer.

The New York Times on its touring page in the issue of December 6th and The Washington Herald in its issue of December 10th showed the Piedmont Highway for the first time in all of their years of publication for benefit of the tourist. This and other recognition of the recently extended U. S. No. 29 has been brought about through the organization of the Piedmont Highway Association last summer which has devoted and is devoting all of its efforts towards making known this splendidly paved and highly scenic and historic highway.

That Salisbury along with the other cities in Virginia, North and South Carolina, Georgia and Alabama will be the beneficiaries is not to be doubted. A sectional map showing the true routing has been contracted for and with the new year will be in the hands of all important bureaus in the Northeast and Central North-west.

Forget the elusive smoke-stack for the time being, give encouragement and lend aid to the industries already in our midst seeking enlargement of their field of endeavor, and back stand the efforts being made to attract the tourist trade through Salisbury is the admonition this winter would impress upon our people. Likewise forget the overly much emphasized "depression" and "unemployment" and realize that here, at least, in this world of trial, conditions are better, far better, than elsewhere and that the sun of prosperity is just over the hill and will burst into full splendor before its effulgency is realized.

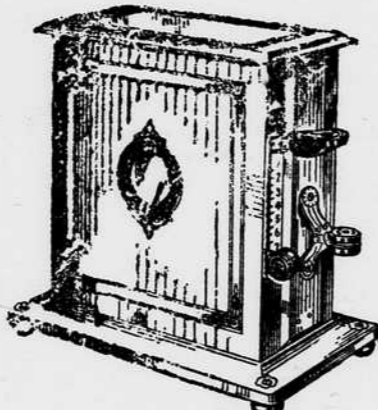
In the four years the Holland tunnels have been opened nearly 44,000-000 autos have used them in going to and from New York.

Heat with COKE . . . the clean efficient fuel



ELECTRIC APPLIANCES EXPRESS THE CHRISTMAS SPIRIT CHARMINGLY

Universal Automatic Toaster



No peeping allowed with the Universal Automatic Toaster, for it is accurately timed for every kind of toast you like. Just set the timer, press down the lever—and out comes the rack with a nice slice of toast.

Price \$10.50

Urn Sets

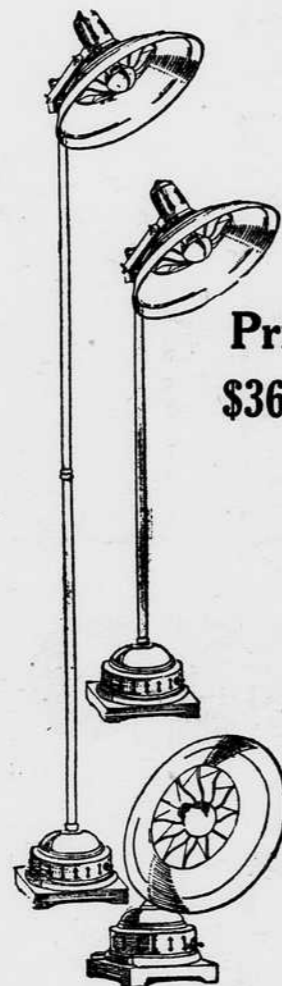


Here is a Gift lovely enough for any table.

Price \$22.50 up

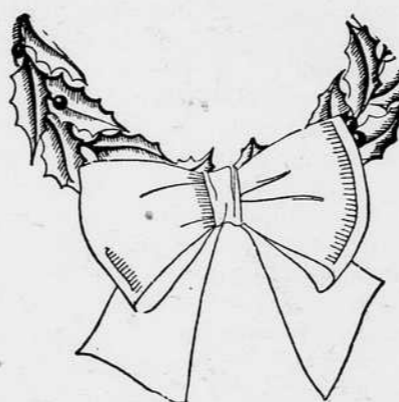
Miller Adjustable Sunlamps

Give the whole family perpetual Summer with a Miller Sunlamp. Adjustable for any need.

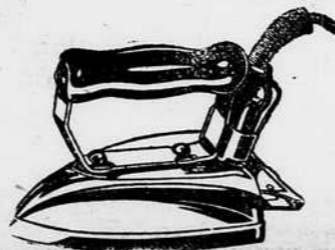


Price \$36.50

Give a Useful Gift.



The spirit of Christmas is most charmingly expressed by the giving of gifts that are useful as well as beautiful—something to be enjoyed the whole year through.



Electric Irons

An Electric Iron is one of the most practical gifts you can select. We have a nice selection of irons, both automatic and non automatic.

