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Retailers For Victory

During the entire month of July, a "Retailers for Victory" campaign will take place. The purpose is to give War Bonds and Stamps the biggest promotional push ever extended to any cause by American retailing.

The Treasury believes that from July on, \$1,000,000,000 worth of War Stamps and Bonds can be sold each month, on a purely voluntary basis. American retailing is expected to make up a large proportion of the total sales. As the Bulletin puts it, "Objective of this month-long campaign will be to push Bonds and Stamps so hard through window and inside store displays, through salutes and messages in newspaper advertising and radio programs, through expanded efforts to sell Bonds and Stamps to employees and to stimulate these employees, in turn, to sell at least Stamps to consumers that, as a result, each retailer will sell Bonds and Stamps aggregating as close to four per cent of stores sales during July as possible."

July will simply mark the start of this gigantic endeavor. Each month thereafter, for the duration, retailers will continue to promote Bonds and Stamps, advertise Bonds and Stamps and sell Bonds and Stamps. And every store will be doing it without a cent of profit to itself.

This campaign is your campaign—it is part of the job of financing a war for your freedom and your very existence. When you shop, take all or part of your change in Stamps. Buy as many Bonds as you possibly can. Each sale made means more bullets, planes and ships to fight the enemy.

War Medicine

American medicine is taking the lead in developing techniques for lessening the suffering and the mortality that war produces.

All over the world, American doctors, both within and without the military forces, are studying wounds and disease. New drugs and medicines are being tested. New methods of healing are being tried. And already, some signal achievements have taken place. American doctors on Bataan, for instance, finding themselves lacking certain vital supplies, experimented with a new treatment to prevent fatal infections in terribly wounded men—and they succeeded.

Whatever can be done to alleviate in any degree the horrors of war is a boon to mankind, and to a suffering and bleeding world. And it is only to be expected that American doctors are at the forefront in war medicine. The American doctor is an individual, not a regimented creature of the state. He has had the finest possible schooling and training. He is aggressively progressive. And today, all his skill, all his knowledge, and all his abilities, are urgently needed.

Many great medical discoveries will, in all probability, come out of this war. These discoveries will be the means of saving hundreds of thousands of precious lives, and alleviating the agony of the wounded. American medicine has gone to war—not to kill, but to save; not to destroy, but to aid and succor humanity.

An Army Of Snoopers

The Office of Price Administration recently asked Congress for a very large appropriation to add some 100,000 new employees, mostly enforcement personnel, to the OPA payroll. These employees, in other words, would constitute a sort of private police force and would spend their time and the taxpayers' money looking for violations of the price-freezing order.

The National Association of Retail Grocers, an organization which represents

thousands of independent food merchants throughout the country, promptly protested. In a resolution submitted to Congress it said: "It is implied in this proposal to turn loose an army of 'snoopers' on the retail merchants of the United States. These men and women proposed for OPA enforcement personnel can render more useful service in the prosecution of the war against the Axis powers, rather than as an army harassment operating at public expense on the home front."

That protest is well taken. As OPA officials themselves have pointed out, the retail industry in all its branches has been overwhelmingly opposed to speculation and profiteering. No industry has given more complete cooperation to the government in the campaign against inflation. To inflict this industry with 100,000 "secret police," would amount to deliberately harassing an industry which has a superb record of operation in the public interest.

The vast majority of merchants, big and little, will conform completely to the price regulations. Competition alone will keep prices in line. Consumers and consumer organizations will be on the lookout for violations, and will report them to the authorities. The OPA, of course, will need an enforcement staff—but it doesn't need a staff of 100,000 snoopers. It doesn't need a secret police force.

The 100,000 people who would be employed for this snooper work are needed in war industry and the military forces. The hundreds of millions of dollars it would cost to pay their salaries and expenses are needed for war production.

A new scrap metal campaign will begin in a few days. American industry is now rolling out war materials in sufficient quantities to defeat the axis but a bottleneck will result in lack of metals unless the American public hunts up and collects scrap metals—including iron, steel, copper, aluminum, etc. Begin now to look around for scrap metals on your premises, carry them to your scrap dealer and get some money, in addition to rendering the cause of freedom a valuable service.