Price \$3.50 to \$8.95

Waffle Irons \$5.95 to \$14.50

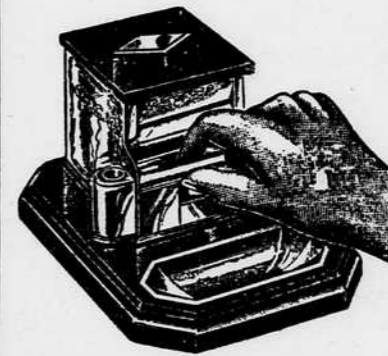
We have had many inquiries for the automatic waffle irons and are glad to tell our customers that we have them in stock now. A Waffle Iron in chrome or a highly polished nickel makes a beautiful present.



We have the Automatic Waffle Iron, too.

Give Something Electrical

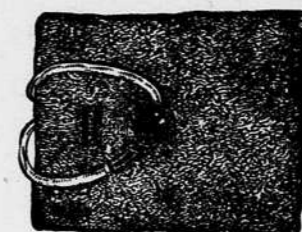
Smokemaster



Think of the convenience! Your cigarette already lighted as you lift it from the cabinet. None of the usual inconvenience. No matches. No lighters. Service . . . every minute.

Price \$6.50

Electric Heating Pads



Here is a gift truly appreciated by elderly people, or by those convalescing.

\$3.95

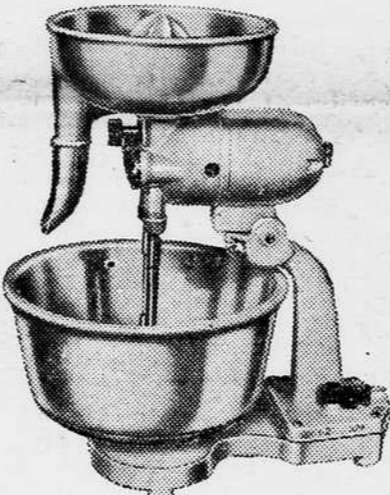
Electric Sweepers

Prices

\$29.75



Sunbeam Mixmaster

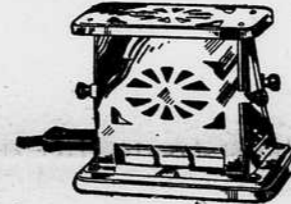


Price \$21.00

This marvelous home mixer does all the hard work of cooking—gives foods a new, added deliciousness, because it mixes EVENLY at just the right speed. Muffins for breakfast prepared in record time—light, smooth, fluffy. Waffle batter ready for the grids in a few minutes. A cake for dinner of finer, lighter texture. Whipped cream to top it in almost no time. There is no limit to its usefulness.

Mixmaster Turns Hours of Labor Into Hours of Leisure.

Price \$3.95 to \$12.50



Universal Toaster

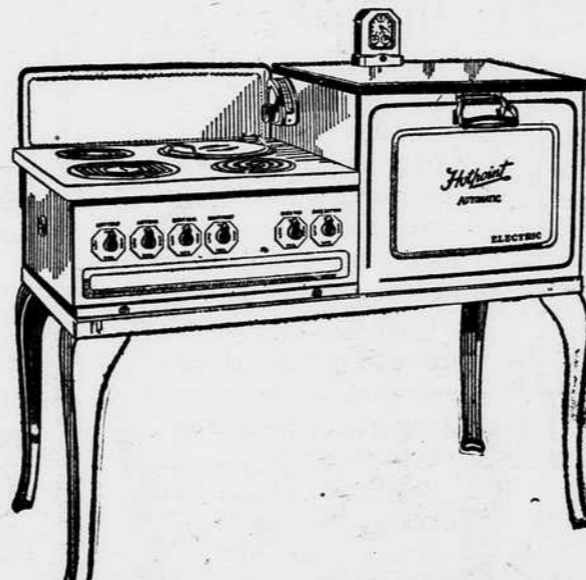
Crisp brown toast made right at the table with a Universal toaster is the center of "interest" on any breakfast table.

Automatic Egg Cookers Price \$11.50

No more disappointments over your eggs not being just right. With an automatic egg cooker you can have them just as you like them 365 mornings in the year. No watching . . . no timing . . . it's absolutely automatic.



Hotpoint Automatic Electric Range



Imagine Mother's delight at finding a Hotpoint Range in the kitchen on Christmas morning. Her appreciation of this gift will steadily grow through the many years of its unflinching service.

A Gift of Service for Many Years.

Prices From \$118.00 up

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