Borrowed Comment

THE UPWARD CALL

God's call to man is upward. The best things in life, and in eternity, are upward and above. We think of God as being above and over us, although His presence is everywhere. When Christ left this earth He went up. God calls to us from above, and He calls us to all that is good, high, ennobling and holy. To heed the call of God and live the Christian life means that we rise and climb upward in faith, love, godliness, purity and holiness. This is life's better way. God calls men to repentance, and that is an upward call. Upward from sin and wickedness, upward from meanness and selfishness, upward from the old paths of evil, degradation and ruin. The call is upward from the quagmire of wickedness that drags men down to defeat, despair and damnation. It is an upward call from evil associates that lead on the downward road to ruin. It is upward from hell beneath. The call of God is upward to holiness, and upward to Heaven. The Apostle Paul says: "For God hath not called us unto uncleanness, but unto holiness." (I Thess. 4:7). Holiness leads to all things good, commendable and worth while in this life and world, also in the life and world beyond.

Hear Paul's testimony: "Forgetting those things which are behind, and reaching forth unto those things which are before, I press toward the mark (or goal) for the prize of the high calling (or upward calling) of God in Christ Jesus." (Philippians 3:13,14). Paul realized the call of God as upward, therefore he resolved to press upward toward the goal for the prize. The final goal is Heaven, and the prize is eternal life. Hallelujah! Hear Paul's last testimony before he was beheaded by the wicked Nero: "For I am now ready to be offered, and the time of my departure is at hand. I have fought a good fight, I have finished by course, I have kept the faith; henceforth there is laid up for me a crown of righteousness, which the Lord, the righteous judge, shall give me at that day: and not to me only, but unto all them also that love his appearing." (II Tim. 4:6-8). All who heed the upward call of God, and follow in the footsteps of Jesus all the way, shall be forever blessed. God cares for them here, then receives them unto Himself hereafter where they shall live forever in peace, joy and happiness. Oh, that all men would heed God's upward call! Why not? It is the greatest, highest, grandest and most glorious call that ever comes to mankind.

Abnormal Absurdities

LONG DISTANCE
 A public relations officer on a new job at an air force training school found it necessary to go to town and he phoned the traffic department to arrange a way. Imagine his surprise when the telephone on the desk next to his buzzed and an officer there answered the call. He completed his call first hand.

SERGEANT DOUZED
 The story has been going the rounds that Winfield (Freck) Cooper had quite a time when he went to Fort Bragg for induction into the army.

When the bus drove up to the reception center a captain was there to meet it and as the Wilkes boys stepped out Cooper was unsteady on his feet from imbibing too much liquid spirits. The captain called a sergeant to "take 'em to a shower."

The sergeant took Fred to a building and was all ready to douze him under a shower when Frank turned the tables and put the sergeant under the shower.

If there was a sequel to the story we never learned what it was.

ROUGH STUFF
 An absent-minded bride, anxious not to forget to order two chickens for dinner, repeated to herself while clearing away the breakfast things: "Grocer, chickens, grocer, chickens, grocer, chickens. The words became confused in her mind so that when she went to telephone she asked "Have you any nice grocers?"

"Why—why—yes," replied an astonished voice at the other end of the wire.

"Well," said the bride, "send me two dressed."

"Dressed?" asked the voice more astonished than before.

"Why, no," responded the bride. "I believe you may send them undressed. If my husband comes home early he will wring their necks and the cook can dress them."

BIRTHSTONE SMILES
 For laundress, the soapstone;
 For architects, the cornerstone;
 For cooks, the puddingstone;
 For soldiers, the bloodstone;
 For politicians, the blarney stone;
 For borrowers, the touchstone;
 For policemen, the pavingstone;
 For shoemakers, the cobblestone;
 For tourists, the Yellowstone;
 For beauties, the peachstone;
 For motorists, the milestone;
 For lovers, the moonstone;
 For morticians, the tombstone;
 For a columnist, the grindstone.

NEWS STORY IN 1943
 These days it is not "How are you?", but "How are your tires?" Before long it may be we will be writing news stories like this: Two tires were completely demolished this morning when two automobiles collided at the intersection of two main highways near here.

In addition to the two tires burst beyond hope of repair, one other tire on the car going north was badly damaged but possibly can be used again after extensive repairs. It was sent to the hospital, where its condition will be classed as critical pending further examination.

Of particular interest was the statement by a tube specialist that one of the tubes in the tire which was burst on the car going south may be repaired for further use if enough tube patching can be obtained.

Officers employed two guards with sub-machine guns to try to keep the remaining tires on the wrecked automobiles from being stolen.

Incidentally, the driver of the car traveling north was killed and two occupants of the other car were badly hurt.

In the haste to ascertain the extent of tire and tube casualties, the names of the killed and injured people were not learned by investigating officers.

Bike Rationing Is Effective On July 9th

Washington. — The office of price administration ordered rationing of bicycles, effective July 9, in a move to make certain the limited supply reaches most essential users. It raises to six the number of rationed commodities. Approximately 230,000 vehicles, almost the entire stock now in hands of manufacturers and dealers, will be released between July 9 and the end of August. Of the total, 180,000 have been allotted through a quota system for the states, territories and District of Columbia. The remainder were placed in reserve.

We must work harder, save harder, think harder and fight harder than our foes.

Two-Pound Sugar Bonus Announced

Washington. — Sugar consumers will receive an extra two pounds during the six-week period from July 10 to August 22, in addition to the basic ration of half-pound a week. Price Administrator Leon Henderson announced last night. Industrial and institutional users will also receive a considerable increase over their July and August allotments.

Henderson said the "bonus" ration to consumers will require the distribution of some 200,000 additional tons of sugar. Despite this momentary increase in the available supply, he warned, American shipping still is in such peril from enemy submarine and mine-sowing that "nobody knows whether we can bring in sufficient sugar to maintain our present ration levels in 1943."

"But," he added, "we feel the shipping prospects, together with the amount of sugar now on hand warrant distribution of at least 200,000 tons at this time."

"If our present shipping situation continues, it will result in no shortage. We're taking what I call a conservative gamble." The price chief said the decision to release the extra 200,000 tons in the July 10-August 22 period was reached after consultation with shipping and war production board officials. The quantity of sugar available to civilian consumers between July and December 1, he reported, will be 3,435,000 short tons.

Consumers may purchase their "bonus" ration with sugar stamp No. 7 any time during the six-week period. Stamp No. 6 will be used for the normal ration. The amount of sugar and the time range of stamp No. 8 will be announced later.

Institutional users, such as restaurants and hospitals, will receive 75 per cent of their normal needs, instead of the 50 per cent as regularly allowed. Industrial users will receive 80, rather than 70 per cent of normal.

These users will receive their extra authorizations when they apply for their regular allotment for use in September and October, which they may do on and after August 15.

Mothers would be perfectly satisfied if she could get straight time for her long day's work. As she works from dawn to late at night she isn't even putting. That's patriotism!

Let's put **COOKING** ON A WARTIME BASIS **Electrically!**

HELP KEEP YOUR FAMILY FIT by RETAINING the Vitamins In Cooking!

MOST important in the Health-Ford Victory program are balanced diet and the proper preparation of food so nutritive qualities will be retained. Thousands of Carolinas housewives are well prepared to meet this demand because they have the help of *vitaminized Electric cooking* which retains the essential vitamins and minerals in food.

Use your electric range wisely to contribute to health, prevent waste, and conserve time and energy.

DUKE POWER CO.
 HOURS 9 to 5 NINTH STREET

County Taxes Must Be Paid!

And the longer you put it off, the more expensive it is. An additional penalty will be added to the present amount of your 1941 county tax if same is not paid on or before . . .

Saturday, August 1st
 Plan to make your payment this month —and save.

C. T. DOUGHTON
 Sheriff and Tax Collector of Wilkes County